



THE FACT SHEET

FOOD WITH MIGUEL MAESTRE



SINGLE ORIGIN COFFEE

Aussie's are taking coffee really seriously these days and no-where more seriously than in our coffee capitol – Melbourne. In an inner city, back lane, there's a hole-in-the-wall café where the faithful come to worship ... St Ali.

Miguel meets up with St Ali owner and the king of Melbourne coffee, Salvatore Malatesta. He finds out what it takes to make a great coffee and tastes the holy grail of coffee, brewed from the Don Pachi Geisha bean. One cup of Salvatore's famous brew costs a staggering \$15 and takes 15 minutes to make! Can Miguel make a coffee inspired dessert to rival our most exclusive cup of Joe?

COFFEE TRENDS

In 2003, Trish Rothgeb of Wrecking Ball Coffee Roasters (formerly of New York) wrote an article for Roasters Guild periodical *The Flamekeeper* acknowledging the existence of what she deemed a "third wave" of coffee. These "waves" were a way to define the three distinct eras that the coffee trend has experienced to this day.





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'Waves' are defined as movements or changes in consumer trends which, in-turn, spur massive changes in the coffee industry. There are currently 'four waves' of coffee which are largely accepted as being defined by the following:

First Wave Coffee:

The first wave could be defined as the earliest days of mass-produced coffee. In the early 1900's Coffee giants such as Maxwell House and Folger made a great deal of money by distributing cheap and badly flavoured beans. In those days, instant coffee was watery thin and without flavor, but nonetheless, people were hooked.

Second Wave Coffee:

In 1960, Peet's Coffee began focusing on the prospect of sourcing well-cultivated and artisanal roasted beans. Peet's Coffee was the inspiration for Howard Schultz's 'Star Bucks' who in turn introduced terms such as 'espresso', 'latte', and 'Americano' into the American coffee culture.

Third Wave Coffee:

The third wave of coffee can be described as growers, retailers and customers focusing more on uniqueness. Businesses began focusing more on the origins of the beans, roasting techniques and an overall movement towards high-philosophy, ethical practices. Third wave coffee is crafted through a more scientific based approach utilizing scales, high-tech machines and a more select range of beans.

This is largely where our snobbery towards coffee began.

The Fourth Wave:

The 'fourth wave' of coffee is still a vague label that is yet to be defined.

One suggestion is that it can be described by the technique and creativity of the barista to enhance the coffee experience.

Another possible distinction between Third Wave and Fourth Wave is the emphasis put on sourcing beans from direct farms, rather than from global regions. It could be said that Fourth Wave Coffee Houses foster relationships with individual farmers, sorting stations and exporters, and they aim to increase the viability and sustainability of individual farms through communication and education. In-turn there is an active push to educate the customer on purchasing practices and the ethics behind it. This leads to a better understanding of the origin of the product and the process and an overall recognition of the quality that is delivered.

Salvatore Malatesta of 'The Sensory Lab' in Melbourne, predicts the 4th wave will be all about water exploration. Coffee is 90% water and interestingly, Melbourne water is very soft and therefore is not the ideal water for coffee making (the very, very best that is). So the next wave will be the extraction of all the minerals and chemical compounds in water via reverse osmosis, and then adding back into the water the ideal mineral content for the perfect cup of coffee. This will extract the greatest flavour possible from the ground coffee beans.





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WHAT IS SPECIALTY COFFEE?

- Specialty coffees are cultivated in ideal conditions in regards to climate, altitude, soil chemistries, and are grown from select cultivars. These growing conditions give specialty coffees their unique characteristics.
- High attention is given to quality control resulting in the removal of field or processing defects. Sensory Lab follows the S.C.A.A methodology and only purchase coffee that scores a grade of 84 or higher.
- Roasting is a finely tuned process that allows the roast to reflect the raw coffee's true potential.
- Specialty coffee baristas always aim to make the perfect cup of coffee, combining the efforts of the Growers, Processors and Roasters to celebrate the unique qualities of each coffee

SALVATORE MALATESTA

ABOUT:

Salvatore Malatesta – top notch coffee connoisseur and the 'Coffee King' of Melbourne, he established the 'Malatesta Corporation' and now owns eight cafes, including St Ali and The Sensory Lab.

- Salvatore is a former lawyer from an Italian migrant background - steeped in the tradition of food, wine and coffee being an integral part of any family get together.
- While a third year law student at the University of Melbourne he opened his first coffee outlet called "Caffeine". Since then, Salvatore has been involved as an owner/operator or consultant in over 88 food and beverage venues. His company, Malatesta Corporation, has also run fashion, consultancy, construction, travel and venture funding businesses. He has been a retail strategy consultant for companies such as Nestle and Spotless.
- Spends a lot of time travelling the world - hunting down specialist coffee.
- He has set up a 'Sensory Lab' in London recently also and plans to do so in Dubai and Asia.
- He sells two tons of coffee beans each week through his cafes and the wholesale side of the business. This incidentally has been growing at a rate of 100% every six months.
- The St Ali Group supports local charities such as Streetsmart, which tackles homelessness at the grassroots, and the Foundation for Australian Youth where Salvatore provides mentorship.

ST. ALI SPECIALTY COFFEE

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<http://stali.com.au/>

Don Pachi Geisha Coffee Bean:

The 'don pachi geisha' remains in the exclusive domain of the high-end coffee guys and who trade it amongst themselves as the 'holy grail' of coffee. For example St Ali only holds 50-





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150 kilos - by comparison they are normally roasting 4000 kilos a week, so it is extremely rare. It sells for around \$15 a cup.

RECIPE

'Short Black Tiramisu in 15 minutes'

Ingredients:

3 shots espresso coffee
1 splash Kahlua
1 splash aged sherry (Miguel prefers a Spanish sherry)
1 tbsp brown sugar
1 tbsp condensed milk
250g mascarpone
50ml pure cream
2 fresh vanilla beans - seeds only
1 packet sponge finger biscuits
1 packet chocolate coated coffee beans
1 bag Maltesers
coco powder to garnish

Process:

Mix the espresso, Kahlua, sherry, sugar and condensed milk over a medium heat for 3 minutes or until the mixture thickens.
Remove from the heat and pour into a mixing bowl, then place the bowl with the mixture on top of another bowl full of ice – this acts as a fast cooling mechanism.
In a separate bowl, whisk mascarpone, cream and vanilla seeds together.

Assembly:

Place 2 biscuits on each plate and spoon some of the coffee syrup and mascarpone mixture over the top.
Add another 2 biscuits on top and drizzle more coffee syrup over the top. Garnish with coco powder and a few chocolate coffee beans and Maltesers.

WEBLINKS

<http://www.stali.com.au/>

