

## Quality is a bag of BCCPI coffee



A visit to the BOYDS office in Pines Street, Mandaluyong is a feast for the senses. Together with the cordial greeting from the guard, it is the rich aroma of freshly roasted coffee beans that first welcomes visitors upon arrival. To coffee drinkers, this is a slice of heaven.

The client lounge displays select coffee machinery from the great Italia d'Oro cart to mini Bialetti coffee makers - the room a virtual museum of coffee equipment. Photos and coffee facts on the walls confirm that indeed, at Boyd Coffee Co. (Phils.) Inc. (BCCPI), coffee is their passion and their business.

BCCPI employees readily offer guests a cup of their favorite coffee preparation. Will it be an

Espresso? Cappuccino? Macchiato? Make no mistake; BCCPI employees know coffee and how to prepare it best. Seeing up close how an espresso machine works is a treat for the uninitiated - there is a rhythmic system to the process - the packing in of coffee grounds, the hot water rushing past the granules, the trickle of freshly brewed liquid to the cup, all contribute to the melodious cacophony that is espresso making.

With warm cup nestled in hand, guests savor the flavorful aroma as they listen enthralled to BCCPI President Robert Francisco's fervent and authoritative expositions on coffee - from planting to brewing and all things in between. Here is a man who knows whereof he speaks.

Yet his expertise on the bean is not kept to himself - BCCPI staff members go through rigorous training under him, acquiring a comprehensive coffee education that transforms them into coffee consultants, ready and able to provide the "Total Coffee Solutions" BCCPI is known for. For senior employees such as master roaster Cesar Flores, skill is accumulated from years of experience, as well as first-rate training at BCCPI and abroad. Employees are fully equipped with the knowhow to evaluate the quality of their daily roast, which they do on a daily basis. After all, BCCPI does not serve coffee they are not proud of.

Yes, at BCCPI, each batch of roast is assessed on a daily basis. Roasting is done upon client order and to their specifications, using the computerized Probat L50 Roaster from Germany. This machine allows BCCPI to formulate numerous roast degrees per variety - virtually limitless combinations for new blends and recipes. Smaller batch roasters are dedicated to particular coffee varieties; a pneumatic loader ensures that coffee is virtually untouched by human hands. There is no stock room for pre-roasted beans; fresh batches are delivered weekly. In fact, BCCPI proudly stamps the date of sealing on each pack to assure clients of the freshest coffee.

Innovation and progress are hallmarks of the BCCPI culture. Mr. Francisco can be seen making rounds in the roastery, making sure the company is running like a well-oiled machine. Being a coffee connoisseur in every sense of the word, he is constantly thinking of ways to present new facets of coffee appreciation to employees, clients and colleagues. His *Coffeology* remains THE course to take for those who want to immerse themselves in all things coffee, and even brief chats with him leave his audience a bit more informed about coffee. Sales and Marketing Manager Ms. Yasmin Vasquez assists Mr. Francisco in carrying out his vision of providing Total Coffee Solutions. Her weekly briefing with the sales team challenges them to continuously upgrade BCCPI's brand of customer service.

BCCPI is a tightly run ship guided by its policy of excellence and innovation. From the chief executive to the employees, to the machines, each one is valued for the efficiency and productivity they contribute to the company. This company knows quality - and it is most evident in every bag of BCCPI coffee.

## Coffeology™

### Part 1: The Coffee Plant

*Rubiaceae Coffea*, a tropical evergreen shrub is the plant that produces coffee beans. The plant can grow to a maximum height of 30 feet tall, but is usually maintained by local farmers at 5 feet for easier picking of berries.



Did you know that a coffee plant starts to bear fruit around 5 years after planting? This begins with the appearance of small white flowers with a jasmine-like scent. Soon after, the flowers wilt and coffee buds are produced, which in turn develop into green, then yellow, and finally red coffee berries.

Inside the berries' flesh, two pale green beans are nestled together like peanuts. These are the same green beans that will soon be harvested and roasted to make a delicious cup of your favorite brew. The entire process of fruit bearing takes place during a nine-month period.

Next issue: Coffee Varieties

\**Coffeology* is a proprietary course on coffee developed by BCCPI to educate clients on anything and everything about specialty coffee. The course covers each step coffee beans take, from farm to cup.