



Coffee experts host guests from around the world

From May 9 to 12, representatives of large and small coffee producers, from more than 30 countries, met at the International Coffee Symposium held in Stuttgart, Waiblingen and Emmerich. The

guests were welcomed by Bosch Package Makers and Probat, the roasting line producer, to a varied program of technical presentations and practical workshops.



The presentations covered topics ranging from developments in the raw coffee market, to different packaging strategies and new consumer trends. One of the speakers, Thomas Meinel Jr., CEO of Julius Meinel Austria GmbH, reported on a **PME 4261 BN** packaging line acquired in 2006, explaining how it permits packaging to be adapted to customer-specific requirements. For Meinel, investment costs for machines are justified when,

for example, they have a positive effect on marketing opportunities and thus support his business strategy. In the practical workshops, at the package maker location in Waiblingen, the guests experienced numerous Bosch solutions at first hand. Here, Bosch demonstrated its expertise as a partner, particularly in the areas of flexibility, aroma protection, new packaging styles and materials, and package checking.

For the trip to the Probat facilities in Emmerich, guests climbed aboard the legendary TEE Rheingold Express from the 1960s. There was ample time to party and Franky, playing rock & blues on his electric piano, ensured that no one sat still.

At Probat, among many subjects, guests learned about the human sense of taste and the influence of different roasting profiles on the taste of coffee. The program was rounded out with a fascinating presentation by Dr. Bertrand Piccard of his journey around the world in a hot-air balloon. His experiences can readily be

applied to the requirements of the coffee industry: here too, rapid, unconventional decision-making is in demand.

The entire event demonstrated how much Bosch shares the enthusiasm of its customers for coffee, and how enriching a professional exchange and global networking can be. Due to the overwhelming response, Bosch and Probat have decided to organize another coffee industry symposium in a similar format for 2010.

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- 1 Great interest was shown during the workshops in Waiblingen
- 2 Thomas Meinel Jr., was impressed by the **PME** packaging machine
- 3 Networking and socializing were an important part of the symposium
- 4 Fritz Storm, 2002 World Barista Champion, demonstrates the key factors required for the preparation of perfect espresso

