

July 2009

Oomph!

COFFEE ROASTERS

Qualità Sempre:

Always strive for quality. The core of any business of worth is the quality of it's produce, dedication to service, and integrity towards staff.

Long live the bean...



Tasmania
has it's own roasting company and it's
called Oomph!



A new 2 group La Marzocco Linea has been ordered for Barrack St and a new 3 group La Marzocco Linea has been ordered for the new Maquarie st store opening 1st week in August, '09.

Both machines will be retro fitted by La Marzocco factory technicians to the exact standards required by Oomph! Coffee. We use special de-sized restrictors to get optimum water flow parameters for flavour profiles for the coffee we roast. It's fiddly, but worth it in the end.

The three group Linea at Liverpool st has just had a new steam valve fitted for extra speed. The GB5 at Liverpool st will have a full steam valve re-build this weekend.

'BLACK'

Oomph! Maquarie and Liverpool will be getting new Mazzer conical blade grinders this week to run our new! 'BLACK' blend. Black is roasted and brewed entirely for black coffee. Short black/long black/plunger take you to coffee heaven/nirvana/bliss type of thing! Once we have fine-tuned 'black', Barrack will introduce the blend to the fast growing customer base in it's area.



Good Works:

Oomph! baristas around the state are often proud of their business, coffee, and workmanship. It all pays off in the end. You are giving our state a good name for coffee, and building yourself a good business. Keep up the good work.

WINNING COUNTS:

**It's official, Oomph! Coffee is...
Champion Tasmanian Coffee.
...Hobart Fine Food Awards.**

Yes, it really IS Tasmania's best coffee!

O Romeo, Romeo! wherefore art thou Romeo?

Oomph! Coffee blend, Romeo, has just been awarded the TASMANIAN CHAMPION COFFEE. The really good thing, though, is that it took the award in the Espresso Class. I personally believe there was some very amateurish prep done on some of the coffees, as we should have seen more from some of the other Aussie entrants. Anyhow, one day they'll get it right. Maybe. Well, we have been blessed from above with quite a few awards over the years, but have often found it hard work in the Espresso Class. The simple reason for this is that it is difficult to have a blend that is all things to all folks. The truth is that traditional Italian espresso is quite mild, and is generally comprised of beans that are not so good at cutting through milk. Oomph! Coffee made it a priority to have blends that were able to cut through with full flavour. We have been working on Romeo for three years to get it to where it is today. Nice to get a pat on the back.

BARRACK ST BONANZA!

Oomph! Barrack st is smashing records every week. Head Barista, Candy Evans, and floor manager Ruthy babe are winning over a great fan base and the store is getting busier every day. Candy says, "the customers are great and very friendly, and we're getting a really solid core of repeat customers. A lot of them just have not had coffee this good before and they love it!" Ruthy has been pulling shots and learning more about extraction. "I've never used coffee that's so fresh and this coffee is just golden crema all the way through, its great to work with!" Says Ruthy.

You gotta feel for one of the busiest baristas in the country, Daino. Not only does he own the Barrack st store, but is also Head Barista at Oomph! Liverpool.



At left: Azza (Moose) cupping single origin varieties. He is testing for body/ acidity/sweetness for inclusion in the new 'BLACK' blend.

At right: Ruthy and Candy getting stuck into another busy day at Oomph! Barrack.

