

# Perfect Espresso

## Espresso Perfetto

### MEDIA RELEASE

MAY 2010 – FOR IMMEDIATE RELEASE

#### BARISTA TRAINING MADE EASY BY AUSSIE ESPRESSO EXPERT

Australia's espresso expert will launch her unique series of 10 **Perfect Espresso training resources** – essential for any serious barista or trainer keen to make their espresso training easy, exciting and efficient – at **Caffé Culture 2010** in London on 23-25 June.

Coffee Education Network director and author Christine Cottrell said the resources provide everything needed to train up-and-coming baristas, on-the-job in cafés, in training organisations or through independent self-paced learning.

"Our Perfect Espresso training workbook, two CDs, set of 20 wall charts and customer service kit are an integrated series with the five Perfect Espresso books to provide the best training possible, while saving trainers time and energy," said Ms Cottrell.

"All the time and energy needed by hospitality trainers and supervisors in the planning, delivery and assessment of baristas is greatly reduced with these Perfect Espresso Training Resources.

"A good barista does not necessarily make a good trainer, but baristas who have used the Perfect Espresso training resources say the step-by-step training plans on the Training Tools CD give structure and scope to their training," she said.

"Baristas in Australia have given very positive feedback on the resources, and with the limited training experience of many, our baristas particularly like the Slide Show CD and all the step-by-step instructions and illustrations on the Charts – which are achieving exceptional results.

"For hospitality trainers who can have more than 20 trainees in a class and only one espresso machine and grinder, our range of resources means the trainer can focus on practical skill development with a small group, while the remainder work on group activities or independent self-paced learning.

"These days it seems that everyone wants to learn how to achieve latte art designs which are not really that difficult once you have mastered two things – a perfect espresso with a good dense crema and perfectly textured milk with bubbles so fine you can't see them," Christine emphasises.

"A good understanding of all the variables that affect the extraction of espresso and how to assess the quality of your finished espresso beverages should be significant aspects of good espresso training," Christine explains.

Other important issues like how to keep coffee beans fresh and how to keep espresso machinery clean and well maintained are also covered in the training plans.

The five books in the Perfect Espresso series complement the training resources, particularly the comprehensive *Perfect Espresso Barista Bible* destined to become the definitive text for espresso trainers as well as the coffee table reference for espresso enthusiasts worldwide.

The *Barista Bible* has been meticulously researched and planned in consultation with industry experts who understand what baristas and their trainers want. It provides every step essential to preparing and serving perfect espresso beverages.

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The 4 smaller books serve as easy reference guides for baristas – for solving espresso problems, providing great ideas for espresso conversation, mastering the beverages on the espresso menu and learning the newly emerged language of espresso.

“Illustrations, photos and flow diagrams in the Perfect Espresso books make understanding the best espresso coffee techniques available to a wider range of learners,” said Ms Cottrell.

“As an experienced hospitality trainer myself, I understand the needs of different learners and have developed our Perfect Espresso materials to satisfy audio, visual or kinesthetic learners – so all have better outcomes from training.

“We have also kept the language in all of our materials (from text to test) simple enough to cater for the needs of those who speak English as a second language,” she said.

Following the London launch of the Perfect Espresso books and training resources, Coffee Education Network will be sourcing a distributor in the United Kingdom.

Coffee Education Network was established in Australia in 1999 by Christine Cottrell – two years prior to the first World Barista Championship. With over 20 years of experience in teaching and working in the hospitality industry Christine has meticulously researched and written the most detailed works on espresso coffee in Australia. Her vision and passion for espresso sees her travel Australia and the world to further research trends and developments in espresso as soon as they emerge.

**Interview and photo opportunities available.**

**Christine Cottrell is at stand E136 at Caffé Culture 2010 on 23-25 June.**

**For more information contact Christine on +61 407 021 220  
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