

roast

MAGAZINE



2021 INDUSTRY DIRECTORY

November | December 2020

20  
YEARS

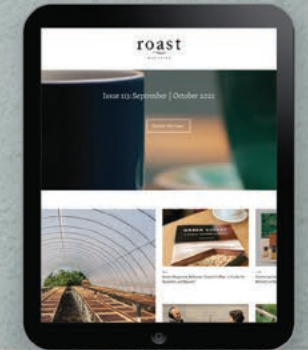
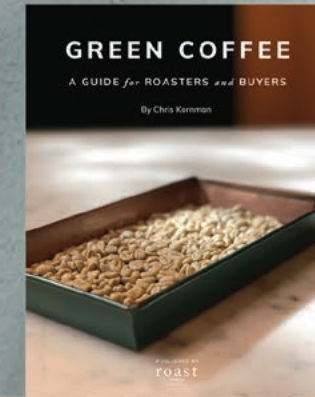
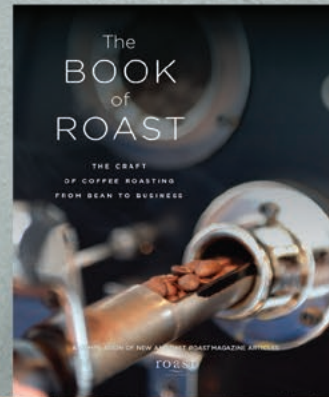
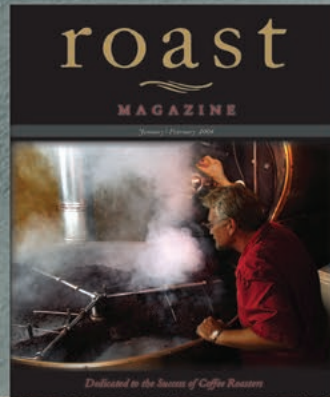
*of*

roast  
MAGAZINE

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A Retrospective  
and Glimpse  
Into the Future





2004

The first issue of *Roast* is published to widespread acclaim. Its tagline: Dedicated to the success of the coffee industry.

2012

The first issue of *Roast Korea* is published. *Roast's* partners in Korea continue to publish each issue.

2012

*Roast* joins forces with *Daily Coffee News*, a dynamic platform for industry professionals to stay updated on the latest news and trends.

2017

*The Book of Roast* is published, quickly becoming the industry standard guide for all things roasting.

2020

*Roast* introduces its modern redesign. *Roast* also holds the first *Roast Summit*, now an essential annual event for the entire roasting community.

2021

*Roast* introduces audio articles and podcasts on its website for convenient listening and learning.

2022

*Roast* publishes *Green Coffee: A Guide for Roasters and Buyers*; it quickly becomes an industry standard resource for green coffee info.

2023

The *Roast* website is redesigned with a clean new look and easy access to featured articles, as well as new options for buying print or digital subscriptions.

A timeline with just some of the highlights from the past 20 years of *Roast*.

**IN 2004, ROAST EMBARKED ON A** journey to fill a void in the coffee industry with an unwavering commitment to covering the art and science of coffee roasting. As we celebrate the 20th anniversary of *Roast*, we reflect on the magazine's remarkable evolution, its dedicated team, and its contributions to the coffee community worldwide. We also look forward to the years ahead of us, guided by a vision that will take *Roast* to new heights.

**A HUMBLE BEGINNING**

*Roast's* inception was the result of a bold idea and determination from its founder and publisher, Connie

Blumhardt. Armed with a background in publishing and sales, Blumhardt saw an unmet need within the coffee industry—a resource focused on roasting expertise. With a \$25,000 investment, she set out with the ambitious goal of creating a publication that would cater to the specific needs of roasters, providing them with a platform to share and explore the latest in roasting techniques and knowledge.

One of *Roast's* first endeavors was launching the Roaster of the Year awards, which have since become the ultimate recognition for specialty roasting companies, elevating their status and setting new standards of excellence. Since 2005, *Roast* has celebrated the dedication, innovation and

craftmanship of coffee roasters from around the world through these awards, offering a platform to showcase their commitment to quality, sustainability and the art of coffee roasting. The Roaster of the Year awards have not only highlighted the industry's most exceptional companies but also inspired countless others to strive for greatness in their coffee endeavors.

From its early days, *Roast* received enthusiastic support from the coffee industry. Colleagues and friends rallied around Blumhardt and her vision, helping the publication gain momentum. Roasters and coffee professionals recognized the value *Roast* provided in elevating the roasting craft to new heights, and the magazine became a symbol of the growing

influence of the roasting sector within the coffee industry.

The support of *Roast's* advertising partners, from the early years through today, has been critical to the success and longevity of the magazine—some advertisers have been featured in *Roast* from the very first issue in 2004. Even with the rising costs of publishing, each issue is printed and mailed to thousands of subscribers all over the world thanks to the dedication of these supporters.

**PIONEERING ROASTING EXPERTISE**

As the magazine became established, *Roast* created





**LEFT**  
Roast Publisher Connie Blumhardt (left) and editor Lily Kubota. Photo by Juan José Sánchez Macías

**RIGHT**  
An award-winning feature from the pages of Roast.

a multi-disciplinary editorial advisory board of respected specialty coffee professionals to help direct content and provide functional coffee expertise to the editors. Some from the original editorial board remain active and committed to the magazine, while new members have been added to stay relevant with the changing industry. Editorial board members often contribute as writers and technical editors, and help with editorial direction. (See page 14 for a list of current board members.)

“When developing the concept [of the magazine], Connie approached the Roasters Guild and asked for support,” says Spencer Turer, vice president of Coffee Enterprises and a longtime member of Roast’s editorial advisory board. “The members of the executive council were very excited about this new publication specific to coffee roasters. Many of the original executive council members joined the editorial advisory board and others became regular writers for Roast. They realized the great opportunity and need in the industry and provided assistance and support in the early years. At one time, there was a recurring column in the magazine called ‘Flamekeeper’ that was written by the Roasters Guild.”



Roast quickly became a beacon for coffee professionals seeking to refine their roasting skills. It offered a window into the intricacies of roasting and related aspects of the trade, providing practical guidance and technical insights that were sorely lacking in the industry. Under Blumhardt’s leadership, the magazine has continued to push boundaries, exploring emerging trends in roasting, sustainability and coffee culture.

“When Roast launched, [the roasting community] felt that we now had a magazine of our own,” says Turer. “Other magazines were directed towards general manufacturing or retailing. Roast answered a need in the industry, providing directed content and sophisticated information for roasters.”

Roast’s impressive track record of Maggie Award wins is a reflection of the publication’s unwavering dedication to excellence in coffee journalism. In 2013, Roast was recognized with a prestigious Maggie Award for the Best Special Interest magazine for a trade audience, and in 2017, the magazine took home Maggie Awards for Best Feature Story and Best Cover. The accolades continued in 2019, when Phyllis Johnson’s article “Strong Black Coffee: Why Aren’t



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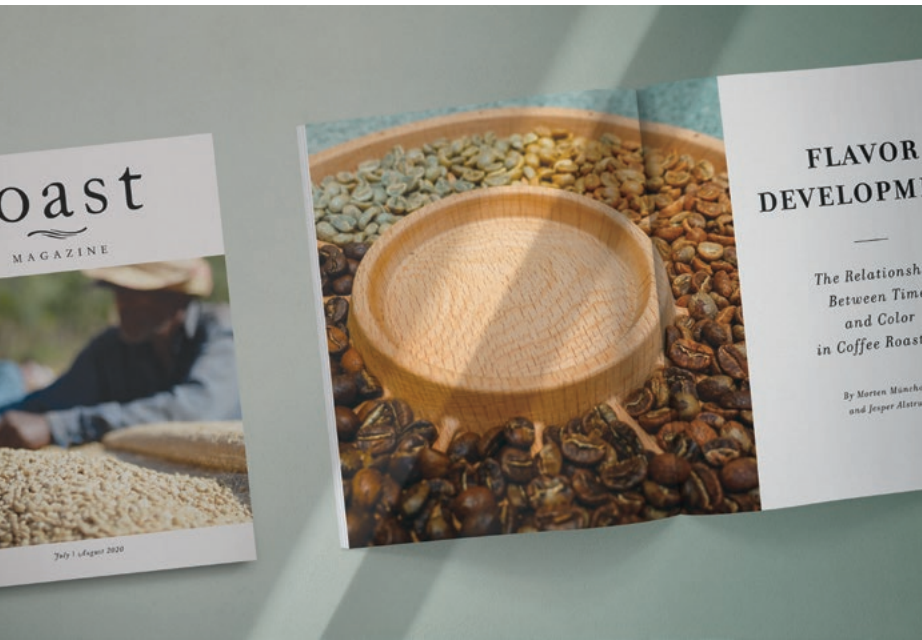
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African-Americans More Prominent in the Coffee Industry?” secured yet another Maggie Award for *Roast*, this time for the Best Signed Editorial category.

In addition to the valued writers and partners who have contributed to *Roast*, the dedication of its entire team has been instrumental in the publication’s success—including art director Jeremy Leff, who has been behind the magazine’s noteworthy design since the beginning, and circulation manager Beth Winburne, who also joined the team in the early days of *Roast*. Editor Lily Kubota joined *Roast* in 2018 and works to develop content that is not only informative but also engaging, catering to both seasoned roasters and those just starting in the field. Business development manager Claire Harriman came on board in 2016 and has played a vital role in fostering collaborations and partnerships within the coffee industry; identifying

and pursuing new opportunities for growth have been instrumental in *Roast*’s success. Copy editor Emily Puro served as the magazine’s editor from 2014 to 2019, and continues to contribute as proofreader, editorial adviser and occasional writer.

**BUILDING A LEGACY**

Over the years, *Roast* expanded its team to meet the demands of its growing readership. It forged connections within the coffee community, becoming a fixture at industry events. The magazine is translated and distributed in Korea by trusted licensing partners who have become valued colleagues, further expanding *Roast*’s reach in the coffee world.

“*Roast* magazine has been with me throughout my career, serving as an indispensable guide to trends



Photo by Juan José Sánchez Macías



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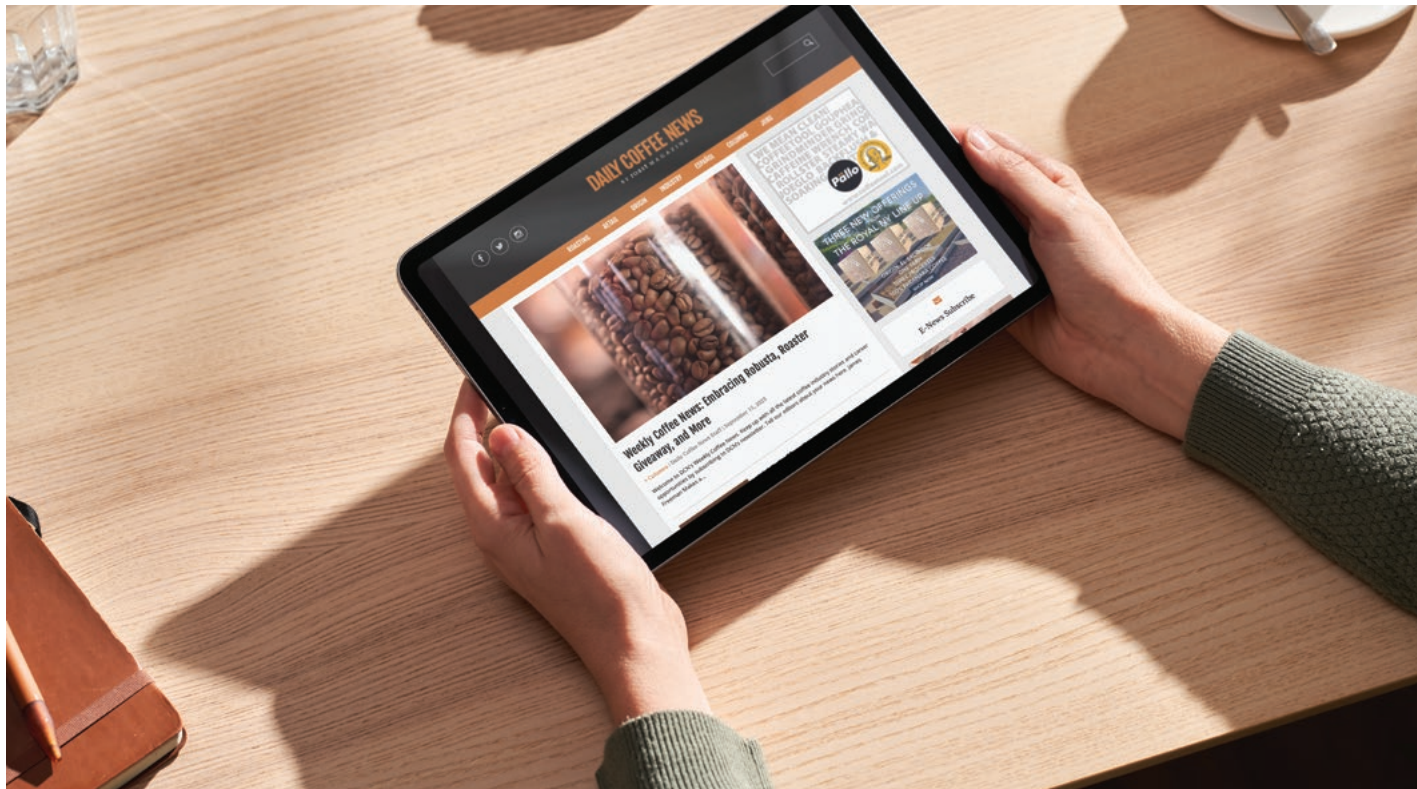
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Daily Coffee News is a trusted source for timely industry updates and breaking news from the coffee industry.

in roasting, evolving coffee origins, and the growing community of coffee roasters worldwide,” says longtime editorial advisory board member David Pohl of Pohl Coffee Consulting. “Roast’s role in creating a more connected and well-informed roasting community deserves to be acknowledged and celebrated.”

In 2012, Blumhardt joined forces with Nick Brown, editor of *Daily Coffee News*, a dynamic platform for industry professionals to stay informed about the latest developments, innovations and trends. This partnership complimented the magazine’s mission by providing daily updates, breaking news and in-depth coverage of the coffee industry. Brown’s dedication to insightful reporting and his commitment to coffee news excellence have contributed significantly to Roast’s overall impact and relevance within the coffee community.

“*Daily Coffee News* has always been a complement to the magazine, but not merely in terms of format or filling information gaps,” says Brown. “Before *Daily Coffee News* launched, I was a great admirer of *Roast* and its obvious commitment to sincerely addressing

the needs of readers while simultaneously respecting and progressing the coffee industry. From one day to the next, the headlines may look similar, but the coffee roasting industry looks appreciably different today than it did 20 years ago, and *Roast* has played an invaluable part in that.”

In January 2020, *Roast* held its inaugural Roast Summit in Portland, Oregon—providing yet another opportunity for roasters to gather, learn and collaborate. While the event was held in a digital format during the covid-19 pandemic, it continued to be a highly valuable activity for roasters and coffee professionals around the world looking to connect during a time when this was increasingly difficult.

“*Roast* has definitely been such a trusted, valuable resource for me—and I’m sure for other roasters, too—since I started roasting many years ago,” says editorial advisory board member Anne Cooper of Equilibrium Master Roasters, who was a popular presenter during one of these virtual events. “I have always loved and appreciated the wonderful openness, support and inclusivity of *Roast* by being a platform for



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## 20 YEARS OF ROAST MAGAZINE

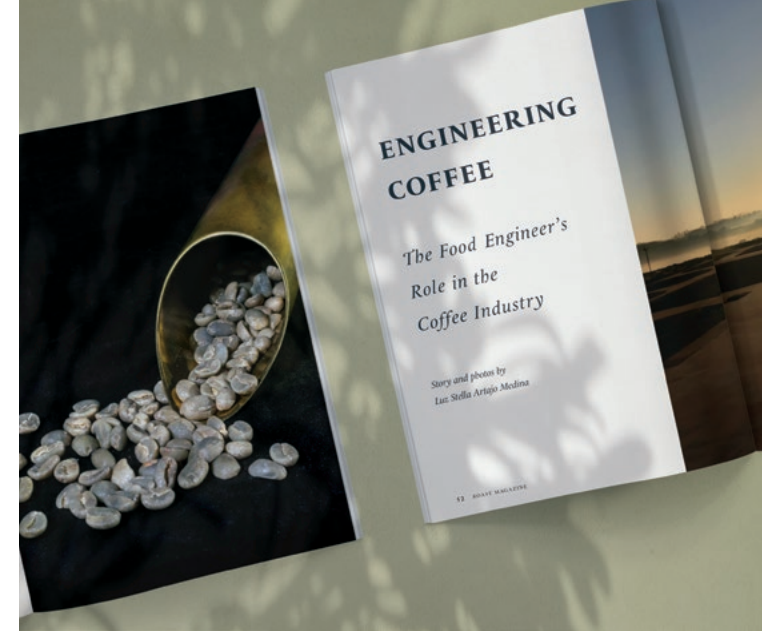
all voices of the coffee chain on a global scale. Without it I certainly wouldn't have gained the wonderful opportunities and relationships I have in the coffee industry today."

As a publisher, *Roast* has not only been a source of informative articles but has also given rise to a series of invaluable publications that delve deeply into the world of coffee. *The Book of Roast* is a comprehensive compilation of articles previously featured in *Roast*, along with new material produced exclusively for the book. With nearly 500 pages, it covers everything from the history of coffee roasting and production to the science of coffee, roasting techniques and cupping. Moreover, it provides insights into the fundamentals of running a coffee roasting business, making it an indispensable resource for both novice and seasoned roasters.

Another significant publication that has emerged from *Roast* is *Green Coffee: A Guide for Roasters and Buyers* by Chris Kornman. This resource offers a comprehensive exploration of unroasted coffee, encompassing its history, various processing methods, sourcing practices, analysis and roasting. Fueled by new research, experimentation, collaboration and personal experiences, this guide provides a practical and accessible breakdown of what it takes to understand and work with green coffee.

Additionally, *Cheap Coffee: Behind the Curtain of the Global Coffee Trade* by Karl Wienhold offers readers an in-depth understanding of the economics, mechanics and power structures that shape the contemporary coffee industry. Drawing from academic literature and expert interviews, this publication provides insights into the multifaceted aspects of the coffee trade in a readable and digestible format.

Lastly, *Coffee Covered: A Photographic Journey of Coffee from Farm to Cup* by Mark Shimahara takes readers on a visual odyssey through the world of coffee. This book pays homage to the planet's most beloved beverage, chronicling its humble beginnings as a bean to the moment it graces your cup. It's a tribute not only to coffee but also to the dedicated individuals and processes that make the journey from farm to cup possible.



*Roast* offers technical information in a digestible format.

## COFFEE INDUSTRY INSIGHTS

Over the past decade, since *Roast's* last milestone update in 2014, our story has been told through a diverse array of articles published in *Roast*. These articles have allowed us to explore the ever-evolving landscape of the coffee industry and delve into key themes that have significantly shaped its trajectory, and many talented writers have selected *Roast* as an outlet to present creative ideas, challenge the status quo and make an impact on the industry.

*Roast* strives to be an approachable publication, offering technical and business information in a digestible format for coffee professionals of all levels. Articles have provided critical understanding and functional tools for professionals to apply to their businesses, not just concepts and aspiration.

"I have heard comments from readers who revisit articles, utilizing them as reference sources for their professional development," says Turer. "Talking about the latest issue of *Roast* has always been a way to engage new friends and associates in the industry."

We've had the opportunity to share insights into market dynamics, offering our readers valuable perspectives on managing profitability in a volatile commodity market and the critical importance of understanding the impact of market prices on coffee businesses.

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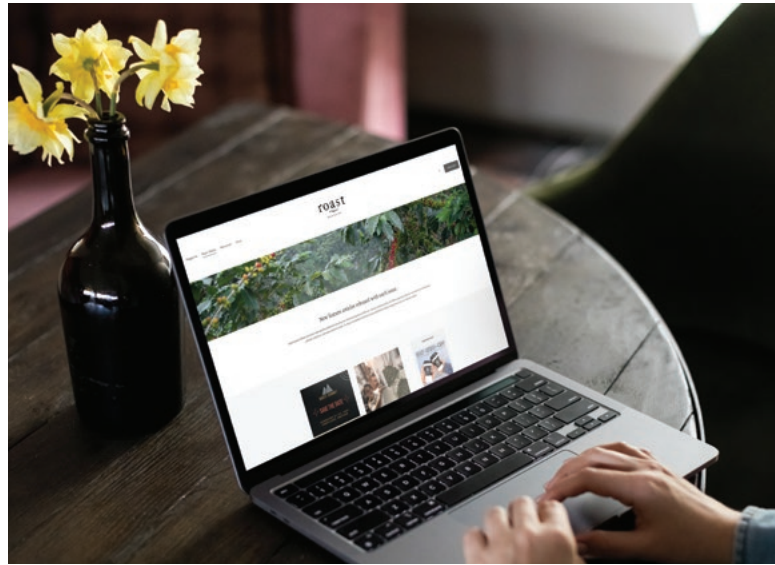
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The Roast website offers many feature articles and industry resources for free, while also providing podcasts, audio articles and industry event information.

Quality and processing have always been at the forefront of our exploration, covering topics such as measuring water activity in specialty green coffee, the implications of mechanized harvesting on coffee quality, advancements in coffee packaging equipment, and how various processing methods influence coffee flavor. We've thoroughly examined physical and sensory evaluations and quality control, addressing coffee grading, cupping, sensory evaluation, and the use of technology to maintain quality standards—both explaining the technical aspects of coffee quality and coffee analysis, and exploring innovations to expand and improve our knowledge.

Sustainability and farming have been recurring themes in our publications as well. We've discussed everything from coffee waste recycling for fuel production to sustainable farming practices. Our

articles have also highlighted the challenges posed by climate change, particularly its impact on coffee production, and have explored cooperative models that foster sustainable development. Environmental concerns, such as wildfires and climate change, have not gone unnoticed, and we have purposefully focused on the environmental impacts of coffee production and efforts to mitigate it, including carbon offset initiatives. Ethics and transparency in the coffee supply chain have been central themes as well.

Throughout the years, we've introduced our readers to prominent figures in the industry, profiling their experiences and contributions. We've had the privilege of shedding light on the diverse personalities that make the coffee world so vibrant. Industry trends and developments have also had their place in the magazine, including debates over direct trade versus



Unique topics that cover the technical aspects of coffee roasting while expanding readers' knowledge have been a big part of Roast's industry coverage.

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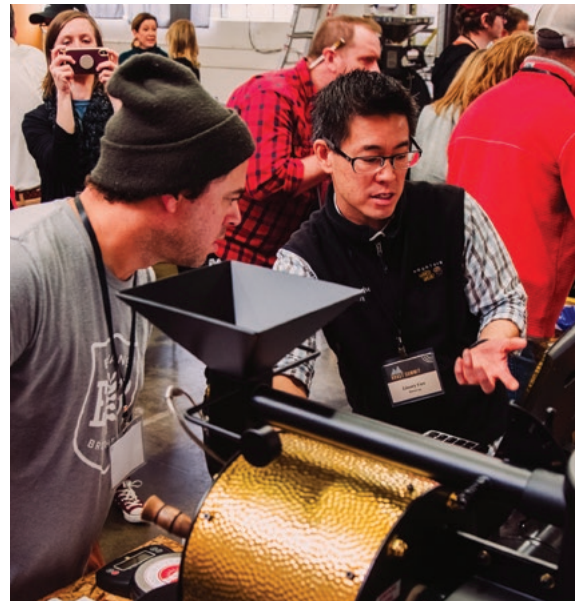
**LEFT**  
Roast highlights industry trends and changing preferences.

**RIGHT**  
Roasters learning the tools and methodology of the trade at the 2020 Roast Summit in Portland, Oregon. Photo by Juan José Sánchez Macías

fair trade, the role of specialty coffee associations and trade groups, and the integration of technology into coffee roasting and processing.

The pages of *Roast* have also been filled with insights on business and finance in the coffee industry, from financial sustainability and business planning to regulatory compliance and food safety. Packaging and marketing have also received our attention, with discussions on the impact of packaging materials on both coffee quality and the environment, and effective marketing strategies for specialty coffee.

Cultural and social aspects of coffee have been a consistent focus of our articles, highlighting the rich tapestry of coffee culture across the globe, as well as the changing preferences and consumption trends of coffee enthusiasts. *Roast* has offered readers a glimpse into the unique characteristics and challenges of coffee-producing regions around the world and covered the concept of designation of origin and the branding efforts aimed at distinguishing coffee from various regions, as well as ethical considerations in data collection.



We've also emphasized the importance of employee training and development, sharing insights into training programs for coffee professionals, staff retention and succession planning.

In essence, *Roast's* 20-year journey, as documented through these articles, paints a comprehensive picture of our commitment to the coffee industry, from its intricacies to its global impact, and reflects our dedication to quality, sustainability and the vibrant coffee community.

#### LOOKING TO THE FUTURE

The coffee industry is in a constant state of evolution, with new challenges and opportunities arising regularly. *Roast* is poised to embrace these changes and continue serving as a bridge between coffee professionals, researchers and enthusiasts.

As we celebrate the 20th anniversary of *Roast*, in this 121st issue of the magazine, we are moving into the future with a clear vision and strategic plan encompassing the mission, goals and objectives that

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**LEFT**  
Roast strives to guide and inspire readers.

**RIGHT**  
Feature articles like "Heating Things Up: An Introduction to Thermodynamics in Coffee Roasting" highlight the technical aspects of coffee roasting.

will drive continued success. As a dedicated trade magazine for the specialty coffee industry, *Roast's* mission centers on nurturing the sector's success through comprehensive coverage of the art, science and business aspects of coffee, offering the highest quality technical education and insights. Looking ahead, *Roast* aims to solidify its leadership position by expanding the accessibility and quantity of high-quality content across print, digital and in-person platforms. We are committed to improving operational efficiency, enhancing the customer experience, and fostering partnerships that support the coffee industry's growth.

With these goals in mind, the future holds the promise of even greater success, with *Roast* poised to cement its position as a leader in the specialty coffee industry, both as a magazine and as a media company.



As coffee continues to evolve, *Roast* will be here to guide and inspire our readers, just as we have for the past two decades. Our dedication to excellence, innovation, and the appreciation of the art and science of coffee roasting remains unwavering.

We invite you to join us on this exciting journey, as we continue to explore, inspire and celebrate the dynamic world of coffee. How can you join the *Roast* revolution? Perhaps you have a topic to contribute or research to share with the larger industry. Maybe you're eager to speak at an upcoming event. Get in touch; let us know what's on your mind. Reach out to others and share what you've learned. Let your passion for coffee guide you as we embark on the next 20 years together.



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