

Café Europa

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Brewing up profits with quality

The Netherlands is also home to three companies which produce some of the best brewing machines in the world, based at least on the awards and kudos that their respective products have received. At Amerongen, in the east of the country, is the headquarters of **Technivorm**, which is now in its fifth decade of making high quality home and professional grinders and filter brewing machines. Founder and president **Gerard-Clement Smit** stresses that each of his company's Moccamaster machines is hand built and tested, and the result is easy to see:



Photo: Michael Segal

Handbuilding filter coffee machines at Technivorm

critical raves for the machines from diverse sources including *Wine Spectator* magazine in the US and the Oslo-based European Coffee Brewing Centre. Smit is particularly proud that the Finns — who drink more coffee than anyone else on the planet — have taken so strongly to Technivorm's grinding and brewing systems. The company came first in Finland in no less than three different consumer tests for coffee equipment within two months recently, an indication that the quality is appreciated in the demanding Nordic markets where Technivorm has supplied literally millions of brewers. The company also makes a grinder/doser that is set to the exact requirements of a country's market, delivering the perfect coarseness and the ideal dose for the particular water quality and taste preference in that market.

Smit explains.

"Here it has always been quality first," he states. "If it's not a quality product, *we* are not going to produce it. That puts you a bit higher on the price list — of course it does. But usually the customer discovers that paying a somewhat higher price will very often be the cheapest in the long run."

The company must be doing something right: at the moment it is adding another 1,200 square metres to its factory space, and it will likely significantly exceed the more than 300,000 units it produced for 20 international markets last year.