

## LOCAL BUSINESS PROFILE: **RED DOG COFFEE TRADERS**

To commemorate Mother's Day, we are interviewing a local business owner, coffee fanatic, and mother of two, Angel. She and her partner have been running **Red Dog Coffee Traders** out of Eumundi, the Noosa Farmers' Market, The Hinterland Markets and the Kawana Farmers' Market since 2007.



**What is your most memorable coffee experience?**

My first taste of a Chemex coffee

**What is your favourite origin or style of coffee?**

Nicaraguan Coffee

**Which famous or historical figure would you invite to dinner?**

Bob Marley

**What foods or treats do you enjoy with your coffee?**

Chocolate and Portuguese Tarts (yum!)

**What invention or innovation would you like to see in the coffee industry?**

More gas-powered coffee machines

**What do you do to wind down after a busy day at the markets?**

Have a cup of tea

**If you could jump on a plane right now, where would you go?**

Spain

YOU CAN FIND OUT MORE ABOUT  
**RED DOG COFFEE TRADERS**  
ON THEIR [FACEBOOK PAGE](#)

Head on over to see them for an awesome cup of coffee next time you're at the markets!



# PIONEER COFFEE ROASTERY

SMALL BATCH SPECIALTY COFFEE

MONTHLY NEWSLETTER  
ISSUE 002 MAY 2017



## JOCO REUSABLE COFFEE CUPS

### WHY JOCO?

Annually, over 500 billion disposable paper, Styrofoam and single-use plastic cups are used worldwide and this figure is rapidly rising each year.

With a reusable cup, you could drastically reduce the number of disposable cups headed straight for landfill.

Microwave & dishwasher safe

BPA, lead & cadmium free

Made of non-porous borosilicate glass

Durable & resistant

Barista-friendly sizes

Comes in lots of colours

**BUY ONE IN-STORE  
AND WE'LL FILL IT WITH A FREE COFFEE**

8oz & 12oz SIZES AVAILABLE

## FREE BREWING & ROASTING DEMONSTRATIONS

Every Wednesday

10:30-11:30am

Book online at:

[www.pioneercoffee.com.au](http://www.pioneercoffee.com.au)



## LIVE LONGER DRINK 5 CUPS OF COFFEE A DAY?

New research suggests that drinking a “moderate” 3 to 5 cups (decaffeinated or caffeinated) a day may reduce your risk of developing certain health problems, such as cardiovascular disease, stroke, type 2 diabetes and some neurological diseases like Parkinson’s.



benefit held true for  
**caffeinated**  
&  
**decaffeinated**  
**coffee**

Research conducted at **Harvard TH Chan School of Public Health** found that “Bioactive compounds in coffee reduce insulin resistance and systematic inflammation.” and “That could explain some of our findings. However, more studies are needed to investigate the biological mechanisms producing these effects.”

Researchers analysed data from more than 200,000 participants of three ongoing studies spanning 30 years, using health questionnaires conducted every four years.

Their studies also seemed to dispel previous assumptions that drinking 4 or more coffees a day increases the risk of developing cardiovascular disease.

They conclude that coffee *can* be part of a healthy, balanced lifestyle.

You can read more about the study at:

<https://www.hsph.harvard.edu/news/press-releases/moderate-coffee-drinking-may-lower-risk-of-premature-death/>



## A CUP OF COFFEE HISTORY

Coffee is in the top three most popular beverages worldwide. Many attempts have been made to ban this somewhat controversial drink.

### ITALY, 16<sup>th</sup> CENTURY

After coffee made its way to Europe, Catholic clergymen called for coffee to be banned as they saw it as a Satanic influence on the Italian people. However, once Pope Clement VIII tried coffee, he declared it to be delicious and suggested that it should even be baptized. Coffee houses subsequently sprang up all over Italy and the rest of Europe.



### SWEDEN, 1746

Government officials suspected that the rising popularity of Swedish coffeehouses could harbour subversion and revolt, so King Frederick I issued an edict in 1746 against the “misuses and excesses” of coffee drinking. Coffee was banned outright in 1756. The profitable profession of bootlegging kept government agents so busy with coffee raids, that the ban was lifted and a hefty import tax was set instead.

### PRUSSIA, 1777

Coffee seems to become wildly popular wherever it goes! Frederick the Great of Prussia was in his own words “disgusted by the increase in the quantity of coffee used by my subjects and the amount of money that goes out of the country as a consequence”. Distrustful of his coffee-loving soldiers, he suggested that people quit drinking it. Having been raised on beer from a young age, he attempted to convince his people to drink that instead, but was forced to abandon his campaign in response to public back-lash.

### NEW YORK, 2013

Mayor Michael Bloomberg set in place restrictions regarding sugary drinks. While not a direct ban on coffee itself, changes to laws have affected how people order coffees, particularly flavoured coffee drinks. Due to the confusing overlap between the laws and how coffees are defined, some baristas are no longer allowed to sell a sugared coffee to a customer, and instead require that the customer adds their own. Other restrictions such as size limitations on sugary drinks like hot chocolate and sweet chai (only available in a small or medium) and baristas not being allowed to serve/sell for example a large or extra-large vanilla latte also apply. Lawsuits from the coffee industry pending!

**PIONEER COFFEE ROASTERY**  
SMALL BATCH SPECIALTY COFFEE - RETAIL - WHOLESALE