

Making it fresh

Laura Lavin
Peninsula News Review

If you thought your cup of coffee couldn't get any fresher, you're in for a treat. Local businessman and coffee aficionado Jim Townley, owner of Fresh Cup Roastery Café in Saanichton, has taken his desire to serve the perfect cup of coffee to new heights with a new coffee roaster.

"The new roaster uses a patented method of roasting small batches of beans while delivering consistently high-quality coffee, right on site," said Townley.

Fresh Cup has long been known for roasting only certified organic and ethically traded coffees, and their new roasting technology "guarantees" consistency.

They have designed a way to roast coffee using a small-batch approach. The Roastaire™ machine allows Fresh Cup to roast as needed, reducing the need for inventory and complex secondary distribution.

"[It] uses a patented control system that guarantees exact and consistent roast duplication, delivering maximum freshness and customer value," said Townley. "We believe that the new Roastaire™ system will revolutionize the coffee industry by taking the consumer's coffee experience and expectation to the next level of freshness."

He compared Fresh Cup's freshly roasted method of making coffee to local brew-pubs bringing their customers uniquely flavoured beer.

"Time and time again, we've seen that customers can taste and appreciate the difference in smoothness and rich flavours that carefully controlled roasting and freshness deliver. Once they do, most will not return to the stale status quo. Our on-site roasting technology will set new standards for urban roasting across the country, helping evolve the coffee shop of the past in a similar fashion to how brew-pubs have redefined traditional taverns."

Fresh Cup started as a small coffee company in Central Saanich seven years ago. Since then it has built the company around the concept of freshness and has gained a devoted local following.

Townley explained that the Fresh Cup concept of a "green coffee movement" is to revolutionize the specialty coffee industry by leveraging technology to assure both sustainable practices as well as a new standard of freshness and quality for coffee drinkers. The new roaster, which is energy efficient, fits right into this philosophy.

Each Saturday morning from 9 a.m. until noon the original Fresh Cup location in Saanichton opens their roastery to the public. "Our roast-master feels that in order to make the product totally accessible, we need to connect with people to answer questions. Some people have never seen coffee being roasted, so we



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Fresh Cup Roastery Café roast master Mel Townley with the new Roastaire™, an environmentally friendly coffee roaster.

think that's an important part of our story," Townley said.

Fresh Cup originally started with the idea of fund-raising for the community using coffee sales as its base. "Schools and sports groups are always looking for ways to raise money, and freshly roasted coffee is an easy thing for people to understand," said Townley. "We then started to look at things more closely and realized that all aspects of our business needed to be in alignment with the phi-

losophy of community, that's why we put so much time into designing a coffee roaster."

Extending themselves to the community through fund-raising will continue at Fresh Cup this Saturday as the staff of the *PENINSULA NEWS REVIEW* dishes up Lucerne ice cream at Fresh Cup for donations to the annual Coins for Kids campaign. Fresh Cup will also donate 50 pennies of each coffee sold that day to the cause. Drop by Fresh Cup Roastery Café at 1931 Mount Newton

X Road in Saanichton Saturday, June 23 from 1 p.m. to 3 p.m. All proceeds will go to the Kiwanis Club for less fortunate Peninsula children at Christmas time.

editor@peninsulanewsreview.com