



BOCCA COFFEE:

# Love at first taste

TEXT: BAS VAN DUREN AND ANNA VILLELEGER | PHOTOS: BOCCA COFFEE ROASTERS

**The Bocca Coffee story began almost two decades ago in Ethiopia, when founder Menno Simons – then working as a trader of organic sesame seeds – stumbled across a hillside of beautiful coffee trees ripe with red cherries. It was love at first taste, and the start of a lifelong pursuit of coffee perfection. Sourcing the highest quality beans and using the most innovative roasting technologies, Bocca Coffee Roasters craft coffee like no other.**

Guided by his passion for premium quality, Simons founded Bocca Coffee in 2001. “I was enormously excited by everything that encompasses the flavour of coffee. That depends on so many factors, including the type of farmer, the altitude of the harvest, processing, fermentation, compost usage, transport, and so on,” he explains.

Making the finest coffees accessible for those who truly care, Bocca is commit-

ted to making a difference, with responsible farming being a top priority: “The foundation for our coffee starts with knowing the source and having good relationships.”

Bocca receives its high quality, traceable coffee from green coffee importers including Trabocca – also founded by Simons – and known worldwide for its excellent Ethiopian coffees. Bocca then uses its advanced roasting technology to supply roasted coffee to an array of high-end restaurants, bars, speciality coffee shops and offices in the Netherlands.

There is something to suit all tastes at Bocca, with the brand offering seven year-round coffees, as well as seasonal ‘specials’ which are available for a limited time and come in very small lots. The brand’s first and most popular coffee is the delicately balanced ‘Full Blend’, with notes of date, caramel and lemon.

Bocca also has a partner in high quality tea, called April Tea, which specialises in pure and natural white, green, jasmine, oolong and black teas.

The first Bocca flagship store opened in 2015 at Kerkstraat 96 in downtown Amsterdam; a spot where you can not only buy freshly roasted specialty coffee or sit down with a good cup, but where courses are given to catering staff and consumers. “The Kerkstraat is a place where we would like to demonstrate what’s possible with coffee, and how we feel it should be served. It is also an innovation centre, ensuring we remain at the forefront of the specialty coffee business.”

In May the Bocca Barista School will also open, offering even more possibilities and customised training.

To find out more head to [www.bocca.nl](http://www.bocca.nl)