



LORING[™]
The Smarter Way to Roast



**Tasty
Coffee**

IZHEVSK, RUSSIA

CUSTOMER STORIES

The Situation

Tasty Coffee, who specializes in espresso roasts, was looking for a way to support the growth of their business while maintaining the level of consistency their customers demand.

While their traditional drum roaster had a profile repetition feature, it did not mean that their desired roasts could be precisely replicated. Changes in ambient temperature could significantly affect their roast, sometimes requiring manual adjustments to get the desired result.

In addition, they found the design incorporating a cast iron drum necessitated significant downtime for cooling, heating, and upkeep. The combination of high temperature and heavy load of the drum, meant bearings required constant maintenance and replacement.

The Situation

Tasty Coffee ordered their first Loring S15 Falcon in order to roast microlots. Their initial roasts of some varieties delivered results that were quite different than their legacy Probat roaster. Ultimately, taking time to experiment allowed them to understand the difference between Loring roasters and traditional designs. Thanks to this, they have greatly improved their production efficiency.

Loring roasters heat coffee primarily via convection. "This type of heat transfer works very well for espresso and soft

varieties such as Brazil. Espresso, which is about 80% of our production, is much tastier on Loring. We have confirmed this many times on blind cupping.", says owner Mikhail Sharov. "We realized that if we had a big Loring, our coffee would be even better. And so it happened."

Tasty Coffee originally purchased a Loring S15 Falcon (15 kg), on which they roasted microlots. Then they added a Loring S70 Peregrine (70 kg), which they use to roast espresso in larger batches. They will soon add another S70 Peregrine to their assembly of Loring roasters.

Loring roasters allow batch sizes of 20 - 100% of rated capacity. This means an S70 Peregrine provides the ability to roast between 14 - 70 kg (a whole bag) in a single batch.

"In 10-12 minutes we get a developed, roasted coffee. Our traditional conduction roaster can almost never be fully loaded, especially for espresso roasting, and the roasting time would be longer."

With Loring stainless steel drums, less preparation is needed between roasting batches because compared to conduction / cast iron roasters, there is a shorter amount of time required to dump excess heat. Fast drum heating and cooling, and shorter convection roasting times shorten the break between batches. "Unlike a thick cast-iron drum design, in a Loring roaster the heat does not build up, so the first and fiftieth roast will be the same," adds Sharov.

Also unique to the Loring roaster design is a fixed drum with rotating paddle, agitating the coffee for even heat delivery. This means the load on bearings is only the paddle, not the entire drum.

By making the switch to a
Loring, Tasty Coffee was able to:

increase
production
capacity:

15-20%

The Result

"Loring is an absolutely ideal roaster for roasting espressos, soft varieties like Brazil and inexpensive coffee. While traditional drum roasters are of a common design, they have many disadvantages that not everyone is willing to put up with."

BATCH OUTPUT PER KILOGRAM OF GREEN COFFEE ROASTED VIA CONVECTION

2017 | LORING S15 FALCON | 15 KG

2018 | LORING S70 PEREGRINE | 70 KG

"We prefer the Loring roasters for several reasons," says Sharov, "Firstly, variations in room temperature do not affect the roasting profile. Secondly, there are clean pipes, because Loring burns out the smoke that came out of the coffee drum. Thirdly, there is practically no smell and smoke outside, except for the cooling process, and this is ten times less. The ventilation is clean, the roaster is also clean inside, and the rest of the elements are usually disassembled by hand."

Loring PID control systems greatly facilitates the task of getting the desired roasting profile every time. According to Sharov, "99% of Loring's roasts fit exactly into the profile. They do not need to be discarded or evaluated to determine whether to ship or not. This saves time for our roasters."

"We spend much less time and money on maintenance. There is no need to call technicians once a week, completely disassemble the roaster, clean pipes and ventilation. Parts that require cleaning can be easily removed and reassembled by yourself. Plus Loring keeps the air clean. This is especially important if neighbors have complained about your production."

"99% of Loring's roasts fit exactly into the profile."

MIKHAIL SHAROV
OWNER, TASTY COFFEE



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