

## **Nationally Renowned Coffee Consultant Coming to Ann Arbor for “Zingerman’s Espresso Boot Camp”**

*Coffee consultant Andrew Hetzel is coming to Ann Arbor August 18-19, 2006 for “Zingerman’s Espresso Boot Camp,” a series of intense espresso workshops designed to benefit retail coffee business proprietors.*

Ann Arbor, MI (PRWEB) June 9, 2006 -- With an aim towards helping coffee shops improve the quality of their beverages and, by extension, their sales in a relentlessly competitive environment, Andrew Hetzel of the Hawaii-based specialty coffee consultancy Cafemakers will be in Southeast Michigan on August 18 and 19 to teach a series of intensive, hands-on espresso workshops. Taught in conjunction with Zingerman’s Coffee Company president Allen Leibowitz, these seminars are designed for professionals to improve their skills and the performance of their retail coffee businesses.

"An educated consumer is our best customer" says Leibowitz. "Flavorful food is the foundation on which Zingerman's has built its reputation. By providing resources to help our wholesale coffee customers serve outstanding espresso drinks, we help them to outperform their competition."

Adds Andrew Hetzel, "I am a long-time customer and fan of Zingerman's businesses. Zingerman's Espresso Boot Camp will show coffee business operators how to produce espresso beverages to the same high quality standards that they expect from Zingerman's. This is a practical, results-oriented workshop that will give coffee shop proprietors, managers, and baristas a firm grounding in every aspect of preparing specialty coffee drinks."

Two half-day sessions will be held August 18th and 19th at Zingerman's Bakehouse, 3711 Plaza Drive in Ann Arbor. The cost is \$135 per attendee fee per session. Class size is limited to 6 participants per session; advance registration is required. For additional details and to register call (734) 929-6060 or visit <http://www.zingermanscoffee.com>. Trade professionals only, please.

### About Zingerman’s Coffee Company:

Zingerman's Coffee Company was founded in 2003 by Allen Leibowitz and the founders of Zingerman's Community of Businesses, Paul Saginaw and Ari Weinzwieg as a wholesale roaster supplying cafes, restaurants and businesses. In a 2005 article for Travel and Leisure magazine, Francine Maroukian included Zingerman’s Coffee Company among the “crème de la crème” of artisan coffee producers in the country along with Intelligentsia, Blue Bottle, and La Colombe Torrefaction.

### About Cafemakers:

Cafemakers assists restaurants, hospitality businesses and multi-unit coffee businesses in North America and worldwide to improve customer satisfaction and profitability by serving better quality coffee. Information is available online at <http://www.cafemakers.com> or by calling +1 (808) 443-0290.

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