



## ◀ AN OAT-BASED SMOOTHIE?

**Simpli OatShakes**, a product that can be used as a base for vegan smoothies and shakes, was introduced to the U.S. market in December. The idea for OatShakes started in 2008, when U.S. emigrants and Simpli co-founders Helena Lumme and Mika Manninen were visiting their native Finland and tasted their first oat-based smoothie. "We knew right away that we had to bring it to the U.S.," says Manninen. The product is available in three flavors—Chocolate and Tropical Berry are shelf-stable, while Wild Berries must be refrigerated. To build a smoothie with the product, operators combine it with their favorite fruits in a blender. 800/641-4541. [livesimpli.com](http://livesimpli.com)

## CAMPING OUT

A global training event for baristas, roasters and growers is set to make its debut in Japan and Italy over the next two months. Dubbed the **Barista Camp** and conceived by well-known coffee professionals Fritz Storm and Kentaro Maruyama, the workshop is divided into two parts: the open camp and the competition camp. The open segment unites experts from all aspects of the coffee chain for lectures and demonstrations; the cost for the sessions, accommodation and meals is \$3,600. The competition side is invite-only and aims to allow three or four of the world's most esteemed baristas to train together and share insights. Open camps are taking place Feb. 28-March 2 in Komoro, Japan, and March 22-24 in Ancona, Italy. The competition camp is slated for March 31-April 4 in Komoro. [thebaristacamp.com](http://thebaristacamp.com)

## HERBAL EXPANSION ▶

Milwaukee-based **Rishi Tea** capped off a busy 2010 by releasing a collection of herbal teas and has now expanded that line with five new blends. The new organic, caffeine-free offerings are: Cinnamon Plum, Tangerine Ginger, Chamomile Medley, Bergamot Sage and Hibiscus Berry. Last year, the company launched its Masala Chai Concentrate in partnership with the Jane Goodall Institute, as well as a line of organic, fair-trade-certified chai blends. 414/747-4001. [rishi-tea.com](http://rishi-tea.com)



## ◀ POWER OF PIZZELLES

Portland, Ore.-based **Fiore Baking Company** recently brought the company's first cookies to market and is looking to supply independent cafés. Fiore specializes in pizzelles, Italian cookies made according to family tradition using handcrafted baking methods and simple ingredients. The company has seen strong growth in its first year, gaining distribution at quality-oriented grocery markets in the Portland area. While pizzelles are widely available in the Northeast region of the United States, Fiore Baking is Portland's first pizzelle company. [fiorebaking.com](http://fiorebaking.com)

