

Drop-Worthy for Your Canine Customers

EVEN FOLKS WHO DON'T HAVE DOGS of their own associate our furry friends with the friendly café experience. And welcoming dog owners to your coffeehouse is pretty great for business, too: Café owners have lots of options when it comes to cute racks to leash dogs outside, and some shops even offer doggy cookies so your canine has something to feast on while you're sipping your latte.

But cookies can not only go stale, they can also be hard on a pooch's stomach and maybe add too many calories. That's what inspired Thomas Straw, founder of Twister's Café and admitted dog fanatic, to come up with Drool Whip, i.e., your dog's new obsession.

Sitting outside of a coffee shop one day last summer, Thomas noticed all the happy pooches leaving with "puppuccinos" and biscuits and says, "I figured there must be a way to get Twister's superfood ingredients into an N₂O dispenser. Drool Whip was my creation for coffee shops to have a healthy treat with upsell potential to the dog parents."

With 300 servings per package, a pouch of Drool Whip can be easily served via an N₂O canister—using United Brands' Whip-It! Elite, the only NSF-certified whipped cream charger component for compressed gas—into a paper cup or even on top of a cookie. "Drool Whip can be served as cold foam in a 4-ounce paper 'pup cup,' or atop a biscuit," says Thomas. "I believe Drool Whip is that upsell ingredient for the 'freemium' dog treats clogging up valuable counter space. I have coffee-shop operators plating Drool Whip-topped biscuits just like their scones."

Twister's debuted Drool Whip at the New Orleans Coffee Festival in September; attendees were drawn to both the ease of use and the high-quality, human-grade ingredients of coconut oil, taurine, yucca root, cinnamon, probiotics, and turmeric. That recipe is no accident, Thomas explains. "Twister's Café has a dairy scientist and canine nutritionist who support the development of its superfood pet treats, including Drool Whip," says Thomas. "The Drool Whip recipe I created will benefit a dog's digestive and oral health. Future plans include creating seasonal recipes for coffee-shop operators to complement their human seasonal offerings."

Thomas goes on to say that because a dog's primary sense is smell, the cinnamon and coconut are an immediate draw for these canine



Drool Whip is the coffeehouse treat your pooch craves—just ask this guy. He stole the whole canister on a recent visit to Paws & Pints in Des Moines, Iowa.

customers. He adds that mouthfeel is also big with pooches: "Dogs love the sensation of cold foam," he says. "Dogs do have taste buds and Drool Whip offers a savory profile, which dogs enjoy just like humans do. Drool Whip coats the dog's mouth while the probiotics make their way down the digestive tract."

And there are alternatives to using an N₂O dispenser, says Thomas. "I have coffee-shop operators mixing Drool Whip with nonfat, plain Greek yogurt [which is] healthy for dogs and potentially easier for some operators to integrate into their workflow."

We tested Drool Whip on our own dogs in *Barista Magazine's* office, and they had a lot of woofing to say about it. It was a real pawty.

twisterscafe.com/droolwhip

Better Than a Blacklight

THOUGH THE SPECIALTY-COFFEE community focuses primarily on *C. arabica* (or simply arabica) coffee, millions of coffee growers globally depend on *C. canephora* (or robusta) for their livelihoods. World Coffee Research (WCR) has been diligently expanding its efforts to help support farmers with whatever varieties they are growing. To that end, WCR recently released its new Arabica and Robusta Coffee Varieties poster—and it's free!

"Earlier this year, we launched our biggest expansion of the variety catalog since it was originally published in 2017," explains Hanna Neuschwander, strategy and communications director for WCR. "We added 47 robusta varieties under commercial production in eight countries, and we redesigned the open-access website where all the information lives. One of the main goals of the catalog is to help deliver the message to farmers and to buyers and others that varieties matter—different varieties do different things, and farmers need choices."

The poster visually represents the lineage and relation of different coffee varieties included in the WCR Coffee Varieties Catalog, which profiles over 100 coffee varieties. The poster and catalog cover varieties from 22 countries globally across the two species of coffee

plants that are in wide cultivation worldwide. The poster, like the catalog, is meant to be a practical tool and guide for coffee producers, but does not aim to represent an comprehensive list of all coffee varieties in existence.

"We wanted to create something beautiful but also accurate to convey this core message that varieties are an essential foundation for our industry," says Hanna. "The poster also does a good job of helping make explicit something that is often very implicit: that cultivars are made (usually by breeders, but also by farmers). The poster is a lovely record of the progress that science has made in service to farmers."

