



A PERFECT MATCH FOR CAFES AND BARISTAS

SYDNEY, 5 June 2007 Australia's first online barista directory is about to launch and is calling on all baristas to register their details online at baristaandsons.com.au.

Barista & Sons is an online directory where baristas and café owners can meet – and find their perfect match. “You could say it’s like a dating service for the retail coffee industry,” said Barista & Sons founder Ivan Andrade.

Andrade formerly worked behind the burners at the Boathouse on Blackwattle Bay before his search for the perfect coffee led him first to Allpress Espresso and then Toby’s Estate, where he was responsible for training and development. Here he realised the need to put baristas wanting work in contact with cafés desperate for great staff.

“I often had to find good staff in a hurry and realised the need for a facility that enabled both sides of the business to meet – quickly, effectively and economically – which is important for small businesses.”

In an industry where factors such as coffee blends, machines, roasts, climate and technique are all hotly debated, the right barista can make or break a cafe. Matching the style of a café with the personality of the barista is no small feat but something that Andrade hopes Barista & Sons can facilitate.

“It’s all about putting like-minded people in contact with each other - helping owners meet the morning takeaway rush and making sure baristas find the right place for them. Ultimately it all leads to a better brew,” he added.

Australasian Speciality Coffee Association Executive Chair Robert Forsyth said that demand for good baristas easily outstripped supply in the Australian retail coffee scene. ‘Staffing has always been a major challenge so something that enables café owners to access good baristas quickly and effectively will be a great advantage for both the industry and coffee lovers alike.’

The site officially launches in July 2007.

Visit www.baristaandsons.com.au

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