



# The Tastemakers – Smit & Dorlas Focus on Holistic Understanding of Coffee

**The Dutch roasting company Smit & Dorlas from Mijdrecht near Amsterdam cultivates a comprehensive understanding for coffee quality. This and the ambition of using only innovative technologies are decisive elements of the decades-long secret of success.**

Smit & Dorlas Koffiebranders B. V. was established in 1989 as a merger of the two traditional companies Smit Koffie and Dorlas Koffie. This brought a nearly 150-year era of competition between the two Dutch coffee roasters to an end. For over 15 decades, since their founding in the 1820s, the two companies had spurred one another to produce highest performance standards. Since 2000, Smit & Dorlas has belonged to the Drie Mollen Group and benefits from the rich experience as well as well-grounded ambition of overlooking the whole processing flow. This ambition is the ideal basis for the partnership with PROBAT, which has existed since 1977, as the development of the Emmerich-based company too has been shaped by a holistic understanding of coffee. Today, Smit & Dorlas supplies restaurants and cafés in Europe, North and Central America as well as in numerous other regions. The company stands for quality and a large selection of sorts and blends. Moreover, Smit & Dorlas sells technical and non-technical accessories such as espresso machines. The range of coffees includes several espresso mixtures such as “Espresso Originale”, but also includes blends such as “Superior Dark”.

## Joint Basis for Quality

The philosophy that quality starts with the bean corresponds fully with the holistic understanding of the coffee trilogy of green coffee, roasting, and preparation held by PROBAT. The farsightedness of Smit & Dorlas is also visible in the sale of certified coffee: Many sorts carry the seal of the “Rainforest Alliance”. “The Tastemakers”, as Smit & Dorlas call themselves, know that a good coffee fills a cup only if the plant was treated and processed well from the outset. Nordin El Otmani, Operational Manager at Smit & Dorlas, this collaboration is a perfect fit: “When we ask for a PROBAT specialist we can be sure that he knows the roaster and understands what we want. We work together on optimising process flows.” The recently developed software optimisation is a case in point, which enabled a reduction of preheating time between two batches from 24 to 13 seconds. Presently, Smit & Dorlas is using a PROBAT roaster E 500 for which the company will be getting a new PILOT PLANT control system next summer. ■



Staff of Smit & Dorlas in front of the PROBAT roaster E 500.

