

BeanScene covershoot

D.E Master Blenders 1753
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Our cover shoot to kick off 2013 was held at D.E Master Blenders 1753 roasting operations in New South Wales.

With the help of Managing Director Tas Chronis and Master Blender Wayne Archer, the February cover shoot highlights the work done behind-the-scenes to produce consistent, quality coffee.

"Wayne and his crew have access to some of the best beans in the world," says Tas. "Through his blending mastery he creates amazing coffees, everyday. Some of the best coffees in Australia come out of this Sydney roastery."

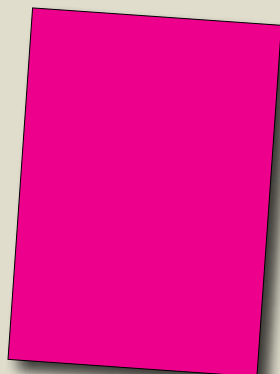
Tas says the company plans on purchasing a few new Probat roasters this year, and increase their focus on speciality coffee.

While formerly under US food giants Sara Lee, D.E Master Blenders completed a spin-off in 2012 as a separate tea and coffee business. In Australia, D.E Master Blenders offers the Piazza D'Oro, Espresso di Manfredi, and Two Seasons blends. The company also just launched a new Org blend in January of 2013, a fully Organic Certified Offering.

This cover was shot by Sydney photographer Jeff Mackay, as the third cover he's done for *BeanScene*.



For a behind-the-scenes video of this edition's covershoot visit www.beanscenemag.com.au



BeanScene[®]

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