

GO

# Dining

The Bulletin

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8-PAGE DINING LIFTOUT

# Toast of the roasts

**F**ARMERS markets on the Gold Coast know the product well – MIFEIA Coffee of Ashmore.

What they may not be as aware of is that MIFEIA picked up three bronze medals at the recent Sydney Royal 2006 Fine Food Show for its Espresso, Cappuccino and Plunger coffees.

Not a bad effort you might say for Yili Wang (featured on today's *Go Dining* cover), a young man who doesn't drink coffee and whose Bachelor of Business degree major at Griffith University was in golf management.

Yili doesn't play much golf either. But when it comes to business, contradictions don't amount to much – as long as you know what you're doing. Yili knows what he's doing.

He owns the business with his wife, Erika, and his parents, Reel and Jessica and, while tea might be more his drink of choice, he has a solid background in coffee.

Operating out of a small factory in Ashmore, he roasts Arabica beans from all over the world in 5kg batches in a Probat German roaster and sells them at farmers' markets at Marina Mirage, the Gold Coast Turf Club and Mudgeeraba. His coffee also is for sale through e-bay on the internet and in a few small and select specialist coffee lounges.

The passage into coffee for someone who doesn't even drink the beverage was laid by a friend of his father's in Taiwan, who is extremely knowledgeable when it comes to the roasting process.

Yili, who came to Australia from Taiwan via New Zealand 10 years ago, majored in golf management at university and then returned to Taiwan for two years to learn about coffee and coffee roasting from Tony Chou.



Coffee roasters Yili and Erika Wang

"His coffee is the best," says Yili.

"I like the smell of it and the techniques involved."

He learnt them well, but prefers to remain a small operation. Having started in the business with iced coffee and moved on to roasting his own, he has no intention at this stage of trying to compete with the large coffee barons.

"There is room for boutique coffees as long as they're good," he says.

This is the first time MIFEIA has entered any of its products in the Sydney Royal and the family has been buoyed by its success. Buying their 100 per cent Arabica beans through a Sydney broker, they do the roasting at the rear of a small showroom and cafe in Dominions Road, Ashmore, where they sell their coffee.

"We did well this year in Sydney at our first attempt," Yili says with pride.

"We have good products and we'll try again next year."