

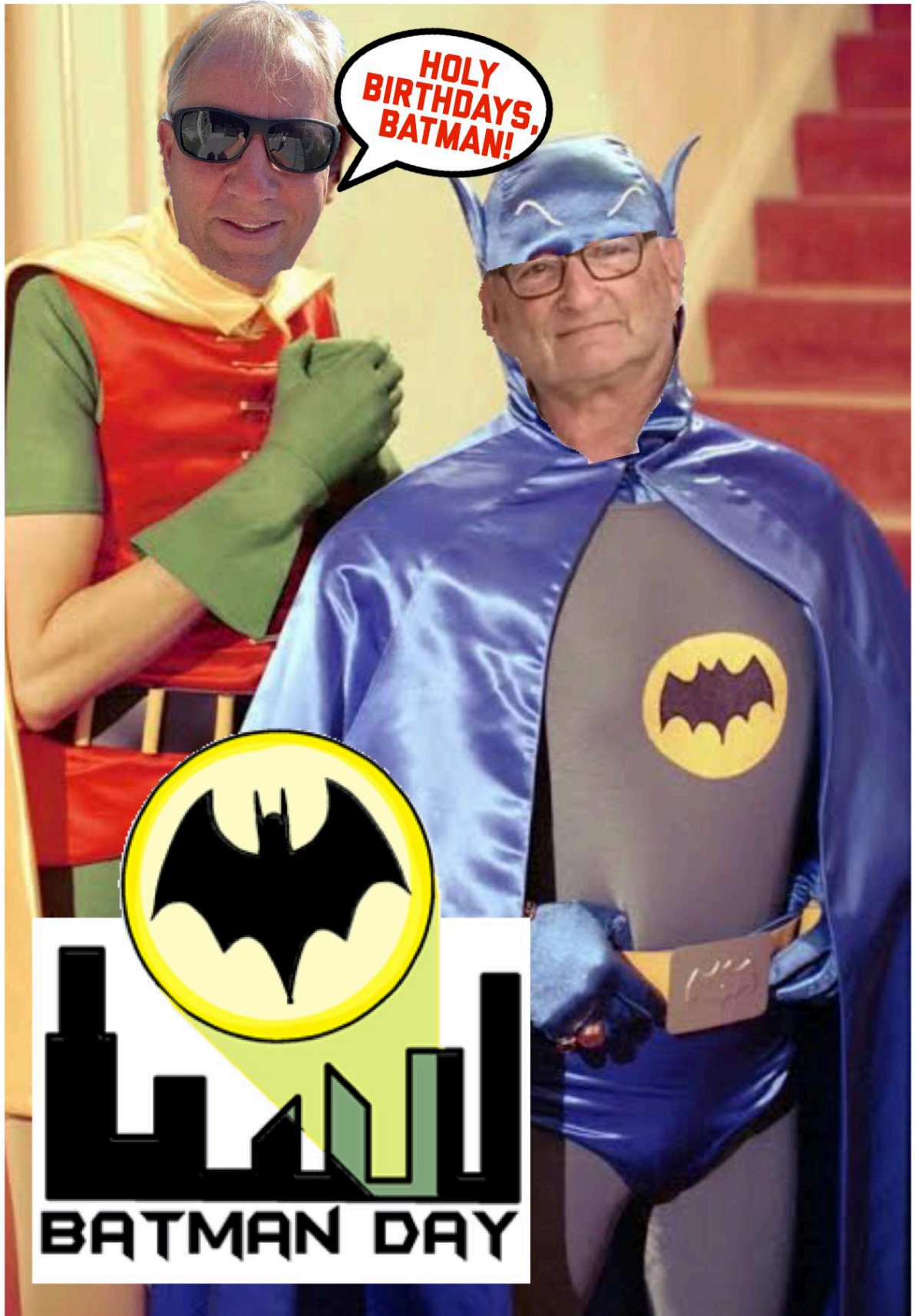


2023 Lifetime Achievement Award

Presented to
Nic McClean

in recognition of your significant
contribution to the NZSCA and
the coffee industry as a whole

















The NZSCA would like to recognize and acknowledge the individuals within New Zealand that give back to the industry, without these individuals we would not be where we are today.

For individuals who have distinguished themselves in terms of making a significant contribution to the New Zealand specialty coffee industry. NZSCA lifetime membership is awarded to people who have served the coffee industry in New Zealand or brought distinction to it over and above the normal course of their job.

This award only been awarded three times since the formation of the association in 2005 and awarded to Jeff Kennedy, John Burton and Chris Dillon. It's been four years since this was awarded last.

For an individual to qualify for a Lifetime membership, they must have fulfilled one of the following:

1. Excellence and high achievement in their career that reflects positively on the coffee industry;
2. Having served with distinction in the management of, or service to, the NZSCA or the coffee industry.

Lifetime membership is the NZSCA's highest honour in recognition of coffee excellence and contribution

For Nic's dedication to supporting the NZ industry, through mentorship of individuals and other companies over many, many years has to be noted.

Bringing the concept of a Barista Championship to NZ through the Robert Harris Barista Championship, supporting the NZCRA through the transition to the association, running the event, and in more recent years support through a long-standing board position. These are just some of the many reasons.

David Burton, Jacks Coffee

I first met Nic when he worked for Robert Harris and was a driving force behind the running of the Barista Awards in around 2001.

What was coffee like back then?

When you talk about the 90's , it was a time of change. Robert Harris led the charge and really introduced the espresso machine to the masses. i.e. 1 grp FAEMA (mostly without a grinder beside it!)

The cappuccino was the favourite and was made up of 3 parts.

- 1.espresso (SINGLE)
- 2.hot milk poured over the espresso
3. Light foam poured or spooned on top.

The higher the peak the better looking it was

Oh and a dusting of chocolate.

Note: Serving these drinks on a windy day was difficult as the light foam could easily be blown off!

What was your first reaction thought to Nic when you first met him?

Big smile and knew a lot about coffee.

Did that change over time?

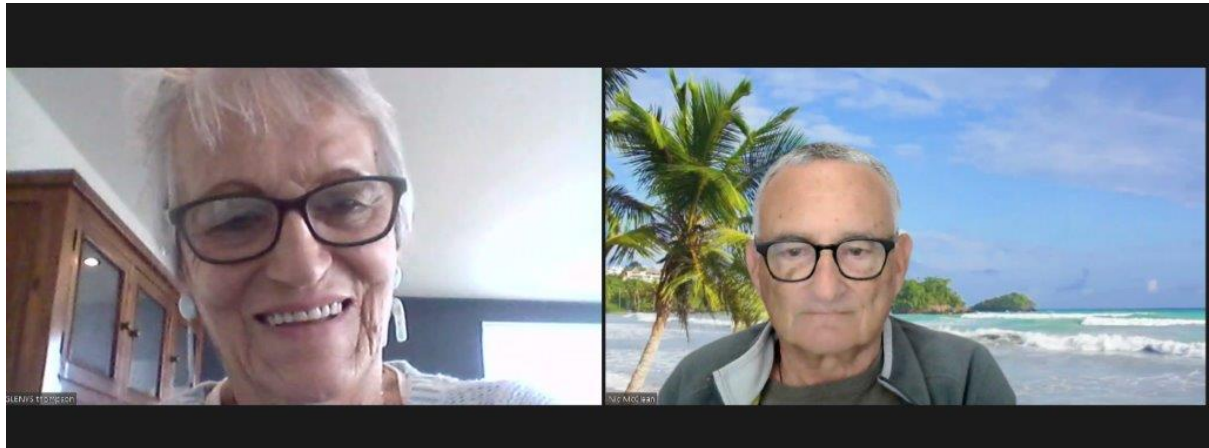
No . He just keeps helping out more

What was/is your relationship with Nic?

He was the treasurer of the association when I was President and he made life easier for us all.

What do you feel that Nic has given to the coffee industry?

A level relaxed but professional approach to an industry he loves.



My daughter Anne introduced me to Nic 1983

Coffees (then) were approx. \$2.20

I loved him 'cos he loved my daughter.

He played a “dog poo” prank that very night

loved him more

his favourite mother-in -law

he’s given the coffee industry his “all”

WOW Nic!

A lifetime achievement!

The coffee industry and publishing of my book seem

... distanced...

but...

we are both very grateful recipients of your-

- Dedication
- Support
- Humour

HENCE... a little poem

I'm in awe
of who YOU are
YOU filled my tanks
and walked with me
as I wrote my book
THANKS !!!

'tis 40 years since we met
friend, mentor, son-in-law
and so much more
YOU serve us all
THANKS !!!

we dedicate
this special moment just to YOU
go celebrate
and give it all you've got
with that "extra shot"
as you always do

THANKS !!!
from ME to YOU
with love

Nana G (glenys)
(Your most favourite mother-in-law)

19 May 2023

Averil Cooper, UCC Coffee Training and team leader NZ

Nic joined Cerebos Greggs in 1990 and he was the Robert Harris Sales & Marketing Manager, and his job was to take Robert Harris to the next level, sell, sell, sell.

When I met Nic he had overcome major surgery, kidney transplant but you would never know as he was always was upbeat and focused on the task ahead.

Conferences and Christmas parties were always great fun, Nic could be heard screaming out the tunes of Bat out of Hell. Nic also loved to dress up at conferences, one memory of Nic dressing up as one of The Supremes looking so glam in a silky dress and a hairy chest (sorry I don't have a photo) another conference, Nic dressed up as Isaac from The Love Boat which was great until the black paint started peeling off his face.

What was coffee like back then?

Back when Nic joined in the early 90s a "cappuccino" was 1/3 espresso, 1/3 hot milk, 1/3 big airy foam spooned on top as high as possible with a sprinkle of cinnamon. Filter coffee in a Kona jug was sold throughout the land in many coffee lounges and the most popular New Guinea Gold.

What was your first reaction thought to Nic when you first met him?

Salesman! Focused on sales, sales and more sales but a true family man who cares for people.

Did that change over time?

No, Nic has never changed, I think he has become even more determined!

Nic always loved a coffee made for him and you could hear him coming down the hall shouting "small double shot flat white...with a heart (rosetta).. please"

What was/is your relationship with Nic

Back in the day Nic was my Sales & Marketing manager, Franchise Manager and Food Service GM now he's my old mate.

What do you feel that Nic has given to the coffee industry?

Nic has over 30 years' experience in the coffee industry and his passion for everything coffee baristas, machines, sales, marketing and drinking many flat whites to support the coffee industry is admired by many. One interesting thing about Nic is way back in the 90s he was instrumental in starting the first Robert Harris Barista competition which is now NZ Barista Champs. Nic's experience, passion and dedication to the coffee industry is truly inspirational and well deserving of the Lifetime achievement award! Thank you & Congratulations Nic!



Kathy Cunningham, Empire PR

When did you first meet?

It was at Cerebos Greggs offices where the Robert Harris HQ in East Tamaki were based. It was a meeting with Nic, Kim Patterson and Rod De Lisle to discuss a nationwide search for New Zealand's best Barista. The meeting took place in + - 2000

What was your first reaction thought to Nic when you first met him?

Smart. Focused. Funny. Empowering. A listener but when he spoke, people listened. Would enjoy a good debate and robust discussion.

Did that change over time?

No

Do you have a memory or funny story about your time with Nic 'coffee related'

When the Robert Harris National Barista Awards were held at Te Papa in Wellington, the container arrived EMPTY!!! No coffee machines. No stands. No pipes to connect water to the espresso machines. NOTHING. Nic just looked at me, smiled and while walking away said something like, I know you will have this sorted. And, it was.

What was/is your relationship with Nic.

Nic is a friend and always has been. Nic has a mischievous yet kind streak. The last time we met for a coffee it was with Kim Patterson and Nic kept telling all and sundry that he was enjoying a coffee with Kath and Kim!!!

What do you feel that Nic has given to the coffee industry?

Nic is a Champion, and Ambassador and an Expert in all things coffee. Nic lives, eats and breathes great coffee and has a passion for promoting the people who make great coffee. Three cheers to Nic for having the vision and the courage to start the National Barista Awards and grow them in to a significant training ground for New Zealand to lead the way in making great coffee.

Scott Pepler, UCC

I first met Nic at Cerebos in 2000 when I started there.

What was coffee like back then?

Cappuccino froth, Coffee was dark. I remember there was water added to the roast! Broken beans from; destoner.

What was your first reaction thought to Nic when you first met him?

Small! He knew his stuff, loved his tech. Was the first to get the palm pilot and blackberry. Loved numbers, planning and most of all he knew coffee and the continuous improvements we made together on service and product throughout the years.

Did that change over time?

He was always a fair and had attention to detail in all he did. He was a great leader and pushed Cerebos to always improve.

Do you have a memory or funny story about your time with Nic 'coffee related'?

I do remember early days for one customer he wanted them to choose a particular blend. So he set up a cupping pretty much the same coffee. The customer was super happy with their choice.

What was/is your relationship with Nic?

He was part of the leadership team I was the master roaster at Cerebos. We worked together 15 years. I have upmost respect for him when I worked with him and afterwards.

What do you feel that Nic has given to the coffee industry?

Turning petrol stations to do barista coffee. He was the one behind Café ZIP (Before Wild Bean) Nic Lead this, NZ Barista champs- True leadership and knew when the time was to hand over.

Super proud of Nic. He always respected me, and we achieved alot together.

Rod de Lisle

I first met Nic around 1990 when he joined us at Cerebos Gregg's as a young product manager.

What was coffee like back then?

We purchased Robert Harris, the brand that same year. We had a strong portfolio of instant coffee, but our foray into R&G coffee with a brand called "Estate Coffee" failed and it made better sense to acquire an existing brand.

Interesting fact was that a packet of instant coffee in the supermarkets on special was \$1.99. Skip forward to 2023 and you can still sometimes buy instant coffee at \$1.99 on special. What inflation?

What was your first reaction thought to Nic when you first met him?

He looks about 13 years old

Did that change over time?

Yes. The next year he looked 14.

Nic and I would often laugh at every second coffee roaster claiming "they invented" the Flat White. After hearing many such claims we decided to put the story straight.

As follows:

Here is the actual story of the Flat White. Here in New Zealand, in the late 80's, early 90's when espresso coffee was still newish for most, cappuccino was the popular new kid on the street, although Wellington had long had an espresso culture.

But a long black was often requested as it most closely represented the former favourite, filter (Kona) coffee. Customers sometimes wanted milk added which was poured cold or hot on top but with no foam at all. It soon hit the menu boards. We (the industry) named it a Flat White as an alternative to the prevalent Cappuccino (with its signature mound of foam). However the drink was soon hi-jacked, particularly in Auckland where baristas started serving it with a more stylish pour of foamed milk instead of the un-foamed 'flat' milk.

It basically became the b*stard son of the latte, re-invented and was (is) expected to have decent latte art as well.

A note: NZ exported many of its young people to Australia during this period, included in their midst baristas and flat white drinkers. Never believe an Australian when they say THEY invented the Flat White.

What was/is your relationship with Nic

We both moved to the Foodservice division of Cerebos Gregg's. He as marketing manager and me as National Sales Manager. We worked together extensively for the next 10 years or so and always got on well. Great days.

What do you feel that Nic has given to the coffee industry?

We at Robert Harris decided to sponsor and run the National Barista awards and Nic was a driving force behind that. Despite being a roaster running an industry award, Nic was determined that there would be no bias toward our brands, that the winner was chosen fairly. With that in mind we canvassed the local scene to bring in judges from across the coffee spectrum.

This photo is a CGL team photo from 1991. Nic is second from left at the rear row (blue shirt). I'm rocking the 1980's moustache third from bottom right. Those were the days eh?



Emma McDougall, NZSCA Comms and Admin Co-ordinator

I first met Nic at the 2018 AGM, but his reputation certainly preceded him as I'd had a short stint as maternity cover of Cerebos (now known as UCC) in 2015. The history of his 27 years at Cerebos was unreal to comprehend and the fact he left the company a week later meant that we never met. He very quickly popped up again on the scene with a distinctly coffee named company "Extra Shot" and deftly started consulting overseas coffee companies to success.

What was coffee like back then? 2018 feels like a lifetime ago but I don't believe the price of coffee has changed enough to cover all aspects of the seed to cup journey. I love that Nic embraces all aspects of the coffee world and is willing to try different coffee's whilst retaining a loyalty to his favourite local.

What was your first reaction thought to Nic when you first met him?

Friendly and fun, a little scary as he knew everyone and called me by my full name, a distinct mana.

Did that change over time? I really enjoy my concise, no bull conversations with Nic. There's nothing like a health scare to make you reassess how you feel about life. We've bawled when the Dr's told him bad news and rejoiced when he's smashed his health goals. We respect each other immensely. When he was undecided about whether to stand on the board, he told us that standing on a board was ableist. I told him he should stand so he can then sit on the board.

He had rung me undecided about a sixth year and told me he had made up his mind after speaking to me. This was the man who had worked from his hospital bed and was always available. You gotta know when to fold them. Respect.

Do you have a memory or funny story about your time with Nic 'coffee related'? My favourite memory was interviewing him for the BeanScene article about how he started the Barista Championship in NZ. Pioneering at the time and a legacy that has allowed NZ coffee to compete on a world level. That's not a funny story but the impact that Barista Champs has had on my career has been immense. I moved to London in 2009 to go to a WBC. The incredible coffee community and whanau that we have in NZ built around these championship's is down to his vision.

What was/is your relationship with Nic: He's been my unpaid employer for the last five years. A volunteer role that he has given incredible time and energy to making sure all financial aspects are true and correct. He probably knows more than the accountant. He's developed processes and smoothed transactions from an absolute shitshow. I made a mistake by paying the wrong account for the first time in five years. Nic said "that's ok, you're allowed one mistake a year". He told me a coffee secret about how he brews in the caravan which I will take to the grave.

What do you feel that Nic has given to the coffee industry? The Barista Champs, the tenacity to follow a business dream or establish new paths, the ability to not take yourself too seriously, customer service, true hospitality of building great working relationships, systems and procedures. I admire that he's taken all these skills and adapted them to consulting not just in coffee but for kitchen companies and florists.

Coming of age

Emma McDougall uncovers the rise of the New Zealand Barista Championship and its impact on the specialty coffee industry over the past 20 years. Part one of three.

In 2021, New Zealand will crown its 19th New Zealand Barista Champion. However, with COVID-19 throwing the world out of whack last year, it will also mark 20 years since Emma Markland Webster won our first NZ Barista Championship way back in 2001. A fortuitous winner indeed, as Emma (who placed fifth in the World Barista Championship 2002) has gone on to become the Events Director for the New Zealand Specialty Coffee Association's creating a world class professional Championship portfolio in Godzone and overseeing Championship Judges and committees at World level.

The NZSCA's current treasurer, Nic McClean of Extra Shot Coffee Consulting, led the charge for our first barista championship back in the day while working for Robert Harris Coffee. Nic and Robert Harris continued to run the event for another seven years.

"Before we could host an event and send a NZ rep to the worlds, we had to get permission from two officials of the World Barista Championship (WBC). It was far more informal than what is required today," Nic says. "[One of the WBC's founders Alf Kramer] read our proposal, asked a few questions, and gave us the nod. Literally, no contract just a shake of the hand and a welcome to the club. Then on to Bern, Switzerland to meet Markus Blaser from the Specialty Coffee Association of Europe. This meeting was a lot longer, but he liked what I had to say."

After receiving the go-ahead to host the competition and send the winner to the next WBC in Norway, the Robert Harris team's next step was finding competitors.

"Even the word 'barista' was still new to many people so the concept of getting people to enter a barista competition,



Nic McClean helped establish the New Zealand Barista Championship.

with no such thing as social media, was an imposing task. We printed flyers, had great buy in and support from across the industry, and roasters all over were inviting their café clients," Nic says. "Having not run or seen a national barista competition at that stage, the process was very much guess work. We decided to run three regional heats and a final at the Culinary Fair in Auckland. We encouraged anyone to enter and I think we had about 120 contestants in the first regionals."

While those involved in first New Zealand Barista Championship remember it fondly, it was not without hiccups. When the container meant to be carrying equipment arrived at the venue, Nic opened it to find it was completely empty.

"Luckily, the correct container was not far away, and the show went off after just one more hitch. When all the machines were powered up, the resulting power surge blew most of the fuses at the venue," he says. "One last panic that year was a few days before our inaugural winner, Emma,

was setting off for Oslo. We discovered that competitors were supposed to take their own grinder, just a small thing no one had remembered to tell us."

While the NZ Barista Championship may now host a fair few less than 120 competitors, its role and importance to the specialty coffee industry has only grown over time. Nic says while some things have changed, much of what goes into running a coffee competition remains the same.

"As it is today, it was a big logistical job running an event and getting espresso machines around the country in one piece and on time," Nic says. "We had the added complexity of three regional and one final event and over a hundred competitors. Getting everyone through on time meant we had all three workstations on the go, each starting on different cycles."

Nic attributes the success of the first, and every following, New Zealand Barista Championship to the willingness of the specialty coffee community to collaborate.

"A huge number of coffee companies joined in and helped in everything from getting competitors to sign up, training and supporting them, runners on the day to setting standards and then judging the events and cleaning up afterwards. It was a big call for them to all get behind what was an event branded by one of their competitors," Nic says. "Everyone agreed 'competitions drive standards and standards drive volume', which was good for everyone in the coffee business. I will always be grateful to those roasters who picked up on the plan and were critical to getting the competition off the ground." The Meadow Fresh NZ Barista Championship 2021 took place from 20 to 21 March in Upper Hutt. ■

Emma Markland Webster, NZSCA, Monster Trucks, AMC.

I think the first official meeting with Nic was back in 2001 after I became the inaugural Robert Harris Barista of the year. We met in the offices in East Tamaki. I distinctly remember him looking at me up and down and saying 'Good, you look like a Barista'

What was coffee like back then?

I'm pretty sure a flat white was around \$2.75, the bowl (bucket) Latte was still holding strong in the NZ café scene. Trim milk was a firm favourite and Soy milk was slowly making its debut as the alternate to cow's milk

What was your first reaction/thought to Nic when you first met him?

Very corporate and straight to the point with high expectations and quite small.

Did that change over time?

I think myself and Nic have been through a lot together and butted heads several times of the years we have known each other. But why? Has been a mayor question, as we worked together to evolve the barista championship in the early years and eventually into its transition of the NZSCA running it. I would like to think some twenty-two years after first meeting that we now have a strong friendship based on mutual respect and honesty around building a better industry for all.

What was/is your relationship with Nic:

Firstly, as a barista winning a competition then MC & judge in the same event over the years, then as someone working under Nic in a sister company 'Atomic' and then as a board member/treasurer of the association.

What do you feel that Nic has given to the coffee industry?

Nic has given much to the NZ industry though many may not know it. He has supported and mentored individuals within our industry and challenged many to be better at what they do. He's been our unofficial ambassador at overseas coffee events, always raising our flag high and proudly representing our coffee dinking nation.

I am thankful of my time spent with Nic. Salut! So long and thanks for all the fish.



Roz Cattell, Bon Accord

Gosh, it would have been at a hospitality show at The Logan Campbell Centre in the early 2000's. Nic has always been around at shows and events. Always happy to stop and chat. Always something to talk about.

What was coffee like back then?

Single shot flat white in a 200ml cup, single shot cappuccino, served in a 200ml cup with mountains of meringue like froth spooned on top (I'm serious!) and a single shot latte, served in a 300ml cup. Long Black - 90ml tulip cup – double shot (restricted to 50ml!) floated over half a cup of hot water! Cappuccino I'd say was pretty popular.

What was your first reaction/thought to Nic when you first met him? He knows so much about coffee & business!

Did that change over time?

Nic has always been a super nice guy. Even though the first impression is that he knows a lot about a lot of stuff, Nic always gave his time to talk to anyone.

Nic was instrumental in launching our first Barista Championship in 2001. I always remember talking to him about this, and he laughed and said, "yes, I put it together, "not particularly well" but we still did it. Something to remember here, Nic and his team had never seen or attended a National Barista Championship. They ran regionals and had over 100 competitors. That is an epic task to put together. Hats off to you and your team Nic for putting NZ on the world stage!

What was/is your relationship with Nic

I have had the privilege to work with Nic on the NZSCA Board for the past 5 years. Nic has added huge value to our Board and the membership in his role on the Exec and also as Treasurer. I was also lucky enough to work at Roma Coffee Roasters which was close to his home, so I saw Nic most weeks. In fact, we had a corner with a couple of comfy seats and a table, especially for Nic and his meetings.

Nic has supported me in my role as President and has become a wonderful friend.

What do you feel that Nic has given to the coffee industry?

Gosh, where should I start! Over thirty years of dedication and service to the coffee industry, the NZSCA & NZCRA. Senior management roles in the industry. Launching our first Barista Championship back in 2001.

Endless hours in his own commercial role along with volunteering, mentoring and an active member of the Exec team of the NZSCA since 2018.

Nic has continued to give back to our industry even over the past couple of years where Nic has been presented with his own personal challenges. Nic is a true gentleman who adores his family and his wee Jack. He has worked tirelessly for us all and he so deserves to be recognised for the Lifetime Achievement Award – Congratulations my friend.



Jacob Parsons, Founder Mt Atkinson Coffee Roasters

I met Nic for a coffee in 2015. He came to our house to help us with a coffee deal.

What was coffee like back then?

Flat whites came regular milk or soy.

Now it is basically all Oat Milk 🥛

What was your first reaction/thought to Nic when you first met him?

My first impression of Nic was 'an earnest guy' who is extremely connected in the coffee industry.

Did that change over time?

Yes for sure, I have come to discover that he has a very wry sense of humour.

I travelled to America with Nic to SCAA. Let's just say, on any further trips I will happily let him pick the accommodation, but don't let him pick the dinner spot.

What was/is your relationship with Nic?

Nic has been a highly valuable member of our advisory board for the last 8 years. I count him as a close friend and confidante.

What do you feel that Nic has given to the coffee industry?

Nic has given his life to espresso coffee here in New Zealand. He is deeply interested in people sustainably succeeding in life.

Sarah Kennard, Z

I first met Nic in 2011 when I'd started working at Cerebos Greggs as a Barista Trainer, Nic was Head of Foodservice at the time. I was super happy that he, along with my new manager saw potential in me and happily snapped me up to join the Cerebos Greggs team.

What was coffee like back then?

The drink of the time was still the Flat White, I thought it was funny that in Wellington it was a double shot and Auckland a single shot (that was soon to change), the only alternate milk available was soy and the specialty coffee 3rd wave was just starting to really hit our shores.

What was your first reaction/thought to Nic when you first met him?

I didn't quite know what to make of him, for some reason he didn't fit my preconceived idea of a man of coffee, and I was annoyed he didn't hire me as National Training Manager when the role came about but I'll always admire and respect him for his contribution to the NZ coffee industry and during his time with Cerebos Greggs they held the biggest coffee accounts in NZ and played an integral part in bringing REAL barista coffee to the convenience market in NZ.

Do you have a memory or funny story about your time with Nic 'coffee related'?

Maybe not coffee related but I'll forever have the image of Nic half naked on a bathroom floor acting out some weird food porn advertisement for a team event at conference..... bold move and showed his was willing to go the extra mile to go for the team win.

Chris White, Altura Coffee

When did you first meet?

Must have been 1990 ish at Cerebos Greggs East Tamaki

What was coffee like back then?

Really high ski sloped domes of froth on cappa's, with a shit ton of choc sprinkle, always a competition to see who could make the highest 'peak' all for \$2.50

What was your first reaction/thought to Nic when you first met him?

Man in a suit! Not used to this... scared!

Did that change over time?

Sure did, what I do remember about Nic was out of all of the 'suits' that I met when Robert Harris was bought by Cerebos was that Nic was the nicest guy to make the transition more easy, he was the go to guy who was understanding of the situation more than anyone

Do you have a memory or funny story about your time with Nic?

Always loads of funny stories when it came to the 'Latte section' of the RH Barista Champs...

What was/is your relationship with Nic?

Always the nicest bloke to chat to, always approachable...bloody legend

What do you feel that Nic has given to the coffee industry?

Right from day 1 when Cerebos took over RH Nic was the one who I thought would be that guy who dove into this 'speciality' coffee game that we love, and sink his teeth right into it, and he did, boots and all, and always been there to help anyone at any time.

Stuart Macintosh

When did you first meet?

1998 when I first started at Cerebos

What was coffee like back then?

I came in as GM Operations - the top blends were very dark roasted and oily. I have always been a black coffee drinker - they were generally variable with little crema - from memory it was a cappuccino style as flat whites were only just starting to come on the scene. Price was probably about \$3, I think.

What was your first reaction/thought to Nic when you first met him?

Knowledgeable and keen to improve coffee culture.

Did that change over time?

Nic promoted to Cerebos the value of sponsoring the NZ Barista Awards when they first kicked off - and it was a credit to him and others that NZ Barista Champs got off to a good start and really drove significant improvement in NZ's wider coffee culture.

Do you have a memory or funny story about your time with Nic?

Coming to terms with Mareka from BP who lead the Wild Bean concept - she was extremely demanding and pushed Robert Harris outside their comfort zone - Cerebos responded and the outcome was a significant improvement in store coffee quality.

What was/is your relationship with Nic?

When I moved into GM Sales - Retail and Foodservice I was his manager.

What do you feel that Nic has given to the coffee industry?

Nic with others boosted coffee culture in the wider industry via NZ Barista Champs / BP Wild Bean.

