

# boutique roaster:

Dino Crivelli



Not many people can truly say that they have coffee in their blood, but Dino is one of them, as his father, Domenic, and grandfather, Antonio, founded Coffex coffee in Melbourne in 1959, before selling off their share in the business some years ago. Which makes Dino a third generation Melbourne coffee roaster. Dino worked for the family business in a variety of roles, including roasting, managing the retail outlet, and assisting in the wholesale aspect of the business.

His own café-cum-roastery, Coffee Max is located at 742 Burke Rd, Camberwell, just up the road from the junction, and only slightly off of the beaten track. And I suspect that the customers like it that way, as – far from the madding crowd – they are able to enjoy some of the finest coffee that Melbourne has to offer.

Proprietor Dino Crivelli, doesn't pull any punches when it comes to producing the good stuff, either. As owner/roaster, he can be found behind the espresso machine or manning his impressive Probat roaster six days a week, twelve hours or more a day, churning out quality coffee, much to the delight of his satisfied customers.

Nor does Dino shy away from experimenting with exotic ingredients, as he incorporates some Indian Plantation A and washed Robusta, into some of his blends, for the added complexity and full-bodied natural character that they bring.

Yet it is the 100% Arabica-based Crema blend, originating from Central and South America – that Dino is most proud of, and which he primarily serves through his café. And having tasted the Crema blend on a number of occasions, both at home and in the cafe, I can understand his enthusiasm, as the coffee is richly textured and densely layered, with a wonderful dark chocolate and roast chestnut aroma, which follows through on a smooth and velvety palate.

'Working for myself is extremely stimulating,' says Dino, as he relishes the challenging and rewarding nature of the business. And he feels rightly proud of what he has created and the way that the business has grown. 'Thankfully, I've got a very supportive wife in Vanessa, who looks after the administrative side of the business', he says, and he enjoys nothing more than heading home after work, to his two little girls, Lola and Simona.

In fact, Dino is planning on handing some of the day-to-day running of the business over to his second in charge, so that he can spend more time at home with the family.

And as for his credentials as a coffee roaster, Dino also tells me about one occasion when he shared a ride in a taxi with a complete stranger, who was singing the praises of his coffee to the driver! Dino said nothing at the time but was very proud of what he had achieved, which is a great testimony to his character, as well!

Every issue we profile a prominent local barista or coffee roaster. This issue we feature Dino Crivelli of Coffee Max in Melbourne.