

# Coffee connoisseurs take the cream

FROM the classic short black to the convoluted low-fat decaf latte with extra foam, Dino Crivelli knows his coffee.

Even the most complicated order is a breeze for the Camberwell coffee connoisseur.

"The latte is still a favourite with our customers," he said.

"But I guess people's orders are getting more complicated these days. A lot of people have their own signature blend. But we cater for everyone."

Together with his wife Vanessa, Mr Crivelli owns and runs the popular and award-winning Coffee Max in Burke Rd, Camberwell.

"This is our first coffee shop," he said. "But coffee has been a 50-year family tradition. My family were the founders of Coffex coffee."

Once people tasted a good quality coffee they never went back to instant, Mr Crivelli said.

"To make a good coffee you need good beans, a good machine and a good operator," he said. "There's a big difference between real coffee and instant. You just can't compare the two. We roast our own beans at the



**Cheers:** Mark Diver and Monica Massimini join their bosses, Vanessa and Dino Crivelli, for a cuppa.

shop every day. We pride ourselves on providing a fresh, quality product."

People came from across Melbourne to drink his coffee, Mr Crivelli said. "In the 12 months we have been open we have built

a really strong, regular clientele," he said.

"People come in every day, sometimes two or three times, for their regular fix. We have a lot of people from the northern suburbs coming in for a cup.

They're happy to make the trip just for the coffee."

Coffee Max was the winner of the 2001 Boroondara Business Awards. "It's a big achievement for us," he said. "I am really happy to have won this award."

## WINNERS IN THE VARIOUS CATEGORIES

THE winners are:

Bakery cake shop: Regal De France, Hawthorn

Bottle/wine shop: Hawthorn Food and Wine, Hawthorn East.

Car dealership: Camberwell Honda, Camberwell.

Clothing store: Bob Stewart Of Kew, Kew.

Florist: Lucy Loves Charlie, Hawthorn.

Fruit and vegetables: Balwyn Fruit Supply, Balwyn.

Hairdressing/beauty: Angel Hairdressing, Camberwell.

Health/fitness: Winning Edge Fitness Club, Balwyn.

Home furniture/electrical: Greythorn Bulk, Balwyn North.

Hotel: Glenferrie Hotel, Hawthorn.

Jewellery/gift store: Balwyn Jewellers, Balwyn.

Newsagency: Balwyn Newsagency, Balwyn.

Pharmacy: Terri Seccull, Camberwell South.

Real estate: Jellis Craig Real Estate, Hawthorn.

Restaurant: Flame Greek, Surrey Hills.

Takeaway/cafe: Coffee Max, Camberwell.

Butcher/delicatessen: R and P Woodstock, Surrey Hills.

Trades and services: Home Hardware, Deepdene.

Other: The Village Lolly and Chocolate Shop, Balwyn North.