

W. H. Cooke Times

Vol. 4, No. 2, Spring 2017

HANOVER, PA

FREE

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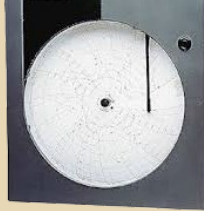
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To any of our customers who are not already making payments for invoices to us via ACH bank transfer, we certainly welcome this method of payment.

Just call or email us and we will respond with the necessary information to get this set up.

can help to spec out the correct sensor and control for your needs. We also can help with your applications for level, flow, pH, RH, pressure, conductivity, and more. To see a partial list of some of the manufacturers whose products we have sold, visit our website <http://www.whcooke.com/manufacturersindex.php>

Many of our customers ask us to source items for them that we don't normally sell because we are quick to respond and we will bend over backwards to do whatever we can to make sure that you get what you need when you need it. If you are not getting the attention that you feel you deserve, please let us know what it is you would like us to carry, and we will take a serious look at it. Thanks again for your business and we look forward to hearing from you!

Wayne Cooke Sr.

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The Heavenly Smell of Coffee

The smell of fresh brewed coffee is a welcome sensation to most people in the morning. And perhaps coffee roasting even more so. Once upon a time, people roasted coffee in their ovens or in cast iron pans in their homes. Typically, small amounts of green beans were placed in shallow pans and stirred occasionally to keep the heating process even. In the early days of this country, products began to be introduced for the homeowner like the hand cranked wood stove top roaster shown below.



Commercial bean roasting allowed roasting large quantities and the time-consuming task of roasting your own coffee began to fade. Even today, the job of making a pot of coffee seems to be disappearing with the advent of the "pod" coffee machines. The convenience factor has a big influence over our daily habits.

Things travel in cycles and circles and home roasting is back but with much

So, what does this have to do with us at W. H. Cooke? You guessed it. Temperature! Time and temperature at which roasting takes place determines the type of roast – light, medium, dark – and each one is segregated by approximately 25 degrees F difference in roasting temperature. To complicate the process, in the early stages of roasting, an endothermic reaction takes place where the beans are absorbing heat from the hot air or burners. Once the beans reach a temperature of around 350 F, an exothermic reaction takes place and the applied heat must be reduced in a hurry and controlled accurately to avoid overheating and ruining a batch. So, temperature monitoring and control is critical to successful roasting.

We have replaced many thermocouples in coffee roasting machinery around the country over the years, primarily in hot air and drum style roasters which have gained popularity over the past 30-40 years when small roasters began to grow in popularity. These batch roasting companies typically have one or two machines and cater to a local clientele. They roast for local restaurants, institutions, businesses, and also have internet customers and maybe a walk-in crowd, and might serve fresh brewed coffee and Danish. You probably know of one in your neighborhood.

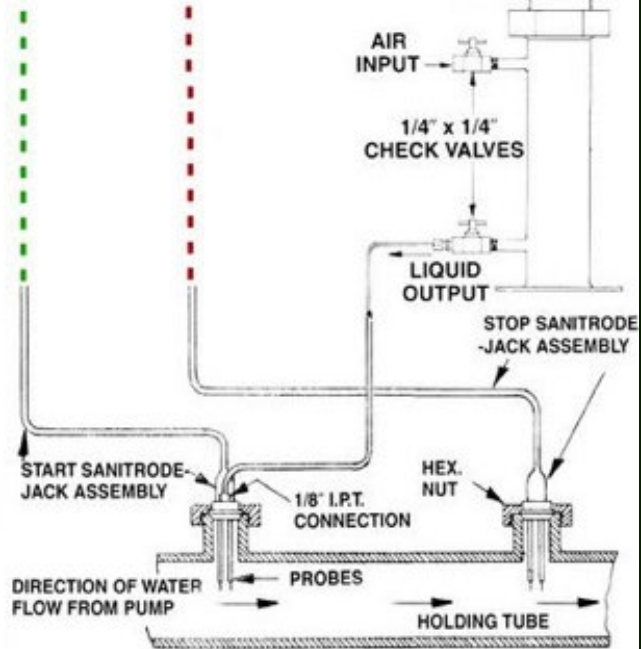
Many of these "batch" roasting machines are manufactured in Germany, Italy, Greece, Turkey, Spain, and many other European and Asian countries. Often, these machines have special threaded fittings or mounting fixtures for the thermocouples and we are generally able to duplicate them in our machine shop. If you only have one or two roasters in your plant, you've got to keep it running and you can't wait for a thermocouple to be shipped from Spain or Portugal or China. We can also supply data loggers for recording profiles for recipes and quality control.

For more information on coffee processing and roasting, see the link below.

https://en.wikipedia.org/wiki/Coffee_roasting#Equipment

Milk Pasteurization Test System

The MTC-4000 is Lumenite's 4th generation milk pasteurization test system. It provides a simple efficient method of measuring the short time, pasteurization



[More Information](#)

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Cleaning Chemicals

W. H. Cooke is now offering cleaning solvents and greases including H1, H2, and 3H food grade, and some chemicals including the following:

[Cooke Clean & Flush Solvent](#)

[Cooke 3H White Oil 15](#)

[Cooke 3H White Oil 15 Data Sheet](#)

http://www.whcooke.com/files/GSD_Food_Grade_Line_Card-1.pdf

http://www.whcooke.com/files/GSD_Food_Grade_Line_Card-2.pdf

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The condensate return system eliminates the need to keep adding more water to the system which in turn reduces any type of scaling build up as the water gets distilled in the first pass and comes back through without the hard minerals, in turn prolonging the life of your steam boiler. It also reduces the amount of steam released into the air, which for this customer was desirable as they want to be a good neighbor to nearby businesses.

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Repairs

W. H. Cooke can have many of your items repaired and in most cases, we offer a free evaluation. We can service quite a few HVAC parts such as:

- Honeywell parts including Modutrol Motors, Burner Controls, and more
- Eclipse parts including Veriflames
- Instrumentation including timers, temperature controls, recorders, and more

[Product Categories-Repairs](#)

[Brands Repaired](#)

If you do not see your brand listed, we may still be able to have your part repaired. Please call (717) 630-2222 and we will be happy to assist.

Prefer Peanuts 25.7%
Prefer Paper 71.8%
Prefer another material 2.5%

Looks like paper won in a landslide. Thank you for your participation and if you ever have feedback for us in regards to products, service, or anything else, don't hesitate to let us know. Thank you.

Wayne Cooke Sr.
717-630-2222

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Funnies

If you're not familiar with the work of Steven Wright, he's the famous erudite comic scientist who once said: "I woke up one morning, and all of my stuff had been stolen and replaced by exact duplicates."

He sees things differently than most of us! You might have heard some of these before but, like a one-liner from Henny Youngman, they're still funny to read again.

Here are some of his gems:

1. I'd kill for a Nobel Peace Prize.
2. Borrow money from pessimists - they don't expect it back.
3. Half the people you know are below average.
4. A clear conscience is usually the sign of a bad memory.
5. If you want the rainbow, you have got to put up with the rain.
6. All those who believe in psycho kinesis, raise my hand.
7. The early bird may get the worm, but the second mouse gets the cheese.
8. I almost had a psychic girlfriend, but she left me before we met.
9. Ok, so what's the speed of dark?
10. How do you tell when you're out of invisible ink?
11. If everything seems to be going well, you have obviously overlooked something.
12. Depression is merely anger without enthusiasm.
13. When everything is coming your way, you're in the wrong lane.
14. Ambition is a poor excuse for not having enough sense to be lazy.

24. The hardness of the butter is proportional to the softness of the bread.
25. To steal ideas from one person is plagiarism; to steal from many is research.
26. The problem with the gene pool is that there is no lifeguard.
27. The sooner you fall behind, the more time you'll have to catch up.
28. The colder the x-ray table, the more of your body is required to be on it.
29. Everyone has a photographic memory; some just don't have film.
30. If at first you don't succeed, skydiving is not for you.

In the Community

Our little town of Hanover, PA is known for a few things including Race Horses which we featured in a recent newsletter and can be seen here

http://www.whcooke.com/files/newsletters/whcooke_times_2016_Q4.pdf

Hanover is also known by some as the “Snack Capital of the United States”

https://en.wikipedia.org/wiki/Hanover,_Pennsylvania

Some of the snack companies in our town are:

- **Utz Quality Foods**- Manufacturer of potato chips and other snacks since 1921 <http://www.utzsnacks.com/>
- **Snyder’s of Hanover**- Manufacturer of pretzels and other snacks since 1905 <http://www.snydersofhanover.com/>
- **Wege of Hanover**- Manufacturer of pretzels since the 1800’s <http://www.wege.com>
- **Revonah Hand Made Pretzels**- Manufacturer of pretzels since 1935 <http://revonahpretzel.com>
- **Hanover Foods**- Manufacturer of foods and soft pretzels since 1924 <https://hanoverfoods.com>

Revonah Pretzel was featured on CBS's "The American Baking Competition" and featured Jeff Foxworthy. It can be viewed here



There are also a few new snack companies popping up currently and it seems that Hanover really likes their snack foods. There is a strong German influence here in Hanover dating back to the late 17th Century in what is known as “Pennsylvania Dutch” https://en.wikipedia.org/wiki/Pennsylvania_Dutch and the culture seemed to really like their baked goods including, of course, the pretzels. If you ever find yourself in Hanover, there is a free self-guided tour at UTZ <http://utzsnacks.com/utz-factory.html> where you can walk along and watch the entire process starting with raw potatoes and culminating with boxes stacked in the warehouse ready for loading. You even get a free, small bag of chips at the end. Snyder’s offers tours by appointment and both have a factory outlets where you can score some great deals. Happy Snacking!

Wayne Cooke Jr.

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6868 York Road

P.O. Box 893

Hanover, PA 17331

sales@whcooke.com | 717-630-2222 | www.whcooke.com

