

Brewsletter – Vol. 41

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Sorbet Day!

By Sarah Bailey

This week I experimented with several sorbet flavors. Two were standard Simple flavors, Mojito, which is a new flavor from Fabbri, and Lemon. The other two were made using the Fabbri Simple Neutral base, Cola and Wild Berry. The Cola was flavored by an Amoretti extract and the Wild Berry was made using a combination of fresh fruit and Fabbri delipaste. Check out these photos of the finished product. When your mouth starts watering, give us a call for recipe ideas and product ordering. Remember, summer's not over yet!



Inside this issue:

Importance of a Smile....2

Trifecta!.....3

Preparing for Fall.....3

Flamenco, Ins & Outs....4

A Word from the Warehouse

By Eric Schwarz

Get it while we still have it. UMG is constantly evolving, in with the new, out with the old. We are currently phasing out a couple of products that we felt were fantastic, but just couldn't move enough to keep in stock. Here are a couple of items that you may want to pick up before they are gone. Zola RTD beverages and

Pacific RTD beverages are both excellent items but we need to move on. We have a decent amount in stock, but when they're gone, they're gone. We still have an assortment of Insulair cups and lids left in stock along with Fabri-Kal cold cups and lids. The pickin's are slim, but we still have some in stock and I'm sure we can work with you to make the price right.

Those are just a couple of items up for grabs. Anybody need burlap coffee bags? We have a small mountain of them. Decorate your shop, use them for your duck blind, and use them in your garden. \$2.00 each, or if you use Flamenco coffee, we'll throw some in with your order. Just ask and you shall receive. Don't be afraid to ask your rep if there are any good deals going on. Good luck out there and get to work. There's money to be made out there!

2 How Important is That Smile?

By Kevin Selig

Have you ever patronized a local or small-town business, regardless of the type of business, and received less-than-desirable attention from the individual you actually want to buy from?

I am quite sure that we've all experienced this at one of the businesses we frequently visit. I have said this for years that your business will be as profitable as the person working the counter! Poor customer service characteristics may include: an unnatural friendliness, not very personable or outgoing, doesn't seem to grasp the industry, naturally has a crabby or angry look about them, doesn't care about what they are doing, and simply has a bad attitude or a number of other negative signals. Your business will suffer dearly from bad customer experiences.

Well, before you throw in the towel, there is hope! There are a number of people out there who have an outstanding positive vibe. You just need to find them! You may even need to pull it out of someone who might be shy or timid.

Sounds pretty simple huh? There are a number of ways to accomplish this task;

a) You can ask family, friends or other team members to recommend someone, but be aware that the potential problem with this is that if this person does not work out well, it can create an awkward relationship between you and the person who made the recommendation. Trust your judgment on this approach.

b) You can also use a local business or community organizations to request recommendations as long as you trust this known source. Most community organizations have job placement programs here people are actually looking to work. This type of employee can be molded or shaped into what you need as long as the personality fits your café style.

c) You may also choose to use a job placement agency. This source has pretty much already screened and qualified the type of person you are requesting, so most of interviewing has been completed. Just make sure you trust this source.

d) I also highly recommend taking advantage of the number of middle-aged to seniors that may have been displaced or lost a job due to the current economy. I can tell you first hand that a 30-year-old or older worker has a different approach to the meaning of work than a twenty-something! This does not mean that someone in their 20s or younger can't make an excellent worker, there is just a very different work attitude between the generations and I find that the older generations understand the meaning of working for a living. I believe that advances in technology have caused this gap, or different styles of thinking. Offer them good pay and you may have a long-term employee. Just remember to pay them what they are worth, based on their work ethic.

e) If you decide to hire someone that has work experience from another café, I suggest that you offer them a job that has a grace period attached to it so you have time to determine if they are going to FIT your café, not CHANGE it! I appreciate the experience they may bring, but remember it's still your café and they need to operate in a way that promotes what you want, rather than do things against your style just because that's the way they did it elsewhere. This grace period will allow you both to determine if they are a good fit for your café or not. You both have a predetermined reason for ending the relationship if it does not work out. This keeps you out of an awkward situation down the road.

f) This brings me to my final point; DO NOT HIRE anyone without setting up a grace period of employment with the understanding that this relationship can be ended without cause during this period if either party feels that it's not a good fit. This can be as little as two weeks, or as much as three months. Remember, this person represents everything about your business! My recommendation is to note this grace period during the interview so they know up front your approach. You are not hiring baristas, you are hiring employees first. If they fit in with what you are looking for after this grace period, tell them you will ask them to start training on how to become a barista. It should be considered an honor that you see the potential in them. A barista should never be thought of as just a job. A true barista is a skilled position that requires many years of both training and experience. They need to fully understand coffee and what it means to be able to offer not only an excellent product, but to do so with passion and understanding of what you

are creating. If you have button pushers instead of artists, your business will suffer and succumb to the large chain shops or a local competitor that is kicking your butt with this attitude. If the part (employee) does not fit, GET RID OF IT! This grace period can work well with experienced baristas too as it should show them up front what type of coffee shop you run and how serious you take your position in the coffee business. I believe this will generate even greater passion in a barista who has a true desire and love for coffee. Most of these baristas long to work for a coffee shop with the right attitude and passion so they can continue to improve at what they love to do. Just remember to pay a barista what he/she is worth! Keeping good staff is hard to do as you know all too well. Never stop offering a good barista pay raises and/or incentives to continue to work for you. A good barista will make you money!

So next time you visit a business where the team member is less than socialable or polite, give them a little smile and thank them for assisting you. You might be surprised at how that simple little gesture can change a person's attitude for the rest of the day. If you continue to receive bad service from the same person, do that business owner a favor and let them know. It's what you would want. We all desire (and deserve) to be happy and receive service from people who are excited and thankful that we chose them to do business with. Encourage this attitude in your staff and tell them to pass it along.

Thank you all very much for your continue patronage and support. We continue to strive to put your business first, create relationships with you and keep you informed so you can continue to compete (or kick butt) in your market. Please do not hesitate to contact any team member at Upper Midwest Gourmet for any need. It's what we love to do!

Here's who we are,

This is what we have to offer,

How can we help you?

Trifecta!

By Alan Erbach

While at CoffeeFest this year, we were able to tinker with the some new coffee technology. The Bunn Trifecta impressed us so much that we bought it on the spot! Here's the idea: the Trifecta uses air infusion technology to extract the coffee more uniformly than a traditional commercial brewer.

While the equipment looks complicated, it is actually quite user-friendly. Ground coffee is placed into a group handle and inserted at the bottom of a vacuum tube. Water enters the tube and "pre-infuses" the ground coffee.

Hot water then enters and air bubbles agitate the brew. Air pressure forces the brewed coffee through the mesh-screen filter into your cup, which properly preserves the oils and aromatics.

The kicker is how much control the Trifecta gives you. As a user, you can manipulate the brew time, air pulses, pre-infusion, and more. Control the temperature of your water by the degree. Then, save your settings to correspond to each origin or blend! Brewing perfection is at your fingertips...if you can tune it in.

Come by UMG today for a demo and a brilliant cup of coffee!

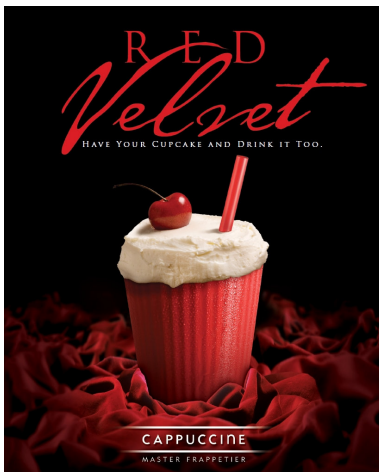


Start Preparing for Fall

By David Chall

It's hard to think hot drinks when the sidewalk is melting in the sun, but it's right around the corner. We know in the Midwest that a 50-degree temperature shift is the norm, and not the exception. A few of our vendors have some new flavors, some to finish off summer with and some to pre-order for fall/winter business. Here's what's new:

Cappuccine quietly launched two flavors in May: Mint Cookies N Cream and Mocha Chip. Now they are adding to more to their list of flavors, a long awaited Cookies N Cream and a Red Velvet Cake. All 4 flavors are Cappuccine top notch and Cookies N Cream should quickly become one of your best sellers.



Big Train has 2 new flavors and is now taking pre-orders for the seasonal flavors. New to their lineup are two flavors you all requested: Decaf Vanilla Chai and Dairy Free Spiced Chai. Big Train is still the leader in chai variety and they now have a chai to fit just about every category you can think of. Pumpkin Spice Ice Blended Coffee and Gingerbread chai are both back for this holiday season, along with a new Holiday flavor: Peppermint Mocha Blended Iced Coffee.



All of the above Big Train products are available the first week in September. The holiday flavors are all available in limited quantities, and both we and Big Train sold out early last year, so please get your orders in as soon as you can.

Wally's Biscotti: We're now stocking Sticky Bun and Coconut Cream Biscotti. Both are delicious and great to rotate in as your "flavor of the month." Give them a try! We mix cases on all our Wally biscotti.



Stay cool, but prepare to light those furnaces and switch your inventory around. We hope you'll try some of these new flavors: Customers are always looking for that daily, weekly, or monthly special. Give them something new to look forward to every time they swing through your door.

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“Upper Midwest Gourmet is a one-stop, wholesale distributor of specialty food service ingredients, Flamenco Fair Trade Organic coffee, Italian gelato ingredients and equipment, hundreds of other gourmet beverages and foods, café equipment and machines, and environmentally-conscious supplies like cups, napkins, and eco-sleeves.”

The Wait is Almost Over!

Flamenco Coffee - What's due to be in stock, what's out, and why?



We know that many of you have fallen victim to the midsummer coffee shortages that often accompany the wait for new-crop arrivals. This summer, however, has grown even more dogged than anticipated. Some of you may know that our

beloved Direct! Café Palmira experienced a tragic set-back that cost them their entire exportable crop. Both Ethiopia and Indonesia have been stricken with lengthy delays, and roasteries desire world-wide for quality FTO coffees has placed a premium upon an already comparatively scarce commodity. Thank you for bearing with us during this dry spell. The next few weeks will hold several notable arrivals.

Organic Dominican Direct!: One of the most anticipated of the new season. The first organic crop from our same 90+ partner!

FTO Papua New Guinea Waka Jawaka: Our old friend is back for another go-round with its rich, savory, malty goodness.

Characteristics include dried fruit, tobacco leaves, peppers and hops. Last crop was a favorite for customers and employees alike!

FTO Ethiopian Washed Dara Sidamo: We're all in for a treat!

Organic Kenya AA: Yup, that's right! Bet you haven't had an organic Kenya before! A much anticipated organic AA will soon be available for the first time.

FTO Mountain Water Decaf Ethiopian Sidamo: A fun addition to the usual lineup of readily available FTO decafs.

~Roastmaster, Jesse Grote

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Organic Coffee Co.
MINNEAPOLIS, MINNESOTA