



Brewsletter Volume 30  
1<sup>st</sup> online edition!

Ah! Smell the coffee! As the summer winds down, your blenders will start to get a much needed break and your coffee brewers will get a good workout. Welcome to the first edition of our e-mail Brewsletter. Our attempt is to e-mail smaller Brewsletters more often, rather than hit you heavily with 6+ pages of information via snail mail. This saves a lot of paper, time, and money that it took to send our letter via U.S. mail. We'll also be posting all of the previous copies of the Brewsletter on our new and improved website that should be active some time in the next couple of weeks (more below about this). Thank you in advance for all your input and support on our Brewsletter. You've helped make the electronic transition much smoother.

Well, we hope that your summer is ending on a positive note. Business seems to have been improving all around the Midwest. Those of us who made it through the difficult years after Sept. 11<sup>th</sup> are finally being rewarded again. Our summer has been very busy and we can't believe it's already coming to an end. Although I have to admit we had a nice party with the other bus stop parents after putting the kids on the bus that first day of school. So what's new at UMG you ask? Well, to start things off, we have a new Western Sales Manager, Michael Applen, who started here just after the July 4<sup>th</sup> holiday. Many of you met Michael at the Fresh Cup Roadshow or have spoken to him when placing your orders this summer. Michael has been a great addition to the staff and has caught on here fast. We hope you all get a chance to welcome him to our family soon. Plus he helped balance the ratio of **Viking** to **Packer** fans on our staff, all tie breakers now go the **Purple** way! Another new addition to UMG is the final installation of our Solar Panels. The full grid is now in place on the rooftop so we are generating much of our power needs from the sun. We take a lot of pride in being environmentally conscious in every way we can. As is customary at Upper Midwest Gourmet, we are always looking for exciting new items and valuable tidbits of information for you. While we may have been busy, we didn't forget that the new items are your favorite part of the Brewsletter so print off this edition and pull out your highlighters.

### **New Featured Items:**

Are you feeling Organic? As we mentioned in the last edition of the Brewsletter, Café Feminino Mexico was on its way. This fine origin has arrived and we're very happy to announce how good this Fair Trade Organics (FTO) origin is. See Jesse's column for more information on the traits of this great coffee in his column further into the Brewsletter. We have also added a FTO Tanzanian coffee to our inventory and are very excited about this African offering. In addition

to FTO coffee, we now have FTO White sugar, and Fair-Trade Raw (Turbanado) sugar, both in single-serve packets and 10# bulk bags. Hang on, we're not done with Fair Trade Organics just yet. How about and FTO Frappés? That's right, we finally have a way of transitioning into cold FTO coffee drinks. All Natural and Fat-Free, these frappés are available in four flavors and are packed in an easy-to-use 10 lb. case with a scoop. Each case yields 90 - 16 oz. servings. Check out these flavors: Dominican Mocha (coffee and coffee-free version), Vera Cruz Café Latte, and Belizean Vanilla Latté. It's getting easier every day to find great FTO products to please your customers and your conscience.

UMG has added two new lines of flavoring syrups. First is the Artista line. We've done numerous \*blind\* taste tests with Artista vs Oscars and DaVinci and have been stunned at the overwhelming and convincingly one sided results. Using the 3 anchor flavors, Vanilla, Caramel and Raspberry, we have yet to have anyone pick a flavor over Artista. Stop by and take the Artista challenge any time, we'd love for you to taste the differences. Artista has an extremely large flavor selection of both regular and sugar free syrups and has the nicest looking PTE bottle on the market. We will do a bottle swap with you so you don't have to worry about using up existing inventory if you want to make a change. For those looking for another syrup option, we also added the Baristella line of flavoring syrups. Baristella is from the makers of Capriccio, our all natural smoothie line. Baristella is also all natural and their sugar free syrups contain no Splenda, Saccharin or Aspartame for those concerned about artificial sweeteners. Baristella is available in 10 sugar-free and 32 regular flavors. Both Artista and Baristella are acid balanced and won't curdle your lattes and cappuccinos.

We are now stocking Artista's line of rich and creamy sauces for your mochas and steamers. Available in a very unique, one of a kind bottle design, these sauces will cover your mocha needs with a dark chocolate, sugar-free chocolate, white chocolate and or caramel. If you are looking for a sauce that will set you apart from your neighbors, give Artista Sauces a taste. We have plenty of samples, so please do not hesitate to ask for some with your next order.

Big Train added a new Tea Blasts this summer, "Banana". All we can say is "Yum! Yum!" Try it with strawberry, kiwi, pineapple, or straight-up. It makes a nice addition to your current menu. They're still working on their Acai formula and hopefully it will be ready by next spring. Big Train has some seasonal flavors available for fall and winter too. Gingerbread and Apple Chai are back in bulk (no retail anymore). For the Ice Rage line, they have made a Peppermint Candy Cane and a Pumpkin Spice. Mmmm, I bet these are going to go over great this holiday season. Samples just arrived so let us know if you'd like to try some when you place your next order.

Ghirardelli's new "Barista Dark Chocolate" ultimate mocha chips are now in stock. These mini-chips allow you to make a mocha, hot chocolate, or European-style sipping chocolate with the intense flavor and velvety texture of real chocolate. Simply combine these mini-chips with milk in your frothing pitcher and turn on the steam. You will distinguish yourself from the competition with mochas and hot chocolates beyond belief! These chips are also a great garnish for drinks and desserts and perfect for chocolate chip gelato. Ask for a sample when you place your next order.

Marich is now offering 'Chocolate Covered Cocoa Nibs'. They come in a 10 lb bulk box. The Nibs are a perfect topping for drinks and gelato. They're also great for re-bagging and selling in smaller gift packages with your own logo. The Marich Pillow Packs have been such a great seller, we're sure you'll like the Nibs just as much. On a separate Marich note, we closed out all

the Halloween and Christmas special order gift items and are now taking orders for Valentines Day and Easter. If you want any of these items please make sure to have your orders in by November 15<sup>th</sup>.

Fabbri flavors for gelato just keep coming in. New flavors like: Nutella, Lello, Baba, Lemoncello, Mandarinello, and Hazelnut Praline to name just a few. Gelato shops are opening everywhere, ; small towns, resort towns, metro areas, hotels, restaurants. It's getting bigger and bigger everyday. We have two new batch freezer companies and two new small cases: 3 pan wide and 4 pan wide widths available now so whether it's a small café or a full size gelateria with 24 pan curved glass displays we can handle your needs. Waffle Cones, waffle bowls and chocolate covered waffles bowls are all in stock too. There's usually gelato in the showroom display so stop by for dessert anytime (even if you aren't adding a gelato bar come for gelato anyway).

Coming soon: Castellino Italian Grilled & Marinated Vegetables and Olives. There are not enough words to describe these authentic Italian vegetables. The producers of Castellino are true artisans. The grilled veggies are pasteurized in olive oil and packed in pouches that are in a sturdy tray for serving. This process guarantees the natural taste, texture, color and integrity of the vegetables and allows them to remain shelf stable for twelve months. All vegetables are authentic Italian, farm produced and are ready to serve after opening. We suggest using them on Panini sandwiches and/or with an antianti-pasta in your salad bar. We'll be importing them directly from Italy and will be receiving our first order soon. **UPDATE:** Unfortunately the freight company destroyed the first order so these will be delayed a bit longer. Please let us know if you want an alert from us when they arrive and we'll shoot you an email as soon as they get here.



Vita-mix has improved upon their blenders by introducing their new "Advanced" series. This new line of blenders offers a newly designed 5-wall polycarbonate container that pulls ingredients through the blades and reduces the blend time. The patented blade design creates a stronger vortex to continuously circulate the ingredients for better blending and is powered by their most powerful motor yet. All the advanced models are programmable for customized use. We have 12 of the Advance Touch & Go versions on discount while supplies last. Please call for a demo or details. And for you Blend-Tek users, we now stock Blend-Tek blenders. We're stocking their EZ Blender and their New 18 amp Smoother. Vita Mix and Blend-Tec are the leaders in the industry and either way, you'll be mixing up the best smoothies and frappés in town.

Here are a few more equipment items that we offer. We have Panini grills (large and doubles), pizza ovens, convection ovens, waffle cone makers, ice machines (available in multiple sizes), and upright and under-counter freezers and refrigerators. Much of this equipment is on display in our showroom, so if you have not stopped by yet, we encourage you to do so.



Looking for that perfect greeting card but short on time? We have the solution for those customers of yours. We offer a Greeting Card Carousel set containing a four-sided card rack that has twelve card slots per side. This white rack is about 6 feet tall and spins for easy access. Your kit includes 6 each of 48 different card selections to fill the rack. Refills are available for future sales. Perfect for the one-stop gift shopper: a pound of coffee, a

gift mug and a card. Wouldn't you like to add a few of those sales every week? Stop by the showroom to see one in action.

What do you do if your customer orders an iced coffee, or cold press coffee, and you don't have a cold press brewer? Simple, tell them that you have one on order and give us a call right away! We are pleased to offer the "Filtron" cold press systems. The 1.5 liter system is perfect if you want to start selling this product but aren't sure how it will do. It also makes a great sale as a home brewer. The 5 gallon version is best for the coffee shop that has mastered this unique drink. It includes a 5 gallon brewing container on a stand, pour spigot and a 1 liter pitcher for storage in your fridge. To go along with cold press coffee we also have a nice sized French press available for individual table service and retail sales. The press is an 8 oz poly carbonate that is very durable and won't chip like the old glass presses.

It's not new to our inventory but bears a repeat mention. "Reeses Pourable Peanut Butter." Try it as a chocolate peanut butter mocha (go ahead, call it a Reeses Peanut butter latte or mocha) or put a dollop in the blender with your chocolate frappe for a chocolate peanut butter frappe. You can also top off bakery items like muffins or brownies; put some on ice cream or in a shake or malt; or try some in soups, sauces or dips. We have also used it to make Peanut Butter Gelato! Whatever you do with it, it's sure to add some excitement to your menu and please your customers' taste buds! We also stock mini Reeses Pieces and Bulk Reeses Peanut Butter cups as the perfect compliment to their sauce.



### *Tips of the Trade:*

**How do you make your shop a destination stop?** To make customers pass other shops along their way and come to yours, what does it take? Here are a few tips to make your dreams come true. If you are planning a new shop, the three most important considerations are still location, location, location. Once you've found that perfect spot, convenience, quality, selection, customer service, and cleanliness all come into play. These are all factors you should be continually striving to improve! Here's a quick checklist to consider:

- How easy is it to reach your store?
- Do you have plenty of parking, if any?
- Does your shop appear inviting from the outside?
- Does your shop's appearance and signage indicate what a consumer could expect to find inside?
- Do you have drive up service ability?
- Does your shop seem outdated or stale?
- Is there an overall sense of cleanliness about your shop, both outside and inside?
- Are your window and counter displays kept up-to-date with your menu offerings?
- Are you known for superior customer service?

Establishing your shop as a destination with superior customer service can't be done from the outside. This must be proven by your actions, not your appearance or talk. But, once you have become known for this style of service, it's more likely that you'll become that destination place. Convenience, variety and appearance are only the initial draws to your shop; it's your customer service and quality that keep the customers coming back.

Now let's take a look at some things you shouldn't be doing. This list was borrowed from an article Kevin found. Please use it as a tool for improving your shop.

- Spelling espresso with an "X" in its name. This may draw concern that this shop is run by someone who might not totally understand this industry. Customers don't always get the subtle joke and assume you don't know how to spell or don't really know the true name of the drink. You want to be perceived as a specialty coffee expert not someone who jumped on the coffee bandwagon for profit only.
- Bizarre pricing can also indicate that the shop may not fully understand the industry very well, or the difference between a cappuccino and a coffee. Does your menu show a lack of pricing logic? All drink prices should follow a general pattern and not deviate too much. Ignoring this factor might indicate to your customers that you also ignore the standard for making your drinks well. Check out your competition and price your menu appropriately.
- Do you have the right equipment? Purchasing the right sized and proper looking equipment can tell your customer a lot about the value that you put on your products and what quality they should expect. Humans are visual. We base a lot on what we see. If there's a Mr. Coffee on the counter, instead of a commercial machine, then the customer doesn't see a quality advantage to stopping at your shop on the way to work, instead of hitting 'brew' on his Mr. Coffee each morning.
- Cleanliness. If a café can't keep the shop clean and looking good, then they probably are not keeping their products clean and safe. Dirty equipment means dirty tasting unsanitary drinks. Again, we 'buy' mostly on visual stimulants. I judge a lot of restaurants by the condition of their bathrooms, tabletops and floors. If I go into a restaurant with a dirty bathroom I will probably wash my hands and walk right out the door. Set up schedules to have them checked every hour at the very least. Don't wait until a slow time to go clean tables and bathrooms or soon the slow times may come sooner and sooner every day.

So, you see, to become a destination place does take a little effort on your part. Location alone will not do it for you. Unfortunately there are many poorly run cafés in existence that have given this glorious industry a sort of "convenience store" feeling. Don't be one! There are many great and proven suggestions from some of the industry's leading experts. Log onto: <http://espresso101.com> and purchase some training videos and books. If you're opening a store, look to attend their training classes well before you open. **My biggest piece of advice: Attend the trade shows.** Coffee Fest, SCAA, Fresh Cup Roadshow and NASCORE have a multitude of seminars covering all these items and much more. I know a lot of people who've attended these shows and never been to a single seminar! It's a shame because as much as we love to show you the new items on the show floor, the real value in all of these shows is in attending as many of the seminars as you can. Some of the most talented people in the industry share their knowledge for only a small classroom charge and many classes are free. The information is invaluable to your success. Coffee Fest in Seattle is coming in October and is a great place to start. You can't learn to run a café at one seminar (sounds like a great title for a book) but you can improve your chances of success considerably.

## Considering making a move to organic products?

Here is a quick 9 good reasons to do so:

- Organic products usually meet more stringent standards
- Organic food tastes great
- Organic production may reduce health risks and promote good health
- Organic farms respect our natural resources
- Organic farmers work in harmony with nature
- Organic producers are leaders in innovative research
- Organic producers strive to preserve diversity within local regions
- Organic farming helps keep rural communities healthy and growing
- Customers are asking for it and willing to pay more for it!

In a video we watched recently, a buyer for a large store made a comment that really struck a cord with us. The Fair Trade buyer was saying that she appreciated buying and selling Fair Trade products because she 'was not sacrificing the farmers and their families for high quality'. Upper Midwest Gourmet is striving to focus on and locate as many organic, fair-trade, and eco-friendly items as are available within our industry. We believe in supporting FTO principles whenever possible in order to maintain a healthy and sustainable world. As mentioned earlier, we've recently added solar panels to our facility to help improve the amount of renewable electrical power that we consume. Please stop by or call for a complete list of environmentally friendly products now available to you.

## New Kid on the Block

Hello to all of you wonderful Upper Midwest Gourmet customers. My name is Michael Applen and I wanted to introduce myself. I am the newest member of the crew here at UMG and am really enjoying my first few months in this exciting industry. My official title is Western Sales Manager, so if you're located in North or South Dakota, Nebraska, Iowa, or Western Minnesota, don't be surprised if I stop in to say "hi" or give you a call wondering asking how things are going with your business.

I will also be redesigning the UMG website, as well as, creating a weblog on our website that will allow our customers to read and respond to many industry categories like Upcoming Events, Gelato, What's New (Products/Specials), Training, Flamenco Coffee & Espresso, Website Announcements, Pictures, Voice transitions with items and much more. Please take a second to check out all of the great improvements to our website and don't be afraid to post questions or comments in regards to any of the posts you've read on our weblog. This is a great tool to improve and strengthen communication on all levels. The website address is: [uppermidwestgourmet.NET](http://uppermidwestgourmet.NET)

I've lived in the Twin Cities my whole life and recently graduated from the University of St. Thomas with a degree in Business Management. Honestly, I was a bit nervous about starting my career after college, but am now very happy to say that working with such a great company has taken that anxiety away. We have a great group of people here at Upper Midwest Gourmet, which makes the whole transition that much easier.

In two and a half months, I have already learned so much about this diverse industry with regards to our amazing "Flamenco" coffee & espresso, gelato, smoothies, teas, syrups, and I didn't even mention the machines used to make these tasty products and the paper containers used to hold them. (All of which we carry, by the way.)

So, the next time you call in your order or just have a question, don't be surprised to hear my voice answer the phone. I am always ready to help so please feel free to ask the next time

you need anything at all. Thanks so much for all of your business and I look forward to meeting and working with many of you in the future.

~Michael Applen – Western Sales Manager

## Basic maintenance can make the difference

Good coffee beans alone are not enough to produce that “killer” cup of daily brew we all seek each day. Take a look at these six simple rules for brewing a good pot of coffee. Then take a look at the following checklist for general maintenance of your equipment.

6 basic brewing steps for that perfect cup of coffee:

- First and foremost, use good, clean water.
- Know the correct grind setting for coffee and for your equipment.
- Make sure you are using the correct amount of grounds for the specific coffee being brewed
- Control the brew process with time, temperature and pulses for optimum extraction.
- Use the right equipment for quality filtration and softening(of water) and extraction
- Hold coffee after brewing for an appropriate time (to ensure highest level of taste)

After brewing each pot and as scheduled, the following is a good checklist for maintaining the health and longevity of your brewing equipment:

- After EACH brew: (a) discard spent grounds and filter immediately, (b) rinse brew basket, (c) rinse the decanter
- DAILY cleaning: (a) clean decanters with hot water and mild non-abrasive cleaners, (b) thoroughly clean funnels (brew basket), (c) wipe brewer exterior with clean, damp cloth
- WEEKLY cleaning: (a) remove spray head and clean, (b) use brewer spring to clean spray head “tube,” (c) clean portable servers or decanters (DO NOT immerse them in water), (d) clean faucet parts (spigot) if applicable
- PERIODIC cleaning: (a) preventive maintenance should be done every 6-12 months, (b) check water volume and temperature, (c) check status of water filter systems and replace as needed.

If you need assistance with any of the above issues, please call; we can offer training or can send out the Hiner Brothers to assist with this matter. Or call Hiner Brothers Espresso Repair direct at 651-442-8656 (Dave) or 612-702-1075 (Mark). We recommend that every shop be put on an automatic maintenance plan with Mark and David. They will come out twice a year and do all the basic maintenance required without you ever having to pick up the phone. These plans are a lot less expensive than paying for a repair due to lack of maintenance. Plus don't forget how much money you loose when your machine breaks and there's downtime of waiting for parts or service technicians to get to you.

## NOTES FROM THE ROASTERY

*Café Femenino Mexico Now Available!*

Thanks to the help of café proprietors like you, the Café Femenino foundation has been able to advance its cause northward into Mexico.

For those of you who are unfamiliar with this organization, Café Femenino is a foundation whose mission aims to improve the lives of women and children in coffee producing regions. By separating themselves from the rest of production, women coffee growers associated with Café Femenino are able to focus Fair Trade, Organic and additional Café Femenino premiums back into their organization, allowing them to both reach a standard of life previously unattainable and attempt to expand their good fortune to other needy portions of the coffee producing globe.



The Peruvian Femenino has been wildly successful due to both its outstanding character in the cup and altruistic vision in the community. The Mexican is every bit as pleasing. It is medium bodied and bright with a complex cocktail of sweet nuttiness and floral tones.



*Coming Soon: Café Femenino Colombia!*  
~Jesse Grote – Roastmaster

## Calendar

Here is a list of some monthly, weekly and daily holiday observances for October of this year. These offer you the perfect opportunity to become creative with a theme and/or good drink special to offer during each occasion. This is only part of a very large list of observances. For more ideas, please contact Kevin @ 612-728-7208.

### October Monthly

National Book Month  
National Breast Cancer Awareness Month  
National Popcorn Poppin' Month  
National Caramel Month\*\*  
National Chili Month  
National Toilet Tank repair Month  
National Cookie Month  
Positive Attitude Month  
Right Brainers Rule Month  
Self-Promotion Month

### October Weekly

1-7 Universal Children's Week  
1-7 National Carry-a-Tune Week  
2-8 National 4-H Week  
2-9 National No Salt Week  
3-7 Customer Service Week  
8-15 Fire prevention Week  
15-21 National Food Bank Week  
16-22 Celebrate Small Business Week  
22-28 Pastoral Care Week  
25-31 Peace, Friendship, Goodwill

### October Daily

1 International Older Persons Day  
1 World Vegetarian Day  
5 World Teachers Day  
6 World Smile Day  
11 National Bring Your Teddy to Work Day  
14 Be Bald & Be Free Day  
15 National Dictionary Day  
15 National Grouch Day

19 Get To Know Your Customers  
21 Sweetest Day  
22 Mother-in-Law Day  
27 Cranky Co-Workers Day  
27 Frankenstein Friday  
28 Make a Difference Day  
28 National Chocolates Day  
30 National Candy Corn Day

15 Sunday Schoolschool Teacher Day  
16 National Bosses Day

31 National Caramel Apple Day  
31 National “Knock-Knock” Joke

## ***Recipes for Success***

### **Caramel Apple Latté**

16 oz  
2 pumps Artista Green Apple Artista  
2 pumps Artista Caramel Artista

Double Shot of Espresso  
Latté Style Milk  
Drizzle Caramel Sauce on Top

### **Pumpkin Pie Mocha**

16 oz  
2 pumps Chocolate Sauce  
2 pumps Artista Pumpkin Pie Artista  
Double Shot of Espresso  
Latté Style Milk  
Top with Pumpkin Pie Whipped Cream

***Pumpkin Pie Whipped Cream:  
Add 3 pumps Artista Pumpkin Pie to  
1 pint cream and charge with Whip-its.***

### **Coco Loco Rum Cappuccino**

8 oz  
1 pump Artista Coconut Artista  
1 pump Artista Butter Rum Artista  
Double Shot Espresso  
1/3 Latté Milk  
1/3 Cappuccino Milk  
Sprinkle w/fresh grated coconut

Here's a recipe that will make you look like a gourmet pastry chef and it's so easy to make its almost silly!



## **Peanut Butter Mousse Dessert**

Yield: 12 (8 oz.) servings

12 cups prepared Fabbri Mousse cream  
1 1/2 cups REESE'S Peanut Butter Sauce  
2 cups HERSHEY'S Fudge Topping, slightly warm, divided

1. Mix non-dairy dessert topping and peanut butter sauce together in a large bowl to make mousse.
2. Place a 1/4-cup layer of peanut butter mousse in the bottom of an 8 oz. dessert or parfait glass. Spread 1 1/2 tablespoons of slightly warmed fudge topping on top of mousse.
3. Add a second 1/4-cup layer of peanut butter mousse. Spread 1 1/2 tablespoons of slightly warmed fudge topping on top of mousse layer.
4. Top with a 1/2 cup layer of peanut butter mousse. Garnish as desired. Serve immediately or refrigerate.

Not big on Peanut butter? Try this with Hazelnut or Pistachio delipaste or Raspberry Smoothie Puree. Hey, I bet if you did a layer of Raspberry and a layer of Peanut Butter you'd have a great PB&J Parfait, gosh and it even rhymes!

**Seasonal Flavors to feature for the upcoming months:**

<b>Pumpkin Pie</b>	<b>Gingerbread</b>	<b>Egg Nog</b>	<b>Butter Rum</b>
<b>Butterscotch</b>	<b>Green Apple</b>	<b>Apple Cider</b>	
<b>Cinnamon</b>	<b>Mint(s)</b>	<b>Irish Cream</b>	
<b>Chocolate(s)</b>	<b>Toasted Marshmallow</b>		

**Don't forget to stock up on Spiced Apple Cider and all your Chai Teas too!**

*The End*

We hope you enjoyed Brewsletter 30. We are excited to be able to email and post this on the website so you can click at it each month for an instant resource. Have a fantastic Holiday season!

Cheers – David and the Beanheads (Kevin, Michael, Eric, Jesse, Tom & Beth)

**UPPERMIDWESTGOURMET.NET – website address**