



Brewsletter Volume 25

Happy Summer! Is it hot enough for you yet?

Welcome to the humid edition of the BREWSLETTER. We are happy to say that we have been very busy here at Upper Midwest Gourmet, thanks to you, our loyal customers. We continue to get settled in our new space and are excited about the products we have been able to add with the addition of a few extra square feet!

More New Items:

You Can Dance!

Our Flamenco Organic Coffee Co. has been a bigger hit than we could ever have imagined. Jesse Grote, our Roastmaster, is busy roasting and blending many varieties of coffee. We have had great feedback from those of you using our coffee and we look forward to continuing to serve you. Jesse will feature a great coffee in each of our Brewsletters starting with this issue. Remember, we are the only roastery in the Midwest that's certified Organic and Fair Trade and exclusively roasts Organic and Fair Trade. We also have the largest variety of Fair Trade Organic coffee around, including Natural Organic Flavored beans.

Jesse's featured Bean: *Brazilian Sul De Minas Poco Fundo*

This dry-processed coffee from the Sul De Minas region of Brazil is an unusual and exceptional treat. A defined fruitiness is evident in both flavor and aroma, coupled with delicate hints of cocoa and a clean, marvelously sweet natural finish not found elsewhere in the world! As a drip coffee or a stand-alone espresso, this Poco Fundo Cooperative crop possesses cavernous depth that is sure to be a genuine crowd-pleaser.

Fabbri syrups, sauces, and toppings

Are you looking for syrup that no one else has? Fabbri is a 100 year old company that is known throughout Europe as the #1 supplier of syrups, sauces, and toppings. The syrups are acid balanced and do not contain any artificial flavors. Have you ever tried a real Amarena Cherry? This flavor is an Italian wild cherry with hints of Marsala wine that give a truly unique flavor to any beverage. Logo Fabbri pumps automatically dispenses half the amount of syrup compared to other brands so you save big money while offering the best syrup available. Try a blind taste test using half Fabbri compared to what you are using now and you will be amazed how good this product is.



Big Train

Wow! Big Train has added another 2 flavors to the Tea Blast line of smoothie mix; Lemon Cooler and Pomegranate Blueberry. Lemon is a refreshing summer flavor that is sure to make your customers smile. Pomegranate Blueberry is quickly becoming the number one seller overall! Call for the new Tea Blast Poster and see your sales increase overnight.

Hot and Cold Cups

Yes, we are listening! We have added two new hot paper cups and two new sizes of clear plastic cups to our inventory. Hot cups include Maui “burlap and beans” design in a single-wall cup, or the Pactiv “cappuccino” design that is a foam cup made to look and feel like a paper cup. Pactiv cups can be used without a cup wrap and unlike paper cups they are recyclable. The hot cups have a universal lid designed to fit 12, 16, 20, & 24 ounce size cups. We’ve also added a 20 and 24 ounce size clear plastic smoothie cup. One size clear dome or flat lid fits all three size cups.

Guayaki Liquid Yerba Mate Concentrate

The great taste and healthy benefits of Mate just got easier! Available in traditional Maté & Chai Maté, this 100% Organic and Fair Trade Certified Mate is both delicious and easy to prepare. Serve hot or cold. Prepare by using ½ Mate to ½ milk and you can offer a Rainforest grown, hand-picked, wood-dried, cedar wood aged (for 12 months) healthy alternative to coffee or tea. Mate stimulates focus & clarity, improves physical energy, has a higher antioxidant count than green tea, and contains naturally occurring matteine. If you prefer the traditional steeping of tea bags or loose tea, Mate is also available in those forms. For more information on this awesome product or samples, please give us a call.

Mont Blanc Chocolate

Mont Blanc Chocolate of Denver Co., has added a new Fair-Trade, Organic chocolate sauce, as well as a new Sugar-Free chocolate sauce, give us a call to sample any of Mont Blanc’s fine line of gourmet chocolate sauces & toppings.

Bar Cleaners

Please see our attached insert for some new cleaning supplies that we now have in stock. Whether it’s sanitizer, detergent, airpot or espresso machine cleaner, we have everything you need for a sparkling clean kitchen.

And finally what you’ve all been waiting for.....**GELATO!**

Well the cat is out of the bag. Those of you who were able to attend our Open House know that we are very very excited to announce the arrival of Gelato to the Midwest. After attending the coffee shows in: Atlanta, Chicago, Las Vegas, & Seattle, we are convinced that Gelato is the next big thing to hit the US market. This amazing product will be in almost every coffee shop and café across the country in the next few years. Gelato is the Italian word for Ice Cream, yet it is distinctively different from the ordinary frozen dairy desserts you may be accustomed to. For starters, Gelato contains

substantially less fat than American ice cream and custard - 3% to 8%. Ice cream by federal standards must contain at least 10% butterfat and many times has 20-30% butterfat. Gelato has a much higher density than ice cream. Less air is whipped into the product (20%-30%) compared to ice cream which contains 60% to 100% air. This results in a richer, creamier product that has a more intense flavor than ice cream or custard. Ice cream is usually batched in 5 gallon buckets which may expire before it is sold. Gelato made in pans



will last in your display case from 3 to 7 days. After that time it can be made into semifreddo gelato cakes as opposed to discarding. There is no waste with Gelato. Like custard, Gelato is made fresh daily and is served at a higher temperature than American ice cream. A certain custard chain has gone from a few stores to almost 300 in the last five years using a similar type of batch freezer. We are now stocking the number 1 selling Gelato ingredients from Italy, the only American made batch freezers and we have many options for dipping displays. Over 200 hundred of you got to taste for yourself how good the product is and if you've been to any of the shows you've seen for yourself how many companies have entered the American market. Remember, 15 years ago there weren't a whole lot of espresso machines out there. Now you can get espresso in every small town across America. We will be hosting another Gelato demonstration in the next two weeks. The date will be announced shortly. We'll be demonstrating how the equipment works and how easy it is to prepare and decorate Gelato. Please call if you are interested in attending and so we can reserve a space for you.

Did You Know?

- * **It** takes about 2000 Arabica coffee cherries to produce 1# of roasted coffee.
- * **It** takes about 9 months of growth from the flower to the ripe cherry to produce green coffee.
- * **A** new coffee tree can take up to 5 years before it produces its first coffee crop.
- * **Coffee** trees can only produce a good consistent harvest for about 10 to 15 years.
- * **Coffee** trees are part of the evergreen family and can grow to heights of 15-20 ft if not pruned.
- * **Organic Coffee** is coffee that has been produced without the use of chemical pesticides, herbicides or fungicides. Growing organic includes an emphasis on recycling, composting, soil health, and protection of the environment.
- * **Fair-trade-certified coffee** is coffee that is traded directly from farmer to importer at a guaranteed minimum purchase price, therefore providing the producer with higher profits which can be used for his family and returned to growing procedures ensuring high quality coffee harvest.

Do you need help training your staff? We are here to help you. Send them over to our shop for free training. Please give us a call and let us know how many people are coming and what you'd like us to focus on. From beginners to long time baristas, we can help fine tune your skills. We also have many training DVDs and Videos. From Espresso 101 to Extreme Latté Art, all of our videos are available for viewing on our 30" LCD HDTV.

Coffee and Biscotti are on us. Please take advantage of this invaluable resource, many of your competitors may already have.

Coming soon:

-Milk, ½ & ½, & Heavy Whipping Cream – All shelf stable and the final link to make us the only 1 stop shop for café supplies in the Midwest.

-Barista Sips – Instant Caffeine that dissolves on your tongue.

We continue to strive to be the best supplier we can be, if you have any feedback for us that would make our service to you better, please let us know. Thank you for your loyalty, we appreciate your business!

Good Luck with sales during these terrific summer months!!

Sincerely,

David, Kevin, Jesse & the Beanheads

Recipes

Raspberry Lime Soda

½ oz Raspberry syrup
1/4 oz Lime syrup
8 oz sparkling water
Ice
Combine over ice

Kiwi Lemonade Leap

1 oz Kiwi syrup
8 oz Lemonade
Ice
Combine over ice

Almond each Iced Tea

½ oz Peach Syrup
1oz Almond syrup
8 oz Tea
Combine over ice

White Choc Cherry Sundae

½ oz white choc sauce
1/4 oz Cherry syrup
1/4 oz Almond syrup
2 oz espresso
8 oz cold milk
Ice
Combine & pour over ice

Choc Banana Smoothie

2-scoops choc frappe mix
1 oz Banana syrup
4-6 oz milk or yogurt
Ice
Blend & garnish

Creamy Berries

1 1/2 Black Raspberry or Blueberry
½ oz Vanilla
Ice
Blend

Up-coming Trade Shows

July 2005

Fancy Food Show (10-12)
New York, NY
www.specialtyfood.com

Sept 2005

Nascore (23-25)
Denver, CO
www.nascore.com

Oct 2005

Host (21-23)
Milan Italy

Oct 2005

Coffee Fest (28-30)
Seattle, WA
www.coffeefest.com