



Brewsletter Volume 27

Hello coffee lovers. It's time for another addition of the UMG Brewsletter. We've had a great summer and are excited to tell you about all the new things happening at Upper Midwest Gourmet. We'll be celebrating our first anniversary in the new building on November 15th and we can't thank you all enough for your support during this crazy year. Our Gelato introduction sparked interest from many of you. We were able to help a few of our customers launch their Gelato programs this summer with great results. David, Kevin and Jesse will be traveling like mad this winter (New York, San Francisco, Italy). We look forward to sharing all the wonderful things we learn during our mad dash around the globe. Then of course, show season in the Midwest begins. Read further for dates and places. So let's get to it, enjoy the Brewsletter.

Notes from the Roastery by Roastmaster Jesse Grote:

Coffee of the Month: Dominican Republic "Barahona"



Dominican Republic coffee of the Barahona region is known to connoisseurs for its solid representation of what it means to be a Caribbean coffee. This is an elegant bodied, medium to high acidity coffee that projects notable hints of sweetness and spice. Accompanied by a delightfully spicy aroma of cocoa and cinnamon, this city-roasted beauty is truly a "poor-man's Jamaican Blue."

Flamenco Organic Coffee Co. has experienced phenomenal growth thanks to all of you who were (and continue to be) willing to try something new. As many of you now know, Flamenco is committed to exceptional quality coffee, both in the cup and on the tree. Coupled with the remarkably high standards we set for our origins, blends and roasts, our status as an exclusively dual certified organic and fair trade roastery is illustrative of our commitment to the following principle: one no longer needs to sacrifice "quality of life for quality of cup."

Stop on by for a roasting demo and/or a cupping session.

NEW PRODUCTS:

Where do we begin? We have been very busy seeking and obtaining a lot of new items. Please call with any questions or sample requests for any of the items below.

Fair Trade Mont Blanc dark chocolate sauce has arrived! If you choose to serve Fair Trade Coffee why not offer chocolate sauce made with Fair Trade Cocoa Beans as well? As the awareness of fair wages and earth friendliness heightens, this chocolate sauce, made exclusively with Fair Trade cocoa beans, is where quality meets equality. Packed 4 / 64oz bottles per case with a **FREE** pump in each case! Mont Blanc also has an amazing Sugar Free Chocolate Sauce that is so good you would never know it was Sugar Free. We have some customers that were so impressed by it's flavor they switched all their chocolate drinks to this sauce. Come by and we'll do a blind taste test for you.



Numi Teas: Experience the **Numi** difference. Numi teas have now added to their list of excellence the Fair-Trade certification. This means that Numi teas are now all natural, organic, fair-trade and kosher certified. They now use 100% post-consumer recycled materials for all their boxes and p.o.s. Talk about earth friendly! Numi does not use additives for flavoring their teas and they use whole leaf teas rather than fanning's or dust. Numi has added a NEW exciting twist to their already pleasing line of whole leaf teas. **Artisan Flowering Teas** are made from the finest organically grown, hand-picked premium white tender tea buds, the top two green tea leaves, or golden tipped black tea. The tea

leaf is hand sewn into bundles or rosettes. When steeped in hot water, they slowly open into a bouquet of breathtaking shapes. The tea liquor releases a myriad of flavors from sweet and subtle to rich and bold. Available in flavors like Starlight Rose, Lavender Dream, Jasmine Pearl, and Midnight Peony, these teas are sure to captivate your customers with their beautiful appearance and romantic flavors. Glass teapots for displaying and serving these Flowering Teas are now available.

Marich Chocolates has added a new individual serving "pillow pack" to its very fine line of chocolates. These chocolates are packed 24 bags per case and the box opens into an attractive display. We sold out of the initial order but should have them all back in stock by the time you read this. Available in Chocolate Covered Espresso Beans, Chocolate Covered Cherries, English Toffee Caramels, Holland Mints, Mint Chocolate Chip Maltballs, and Triple Chocolate Toffee. With choices like these, who could resist? Marich 8oz gift bags are in stock for the holidays and we're offering a \$5.00 per case discount for the month of November, while supplies last.



Speaking of chocolate! We have reduced the price for the **Lindt Truffles**. Mixed full cases are now only .22 per truffle. Minimum order is only 1 case!! We're also offering a sampler case of any four flavors for .25 per truffle. These truffles are a no brainer and will sell in any store or we will take them back!! We recommend retailing these truffles for \$0.35-0.49 ea or 3 for \$1.00.

In addition to Walkers Shortbread Fingers, we are now carrying **Walkers Butterscotch Rings**. The Butterscotch rings are a wonderful flavor for the fall and winter season. They come packed just like the Walkers Shortbread Fingers in a 24ct 2-pack grab-and-go display box and cost approx \$0.55 each. Individual packaging ensures freshness and convenience. Suggested retail is \$0.99 each or 2 for \$1.65. A great gift basket and stocking stuffer item!



“You’ve gotten your Peanut Butter in my Chocolate. No, you got your chocolate in my peanut butter!” How many of you are old enough to remember that classic commercial? If you crave Reese’s Peanut Butter Cups then you will really love **Reese’s Pourable & Pumpable Peanut Butter Sauce**. That’s right, peanut butter that’s as pumpable as it is tasty. Just think of the endless possibilities with a product like this. You can make lattes, mochas, frappés, malts & shakes. Use it for a topping, marinade or bake with it! We’ve been making an awesome Reese Gelato with it. Call us for recipe ideas. We also have added to our toppings list **Reese’s Peanut Butter Chips, Mini Reese’s Pieces, Bulk Reese’s Peanut Butter Cups, and Skor English Toffee Bits**. These tasty toppings make great additions to any blender drink, or try putting some in a hot latte for something different.

We have many new bar supplies, such as a **2 ounce Shot Glass** with a line at the 1.5 oz mark (perfect for espresso shots), tampers, steaming pitchers, long spoons, thermometers, tea pots, tea sacs and more. We have also added a few different metered cleaning tablets to help control your cost and keep your staff from wasting your hard earned dollars. Cleaning tablets include: **ESP Espresso Machine Cleaner, TDC Detergent** for washing dishes and glassware, and **Chlor-Tab Disinfectant-Sanitizer Tablets**. Call for samples and pricing.

We now offer **Beverage on the Move** bulk beverage carrier in two new sizes, 160 oz and 3 gallons. Of course we still have the 96 oz original along with the new side **Condiment Carrier Caddy**. Did we mention we negotiated better pricing, and lowered our price by \$20 per case? Beverage on the Move is great for customers who wish they could take you with them to their place of business. Catering office meetings has never been easier. Load them up with 3 gallons of coffee and charge full ticket per oz. and get that large coffee sale you may have been losing (you may not even need to provide them with cups, saving you even more money).



Cathy, at Amore Coffee wanted soup bowls so who are we to argue? Maybe we’ll get a free bowl of soup? Now in stock, **Dart Foam Soup Containers** in 8, 12, and 16 ounce sizes with a universal vented lid that fits all three. These insulated bowls will ensure that your customer will have “hot” soup (not warm) when they reach their destination. The bowls only cost between \$0.03-0.04 each! Since we’re talking paper goods, we also have a new **7 oz Water Cup**. Use this inexpensive cup for free water requests rather than using your expensive smoothie cups. Your cost is under \$0.02 each.

Cruizin Caps have added 4 new styles. They include a Thanksgiving Medley, Peppermints, Western Cowboys Themes, and Las Vegas Themes. We have them in stock and they are selling fast!

How about something really different? We are in the process of putting together a **Greeting Card program** that will include 48 varieties of greetings, 5 of each, and a 6’ high, 2 card wide display rack. A

fantastic impulse item that has high profit margin, no waste, and sells itself all year long. Think about all the strange places you've bought greeting cards? Your customers can get their gift bag of coffee, a tea press and the card to go with it, while you steam their morning latté. One stop shopping at it's best! Please call if you'd like to find out more about this exciting new program.

Do you sell pizza? Do you need another countertop oven? We've got a nice new compact, digital, inexpensive (\$100) counter-top **Pizza Oven** from Wisco. Hey, Pizza and Coffee are both Italian right?

Cappuccine's Frosted Cinnamon Bun makes an amazing fall drink. It will remind you of sitting at your table with a steaming hot, fresh cinnamon bun pastry. The aroma alone is so enticing that your customers will wonder when you started baking! Just froth with milk top with cinnamon whipped cream, yum yum. Add a little excitement to your fall & winter menu with this awesome drink. Call for a sample if you have not already received one.

Tired of seeing your Oregon Chai at Sams Club, Costco, Cub or Pick N Save? Not quite ready for a powdered chai? Allow us to introduce **Big Trains "Organic Eastern Chai"** concentrate. This creamy blend of honey, vanilla, black tea and exotic spices is sure to excite your taste buds and make you forget all about that west coast brand. Eastern Chai is available in a 1.5 gallon bag-in-a-box unit with a dispensing spout for easy use. This chai can be made hot or iced. Either way, it's sure to satisfy even the fussiest customer and set you apart from the pack.



Looking to educate yourself more on the Specialty Coffee industry? We purchased 4 dozen copies of **Inside Coffee**. Published by Fresh Cup, **Inside Coffee** is a consumer's guide to enjoying specialty coffee. It's a great tool for you and your staff to educate your customers about our deep rooted, exciting, and ever-changing industry. You will really enjoy this educational magazine. Get your copy today for only \$10.00. This one-issue only magazine is designed for a quick but deep over view of our beloved industry and a must have for anyone in the coffee business.

SEASONAL DRINKS:

Now is great time to feature **Dutch Apple** and **Gingerbread Chai Tea**. Top them with Chai whipped cream for the ultimate chai treat.

Another great drink to promote now that it's cold is **Aztec Cocoa**. Aztec Cocoa is a delicious blend of cocoa, cinnamon, almond, and vanilla. It's perfect for those looking for a decadent sipping chocolate.

Do you want a great fall drink but don't want something hot? Try **Gormley's Mountain Cider** mixed with club soda. It makes a fantastic sparkling spiced apple cider that adults and kids will all enjoy.

GREAT SEASONAL RECIPES; (16 oz Serving)

"Tropical Vanilla Caramella"

½ oz Caramel Sauce
½ oz Vanilla syrup
¼ oz Coconut syrup
8-10 oz frothed milk
1-2 shots of espresso

"Peppermint Divinity Mocha"

¾ oz Vanilla syrup
½ oz Chocolate Sauce
¼ oz Peppermint or Crème de Menthe
8-10 oz frothed milk
1-2 shots of espresso

“Crème Brule Latte”
¾ oz Vanilla Syrup
½ oz Italian Eggnog syrup
8-10 oz frothed milk
1-2 shots of espresso
Top w/Eggnog whipped cream

“Spiced Snowstorm”
½ oz White chocolate Sauce
½ oz Vanilla syrup
¼ oz Gingerbread (or spice) syrup
8-10 oz frothed milk
1-2 shots of espresso

“Candied Apple Cider”
1 oz Cherry or Caramel syrup
14 oz HOT apple cider

“Hayride Punch” (16 oz)
6 oz Cranberry juice
7 oz Gormley’s Sparkling apple cider
2 oz 7-up or Sprite

Trade Talk:

How important is properly **Frothed Milk**? Milk is frothed **to elevate the sensory experience of coffee and espresso**. It can be the easiest thing you will encounter daily yet we see it done wrong in so many shops across the country. Properly prepared milk is always frothed. Even if you don’t want much froth in the drink you want to froth the milk every time and the same way, regardless of whether you are making a latté or cappuccino. Incorporating air into milk accentuates its natural sweetness. Milk that has not been frothed at all is dull in comparison resulting in a boring, tasteless and unattractive drink. Ever had one of those drinks at another shop? I bet you don’t give them much if any of your business again! Milk properly frothed will have a creamy, thick, rich, velvety smooth taste. Your froth should be intertwined and mingled throughout the entire pitcher and not sitting on the top with the steamed milk underneath. Proper steaming of milk is the single most important element to a good latté or cappuccino. Your customers will be able to tell the difference. If you still don’t believe that your frothed milk really makes that much of a difference, please have Kevin or David give you frothing demo. You’ll be amazed at how different two drinks can taste when one is frothed correctly. Don’t be embarrassed to ask for help. We’ve found that many shop owners were not properly trained by their roasters or machine suppliers and have been doing it wrong for quite some time but it’s never too late to improve your skills.

MARKETING TIPS & IDEAS;

Drink Specials: Try turning this idea into a contest. Ask your baristas or customers for recipe ideas. Reward winner(s) with free drinks and name recognition. A great advantage to drink specials is that it gets your customer to try something new that you sell all year round. They’ll look forward to the next special and it keeps them from getting bored with your menu.

Bundling: People love value. They also love it when the guess-work has been taken out of daily ordering. Try bundling a drink special and a scone or muffin for a set price saving your customer 25 to 50 cents. This may also be a good way to introduce (or reintroduce) a seasonal or slow moving item. This is a great way to move your bakery before it becomes ‘day old’. Create a daily “value menu” with a different special each day of the week. Don’t forget to include your food items like soup and sandwich as well.

Market to and with Your Neighbors: Get to know the other businesses around you. Offer punch cards or discount coupons to their employee’s that will identify them as “business friends”. These business customers are within arm’s reach of your shop and have the potential to become some of your best

repeat customers. Try offering a local auto service shop, beauty saloon, or similar business, the opportunity to offer their customer a place to get a coffee and goodie while waiting for their service to begin or complete.

Good Neighbor of the Week: Put a box or fish bowl where customers will notice it. Encourage them to enter a neighbor, business associate or friend that may be in need, or has offered a personal sacrifice for another. Each week draw a name and offer the winner a weeks worth of discounts or a free product. This is an excellent way to create a sense of community within your neighborhood. You can also have a separate bowl for local businesses to enter a business card and choose a weekly winner. The winner can be the card holder or his entire company. You will not be dissatisfied with the results.

YEA Coffee:

Americans get more of their antioxidants from coffee than any other dietary source.

TRADE SHOWS YOU SHOULD KNOW ABOUT;

February 2006

Feb 19-21 (Sun-Tue)
Upper Midwest Hospitality
Show (UP-Show) Mpls, MN
www.upshowonline.com

Feb 24-26 (Fri-Sun)
Coffee Fest-Washington
Washington, D.C.
www.coffeefest.com

March 2006

March 13-15 (Mon-Wed)
Wisconsin Restaurant Expo
Milwaukee WI
www.wirerestaurant.org

April 2006

April 7-10 (Fri-Mon)
SCAA Conference & Expo
Charlotte, N.C.
www.scaa.org

May 2006

May 4-5 (Thur-Fri)
Fresh Cup Road Show
St Louis, MO
www.freshcup.com

June 2006

June 9-11 (Fri-Sun)
Coffee Fest Las Vegas
Las Vegas Nevada
www.coffeefest.com

July 2006

Fresh Cup Road Show
July 19-22 (Thur-Sat)
Minneapolis, MN
www.freshcup.com

October 2006

Coffee Fest Seattle
Oct 27-29 (Fri-Sun)
Seattle, WA
www.coffeefest.com