



Brewsletter Volume 29

Good Day café fanatics. Let us start out by just saying “Phew!” What a start to 2006 we’ve had so far. We want to thank you all for your continued support. We are nothing without our customers! We’d also like to welcome those of you who joined us this year. We look forward to a long-term relationship and assisting you with your success. We received many calls wondering when the next Brewsletter would be and we’re sorry we fell behind. It’s great to know you enjoy and appreciate all the effort we put into it each Brewsletter.

A few things have changed around here since our last Brewsletter. For starters, we are in the process of installing “Solar Panels” on the roof of our building. Our hope is to reduce dependence on the utility companies and do our future generations some good in the process. We have up-graded our Flamenco Roastery to include new packaging, labeling and sealing equipment. This will also allow us to add items such as Fair-trade Organic teas, sugars, nuts, candies and spices. We’re adding more new faces to our team. Finding the right people has been a difficult task and we hope you get to meet and talk to them soon. If you get an unfamiliar voice on the other end of the phone, please welcome them to the family. And finally, look for our newest column, Behind the Bench, from Mark and David Hiner of Hiner Bros. Espresso Machine Repair. They’ll be giving advice on how not to have to see them on a regular basis.

This past April, we had the opportunity to send several staff to the SCAA show in Charlotte, North Carolina. We found several new exciting items. In fact, there have been so many new items added to our inventory this year that we are going to focus on them in this Brewsletter more than anything else. We know the new items section is your favorite so let’s get right to them.

NEW ITEMS:

Let’s start with some “Earth Friendly” items;

- **Greenware** clear cups made with corn and not petroleum. That’s right, we said corn! You will not believe it until you see them. This clear cup is made entirely out of corn (no, you can’t eat them!). So what’s so great about them you ask? This cup is 100% Biodegradable and will completely decompose in approximately 50 days in landfills under ideal composting conditions. If you like the idea of environmentally friendly & sustainable packaging and you want to distinguish yourself from your competitors, give this cup a try. The cups are in-stock and available in 16 & 20 oz sizes with choices of flat or dome lids. They’re priced the same as most clear plastic cups. They do have 12 and 24 oz cups as well, please let us know if you have any interest in those sizes and we could stock them for you.
- Insulair has introduced their “EcoSmart” cup with a new design. The new design is called “Aroma”. This is the world’s first insulated paper cup made with “post-consumer recycled fiber”! The inner sleeve contains a minimum of 99% recycled fiber, and the entire cup contains a minimum of 12% recycled materials. The best news of all is they’re the same price as the Encarta & White cups. This new Aroma design is very sleek and very attractive. The cost of an Insulair cup and lid is approximately the same as a single walled hot cup, lid and cup sleeve, but you eliminate the hassle of the sleeve. If you double cup you’ll save money by switching to an Insulair cup and have the finest cup made.

- Speaking of cup sleeves, our next new product from Venture Foam Products is the “first-ever” 100% biodegradable & 100% recyclable foam sleeve. Not only is this sleeve Earth Friendly, it’s thicker than a java jacket and will protect your customers hands better, while keeping their coffee hot longer. The foam grips the cup better than paper, so it will not slip off. These midnight black sleeves come packed 1200 per case. The midnight black foam looks fantastic on a white cup.
- We will soon be offering Fair-Trade & Organic Sugars in both bulk and single serve packets. The offerings will include a Fair Trade Organic Natural White Cane Sugar and Fair Trade Raw Cane Sugar. Bulk will be sold in 10 lb cases under our Flamenco Organic label.
- How does Salt Water Taffy sound? Yes, that’s right. We added Salt Water Taffy to our inventory. We believe this will be a great grab and go item with quick turn time. It can also be packaged for gifts or sold in bulk. The possibilities are endless. You can choose from nine flavors plus sugar free and can mix & match a case. A fantastic item for those of you in tourist towns competing with the candy and fudge shops.
- Big Train has also added two new flavors of Fruit Tea Blast to their smoothie line. Banana is now available and Acai will be available some time this summer. Big Train is also adding a new line of shaken Iced Teas that can be made one cup at a time. We haven’t tried them but our samples should be here this week. We’re always excited to see new items from Big Train and we’ll let you as soon as we get them.
- Numi Iced Tea Pouches. Organic and Fair Trade, these pouches are easy to use and make a fabulous gallon of Iced Tea. Profit margins are outstanding and your customers will love the tea. One glass pays for the whole batch, cup, and sugar and you still have some profit left over. The rest of the gallon is 100% profit! We also have Numi flowering tea blossoms and glass tea pots. A very classy item for your formal tea services.
- Ghirardelli Chocolate Company has introduced a new Barista Chocolate product. It’s not available yet, but should be released in the next few weeks. The product is a mini chocolate chip that can be used to make any chocolate drink, including European Drinking Chocolate. However, its true formulation was to make the Ultimate Café Mocha. Simply add two scoops to your milk, froth in your steaming pitcher then pour over your espresso shots (whipped cream optional). We all tried mochas at Ghirardelli’s SCAA booth and all agreed that it made one of the best tasting mochas we’ve ever tried. Really, it was that good!
- Nikola’s Biscotti Company is now individually wrapping their shortbread cookies. If the sales history and customer response of the wrapped Biscotti are any indication, these should be much more successful than the old bulk packaging. We will be discontinuing all bulk Nikola’s and switching over to the new wrapped shortbread when our supply is exhausted. The wrapped products have much better shelf life, appearance and are selling better than the bulk.
- We are very pleased & excited to announce the addition of the Artista line of products to our inventory. Artista offers a gourmet line of flavoring syrups, chocolate sauces and shelf-stable fruit mixes for smoothies. The Artista bottles are the finest plastic bottle ever made with their logo engraved right into the bottle. While a beautiful, durable, lightweight bottle isn’t enough for you to use flavoring syrup (we hope), we believe you will be sold on the taste and choice of flavors (many new Sugar Free too). Artista Gourmet syrups are acid balanced, which ensures no curdling will occur in your lattes. We’d be glad to exchange your current line of flavoring syrups with Artista Gourmets, bottle per bottle, at no cost to you. Even if the bottle is half used, Artista will replace it with a full bottle. The Artista sauces include Chocolate, White Chocolate, Sugar Free Chocolate, and Caramel.
- Have you heard David, Jesse or Kevin talk much about the importance of training lately? We are please to announce that Upper Midwest Gourmet is becoming the Region’s official training facility for the “Barista Basics Coffee Academy”. Once our certification is complete we’ll be hosting barista training classes and barista jams. Barista jams are designed to bring together baristas to show off their skills, share their trade secrets, share drink recipes and offer advice all in a comfortable atmosphere.

Stay tuned, we will be posting the dates for these events soon. Come to our showroom and view some of our new training DVD packages now available.

- Cold Press is rapidly becoming a favored summer coffee drink. We've switched brands and are now the distributor for Filtron Toddy Cold Press Brewers. Why is this brewing process so favored? Hot water brewing destroys some of the aromatic oils and brings out some of the unpleasant acids in coffee. Cold water brewing allows these oils, acids and sediment to be thrown out with the grounds. Only the fine aromatic coffee essence is captured giving you a rich coffee concentrate. Cold water brewing is ideal for people with sensitive stomachs. One of the unique things about this cold process is that the coffee concentrate may be stored in the refrigerator for up to six weeks! Our "Filtron" cold water brewing systems are available in a home 1.5 liter size, or a 10 gallon commercial unit. The commercial unit has a dispensing spigot for easy access to your concentration. It is also NSF listed to satisfy your health inspectors. The Filtron Filter system has a better filter and is far superior to the old Toddy system we used to carry.
- UMG is now the official "Astra Espresso Machine" distributor for the Midwest. We've admired these American made machines for years and worked out an arrangement at the SCAA show to take over the Midwestern distribution. We have 3 different models available for viewing in our show room. A Mega II, 2 group Fully Automatic with an electronically regulated steam wand that regulates temperature to shut off at your desired temperature. The machine has an extra large 12.5 liter boiler, and an extra large heating element, which allows you to produce approx 480 cups of espresso per hour. Our favorite feature from Astra is a self-tamping brew head that tamps the coffee perfectly every time you lock your group handle in place. This is a great machine. We also offer a single group, "pour-over" model with a 4.2 liter boiler available in 110 or 220 volt. It's great for your drive up window or catering events. And finally, a Super-Automatic that is very affordable and simple to service. Come by the show room and take a look, you won't be disappointed. The prices might also surprise you!
- La Spaziale Espresso officially introduced their newest machines at SCAA; the S5 EK's (although we snuck one back from Italy in January and showed it at the UP Show and WI Expo). Special features include boiler temperature control, their patented heat exchange system (no back-flushing), new lever operated steam & hot water valves, a one piece stainless steel drip tray, and a new sleek design. Come by the showroom for a look.
- Above or in-counter cup dispensers are now available through UMG.
- Floor standing Knock Boxes now available.
- Blend-Tec blenders now available.
- Sale on 2005 model French Double Panini Grills.
- More paper goods. We now have 2 different sized to go 'Lunch Boxes' in stock. Great for catering and every day sales. Call for dimensions. Napkins, Stir Sticks, Soup Bowls, Paper Towels, Ice Cream Cups and Lids and many more great items are all now in stock.

This finally concludes our "New Items" section. We told you we're having a very busy, but great year. Please do not hesitate to contact us for more information, demos or sampling of any item listed.

We are pleased to announce that Gelato has been an even bigger hit than we imagined. Gelato sales have skyrocketed beyond our expectations. There is still time left to add Italian Ice Cream to your existing business for this season. If you have been thinking or hearing a lot about Gelato, please contact us for information and/or a demo. We can also give you references of customers that have already added this money-making product to their business. David will be doing a Gelato Seminar at the Fresh Cup Road Show on Saturday July 22nd. Free Passes are enclosed, or log onto freshcuproadshow.com and use our VIP code: 0154MN for free admission up to one week before.

Techniques & Tips – Kevin’s Corner by Kevin Selig

Just a reminder, as the seasons change and we are going into the warmer weather, the humidity and temperature within your facility can rapidly change from day to day. You need to pay more attention to your espresso grind and make appropriate adjustments throughout the day as needed. This is probably the most important daily adjustment you should be making and it should be made at least once a day (**YES REALLY, ONCE EVERY DAY**). If you need assistance with this matter, please call! Consistency is your friend and will make you more money!!

Tired of Strawberry smoothies and looking for some new unique flavors? Why not offer the unique Bubble Tea flavors as smoothies? I don’t often find a Plum, Star Fruit, Honeydew Melon, Almond or even Taro smoothies on a coffee house menu, do you? It can be a great way to add a little “jazz” to your summer blender menu, or better yet, it can be a way to introduce Bubble Tea without the Tapioca. For a complete list of flavors check our website or catalog.

Looking for a new but tasty base for your fruit smoothies? Try Cappuccine “White Chocolate Symphony” Its to-die-for white chocolate flavor will totally enhance any fruit flavor and create a unique base flavor that many-a-coffee house will not have.

Did you know that the colder you keep your milk, the easier it will be to “stretch” your milk when steaming? What does this mean? Take a little taste test when you have time. Try frothing your milk two different ways and see if you can taste a difference in the sweetness of your milks.

- First, start with a cold, cold pitcher that has been in the refrigerator for some time and add cold milk. Immediately open your steam and stretch your milk until the temperature reaches around 100 degrees, no more. At this point, plunge the steam wand deep into the milk to finish heating up to 140 degrees.
- Now, try the same technique, only this time start with a room temperature pitcher and warm milk.

What you should notice is that the first technique will develop much sweeter and creamier milk than the second. The reason is simply that the colder the temperature of the milk and pitcher at start, the longer you will have to stretch your milk. Why, because after 100 degrees, you simply can’t stretch the milk any further and can only heat it more. If this sounds confusing, give David or Kevin a call, we would like to do a test with you if it’s possible.

Notes from the Roastery by Roastmaster Jesse Grote:

Coffee of the Month: Fair Trade, Organic Ethiopian Harrar

This Harrar is one of the better quality dry-processed Ethiopians we have come across. It possesses extremely heavy body at a full city roast without overshadowing the classical Harrar Blueberry notes and Deep Chocolate finish. This fine coffee is becoming a favorite in many cafés due to its versatility, uniqueness and ability to please the masses and connoisseurs alike. We urge you to try some today! Mention the Brewsletter and get 25 cents off per pound until June 15th.

Upcoming Feature Coffee: Café Feminino *Mexico!*

Yummy Warm Weather Recipes:

Almond Smoothie

2 Scoops Mocafe Almond Powder
5 oz Milk
8 oz Ice Cubes
Blend for 16 seconds in Vita Mixer
Top with Almond Whipped Cream
Makes 1 - 16oz Drink

Dreamsicle Smoothie

2 Scoops Big Train Orange Dreamsicle
5 oz Milk
8 oz Ice Cubes
Blend for 16 seconds in Vita Mixer
Top with Orange whipped cream &
Fresh Orange Zest
Makes 1 – 16 oz Drink

Bananas Foster Frappé

1.5 Scoops Big Train Vanilla Bean Crème
2 pumps Artista Banana
2 pumps Artista Butter Rum
4 oz Milk & 8 oz Ice cubes
Blend for 16 seconds in Vita Mixer
Top with Banana Whipped Cream

Watermelon Italian Soda

10 oz Club Soda or Sparkling H2O
5 pumps Artista Watermelon Syrup
5 oz Ice Cubes
Makes 1 – 16 oz Italian Soda
(Add Cream for French Soda)

Double Chocolate Thunder Frappé

2 Scoops Cappuccine Double Fudge Mocha
5 oz Milk
8 oz Ice Cubes
Blend for 16 seconds in Vita Mixer
Drizzle inside of Glass with heavy coating of
Dark or White Chocolate Sauce (try not to pool
chocolate on bottom of cup).
Pour into cup and swirl with spoon to ripple dark
Chocolate throughout the drink.
Top with Chocolate Whipped Cream
Makes 1 – 16 oz Drink

Behind the Bench by Mark & David Hiner

THE IMPORTANCE OF WATER FILTRATION

The best thing an owner of an espresso machine, coffee brewer or ice-making machine can do is to minimize mineral scale build up. This scale build up is the result of minerals being pulled out of the water, whether it is being heated or cooled. Softened water is the number one defense against scale build up with extremely hard water. If the water is softened then you want to inhibit scale and remove taste and odor from your water. This will allow your products to taste its best. We at Hiner Brothers Espresso Repair would be happy to test your water and make recommendation for your individual case, free of charge. There are softener cartridges that can be used and how long they last depends on the hardness of your water. Scale and water purifiers also come in a cartridge that needs to be changed every 6 months. The size and number of these cartridges depends on how much water you will be using in that 6-month period. So we are always asking our customer, how much water do you use? We will also check to make sure your sinks, dipper wells etc. aren't also connected to your filter system, which would prematurely use up the cartridge. Most new equipment sellers will not warrant your espresso machine, brewer or ice machine if your water is not filtered. We can regenerate your softening cartridge, to save you from having to buy a new cartridge at each interval. We can check your water to determine what that interval should be and set you up on a schedule. Upper Midwest Gourmet stocks all of our filter and softener cartridges or you can call us direct. For filters or any other machine service issues contact David Hiner at 651.4542.8656 or Mark Hiner at 612.702.1075.

Featured Equipment: Grindmaster Precision Brew Coffee Brewers

These digitally controlled coffee brewers allow adjustment of body and flavor in the cup. In addition to the amount of coffee used, grind size, and brew temperature, there is a relationship between increasing contact

time of water with grounds and the degree of extraction of coffee solids. The best control is “pulse brew”, which fully wets the grounds while extending contact time. Precision Brew™ by Grindmaster allows precise control of brew sequence and temperature and thus the best tasting coffee extraction possible.

We Need Your E-Mail Address

If you aren't receiving emails from us we probably don't have your email address. Please send it to Kevin at: espressoelite@msn.com or David at: manyfacets@msn.com and we will get you on our mailing list. Our Brewsletter will be going electronic soon and we don't want you to miss a single issue. With the Brewsletter approaching \$4000 per issue to print and mail, we will need to find ways to keep getting all the important features to you while not having to raise prices to cover the printing and postage. By sending the file electronically, we not only save money, but also help to protect the environment by reducing paper, ink and electricity wasted by each copy. It also gives you the ability to easily store the Brewsletter on your computer, share it with future employees and access seasonal recipes quickly and easily. This will be one of the last paper issues we send so please get us your e-mail address as soon as possible. We will also run specials periodically and these will only be promoted by email so don't miss out on these future sales and bargains.

Our showroom, videos and equipment are all at your disposal to help you develop your business. Please take advantage of these invaluable free tools. Finding time to leave your store can be difficult, but you need to get out from behind the bar from time to time if you are going to be successful for the long haul. I can point you to veterans of the specialty coffee business who teach training courses who will tell you they learn something new every time they go out in the field. Our experiences at the various shows around the world have proven this to us as well. You need to make sure you're not falling behind the competition. Take advantage of all the free training that's out there for you. It will make your shop better and your customers will see the difference. If you bought an espresso machine from someone who dropped it off and disappeared, we'd be happy to help train your staff. Just give us a call and set up a time to come in and we'll get your shots adjusted and your milk creamier than you ever imagined it could be. Want to learn to make smoothies and frappes? Gourmet Ice Cream? We're here to help you, but we can't force you to come in, you have to find the time to do it. We promise you an enjoyable experience and lots of really really great coffee©

Don't forget you can always feel free to call and ask for me personally. I'm always happy to be of any help and assistance. Call often; even if you don't want to buy anything, I need a break from paying bills anyway.

Cheers - David Chall and the Upper Midwest Beanheads

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Spee*Dee Customers please remember any orders of \$600 or more now get Free Shipping (within Spee Dee area / 50 Lb bulk Cappuccine excluded).

CLOSEOUTS:

Below is a list of the discontinued items that we are no longer stocking. We will have great closeout pricing on many. Give David or Kevin a call for you best deals.

- Mont Blanc Chocolate sauces will be discontinued by the end of 2006.
- Rhino Boost products will be reduced to Protein and Energy Boost
- Walkers Shortbread & Cookies. We will replace this line with Nikola's wrapped shortbread.
- ALL Maui hot paper cups and lids
- Pactiv "One-cup" foam cups
- Oscar's syrups will be discontinued in 2006