



Brewsletter Volume 31

Hi Everyone,

Thanks for signing up for the new electronic version of our Brewsletter. This is the first true E Brewsletter with the largest collaboration of articles from your UMG staff. Once we see how well our distribution software works we'll start sending these out on a much more regular basis. I hope you enjoy all the articles along with my Holiday Recipe suggestions at the end.

Cheers -
David Chall
Operations Beanhead

Blogosphere:

Question - What contains a wealth of knowledge and is a great and useful tool for café owners and managers?

Answer - The Upper Midwest Gourmet WEBSITE

If you haven't already checked it out, please take a few moments to familiarize yourself with the new and improved UMG website:

www.uppermidwestgourmet.net.

This website was created for our customers to be used as a learning center and an interactive communication tool.

A few functions that you may not be aware of are:

- **Online Order Form** (for current customers) – Just fill in the blanks and press send; it can't get much easier!

- **Brewsletters** - There are downloadable pdf copies of previous UMG Brewsletters. These are great because they contain years of Barista knowledge including recipes and seasonal promotional ideas.

- **Associations, Awards, & Certifications** - This is the newest addition to the site; it is a list of affiliations that UMG is proud to be a part of and support. As well as information on how you can obtain certifications and show your customers how seriously you take being a specialty café.

- **MANY pages of products, supplies, & equipment** - UMG carries a huge array of products that don't all make it into the 40 page brochure. The website allows us to display almost everything we currently carry along with specification sheets and pictures.

- **UMG Blog** - This area is constantly changing and being updated. It contains articles written by all UMG employees on many topics. Some of the more popular categories are "from the Roastery," "on the road," and "what's new." These blog posts can be separated into categories or can even be searched in the archives depending on when they were written.

Please take some time to look over our new website and we are sure that you will see the usage benefits and enjoy!

Thanks,
Michael Applen
Western Sales Beanhead
UMG Blogmaster

Not so New Kid on the Block:

Hello Everybody! If you haven't already talked to me or seen me in your shop please plan on it 😊 My names Brandon and I'm pleased to announce that I will be picking up some of those loose ends around here ~ whether it's taking your order or making sure it gets to you, I'm on it! We have all been working very hard and trying to make our customers very happy so if you have any comments or suggestions on how we can serve you better, please let me know and I will get right on it. Hopefully see or talk to you soon, Thanks!

**Brandon Buckvold
Customer Service Beanhead**

From the Fire:

Flamenco Organic Coffee Co. would like to take this opportunity to thank everybody who has contributed to making us a wild success! Our mission is to provide coffee with a conscience, namely the finest Fairly Traded Organic coffees available. As this trend in consumerism continues to increase and your customers begin asking for socially conscious coffees, Flamenco will be there to help. We offer one of the largest selections of certified Fair Trade Organic coffees anywhere and roast them to the specifications of true coffee connoisseurs.

Featured Flamenco Coffees:

- Fair Trade Organic Tanzania Peaberry – Kilimanjaro Coop
- Fair Trade Organic Dominican Republic Barahona
- Fair Trade Organic Costa Rican Cerro Del Fuego
- Fair Trade Organic Papua New Guinea Waka Jawaka

Call today for samples or for more information.

INTRODUCING: The Quarry Coffee Microroasters

Upper Midwest has brought on board a 2nd label to compliment our Flamenco label. Our Quarry Coffee Microroasters line specializes in only the finest boutique quality beans anywhere. We urge you to call us today for some samples that will blow your mind.

Featured Quarry Coffees:

- Jamaican Blue Mountain Mavis Bank Grade 1
- Kenya AA Wagumuga Micro Auction Lot
- Sumatra Aged Lintong Special Prep
- Rwanda Ingoboka Cooperative
- Cameroon Caplami Java
- Panama Don Pepe Estate

The full lineup of Upper Midwest Gourmet coffees are painstakingly roasted to order at the UMG facility and are fully guaranteed to make you squeal with delight.

Jesse Grote
Roast Master
Flamenco Organics and Quarry Coffee

Kevin's Cup of the Day:

Do The Italians take their Espresso Serious?

Espresso is perhaps one of Italy's greatest gifts to mankind (next to Gelato, opera and art of course!). So why is there a concern about the "true identity of Italian coffee" amongst experts in Italy? Mostly in part due to the "chain" cafes in Europe passing off shoddy versions of espresso and cappuccino. Italy's parliamentary agriculture commissioner says that many cafes in Europe do not have the faintest idea how to make a good cup!

So, to ensure the identity and authenticity of the Italian espresso stays true, the commissioner has established criteria that would award Continental cafes a "certificate of authenticity" for their espresso and cappuccino.

Here is some of what the commission is looking for in order to receive this award.

- The color of the espresso should be of a "hazelnut hue" with ornate flourishes of red and a smokiness that creates a uniform "tiger-stripe" pattern
- The espresso must be "aristocratic, elegant, noble, sensual, tasty, rigorous, clean and sincere"!!!!
- The espresso must also be large, rich, vivid, valuable, and fragrant in taste and progressive in the way that various flavors evolve in succession which delights those in search of new thrills and emotions.
- The crema must be like a "tight sweater", with very fine bubbles if any at all and be of a height of between 2 and 4 millimeters thick.
- The crema must also remain for a long time on the surface without breaking around the center or the edge of the cup.
- The Italian National Espresso Institute states that the perfect cappuccino should have 25 ml of espresso and 125 ml of steamed/frothed milk.
- The froth should be white, thick, and rich in sweetness and have a velvety texture with the lack any surface bubbles.
- The cappuccino should have hints of dried fruit, toasted cereal and caramel, while the body of the drink should have an almost imperceptible acidity.

Italians Drink 14 "Billion" cups of espresso a year and have over 280,000 qualified baristas. Think they take this stuff serious?

A lot of the outcome of the perfect cup of espresso or cappuccino rest on the expertise, experience and passion of the barista. Some other elements might include the espresso blend itself, the water, the preparation techniques of the barista, storage of the coffee and the cleanliness of the equipment and accessories used. The best coffee comes from the best beans and the way that they are handled and prepared by the barista!

The bottom line is this; “It’s all about tradition” for the Italians. They have for sure proven to the world that they make the best espresso and cappuccino. We only wish that we had the same passion, tradition and experience in America to be worried about the name sake of our coffee and espresso drinks.

We can only hope that for the sake of espresso and baristas around the world that this new Italian commissions concern for the tradition and quality of the espresso based drinks will cause a world wide movement. So let’s jump on the espresso band wagon and do our part to ensure that we don’t fall pray to the “big chain” mentality.

If you need some help defining or fine tuning your espresso drink menu and/or techniques, please so not hesitate to contact your staff at Upper Midwest Gourmet. We have a combined 40 plus years of experienced staff ready to assist you.

Good luck, save tradition and never stop learning and perfecting your skills.

Kevin Selig
Eastern Sales Beanhead

Spee Dee AND Accurate Delivery:

Are you ready to place an order? Are you really? Did you write up a detailed list or are you just looking around the shop for things you might need (if it doesn’t come and it’s not on a list, how will you know for sure if you ordered it?). Are you giving SpeeDee or UPS enough time to get your product to you without running out? You know they don’t deliver on Saturday? I’m sure you know that orders placed by 11 am are guaranteed same day shipping. All orders after 11 am ship out in the order they were received and may have to wait until the following day depending on volume. You might be asking yourself, where is Eric going with all of this info?

Did you know Upper Midwest Gourmet (UMG) carries over 1200 items in its inventory? Did you know UMG has over 1000 active customers throughout the Midwest and around the US? Did you know everyone here at UMG from the owner to the route driver answers customer calls and invoice orders? Although we like to treat all our customers like you are our only customer, we all know that’s not possible. What I’m trying to get at here is there’s a lot of stuff going on around the big UMG. The more prepared you are when you call in an order, the more likely it will be shipped correctly and arrive to you when you need it.

I would like to introduce the 5 P’s: Prior Planning Prevents Poor Production. Before giving us a call, first make a list. A: Start with the product brand name: Artista, Big Train, Cappuccine, Fabbri etc. B: give the style or flavor, Sweet ground chocolate sauce or Black Label or did you want the 30 lb powder? Vanilla Smoothie, Vanilla Latte, Vanilla Bean Cream or Vanilla Chai...just look at the box or your original invoice for what we would call it. It’s great that you brand products with your own names,

'Screaming Vanilla Monkey, Mocha Blast, etc, but we need the name of the product when you re-order so you get the right product shipped to you. We have the largest variety of products in the Midwest and there is more than just one Vanilla or Mocha Iced Coffee mix (we have around 12 total). And C: request specific quantity...case, bag, bottle, you know the routine. By following this simple procedure your orders will arrive exactly how you want them and when you need them making you more efficient and more profitable. The following are 2 examples of actual orders emailed to us. Which one would you prefer? And remember your 5 P's.

Thanks for your consideration
Eric and the Warehouse Beanheads

Order A: Example of an order that is really hard to fill accurately and quickly without having to re-contact the customer. Our comments are highlighted in **Red**

Email and name of customer have been erased:

Order/message =
Good morning,

Need bulk, big train vanilla chai, 1 case. **Bulk? Single Serve? Retail 12 oz?**

Artista syrups
2 caramel, 1 cinnamon, 1 praline, 2 vanilla, 1 sugar free vanilla and
1 sugar free hazelnut. **Bottles or Cases?**

Case of the reenware (or whatever) cold cups and lids. 16oz. **Flat or domed lids?**

20 oz cups and lids a case of each of the insulair and 2 cases of
lids for the 12/16 oz insulair. **Encarta, Aroma or White? White or Black lids?**

Order B: Well prepared order. Every item listed correctly and order was very easy to fulfill.

Order/message =
Numi Tea box of 18:
Aged Earl Grey, Italian Bergamot – 1
Bushmans Brew, Honeybush Teasan – 1
Sweet Meadows, Chamomile Lemon – 2

Organic Silk Soy Milk 12/32oz Aseptic – 1 case

Ghirardelli Sauce:
Barista Black Label Chocolate Sauce – 2 case

Cappuccine Frozen Drink Powders 15lb box:
White Chocolate Symphony – 1 box

Baristella syrups:
caramel – 1 case
French vanilla – 1 case
Hazelnut – 2

Eco-Smart Aroma Hot Cups:
16oz, 600ct – 1 case
20oz, 600ct – 1 case

Black Dome Hot Insulair Lid:
12/16oz, 1000ct – 1 case
20/24oz, 1000ct – 1 case

See, not so hard and makes good sense. Create a master list of everything you sell and it will make inventorying and ordering much easier for you and us.

Holiday Recipes

Gingerbread Man Chai

16oz recipe
2 SCOOPS Big Train Gingerbread Chai
12 oz Hot Cold Milk or Water
Stir contents together then Froth with Steam Wand
(hot water can be used if no steam wand is available but we recommend frothing)
Top with Pumpkin Pie whipped cream or Fresh Grated Nutmeg (optional)

Or Alternate Recipe

1.5 scoops Big train, Mocafe or Cappuccine Spiced Chai
 $\frac{3}{4}$ oz Artista gingerbread syrup
12 oz Hot Cold Milk or Water
Stir contents together and Froth with Steam Wand
(Hot water can be used if no steam wand is available)
Top with Pumpkin Pie whipped cream or Fresh Grated Nutmeg (optional)

Pumpkin pie latte

16 oz recipe
2 shots fresh espresso

Frothed and steamed milk
3/4 oz Artista pumpkin pie syrup
1/4 oz Artista Vanilla syrup
Top with Pumpkin Pie whipped cream or Fresh Grated Nutmeg (optional)

BOO Berry Latte

16 oz recipe
2 shots fresh espresso
Frothed and steamed milk
3/4 oz Artista Blueberry or Blackberry syrup
1/4 oz Artista Vanilla syrup
Top with Blueberry whipped cream (optional)

Rudolf the red nosed mocha (chocolate covered Cherry mocha)

16oz recipe
2 shots fresh espresso
Frothed and steamed milk
1 oz chocolate sauce
1/2 ounce Fabbri Amarena Cherry Syrup
Top with cherry whipped cream and whole Amarena Cherry (optional)

Candy Cane Frozen Latte

16oz recipe
2 scoops Peppermint Big Train Ice Rage
2 shots espresso
3 oz Milk or Water
12 oz Ice
Blend Until Smooooooth
Top with Mini Candy Cane or Peppermint Candy Pieces

Pumpkin Frappe

16oz recipe
2 scoops Pumpkin Cream Big Train Ice Rage
3 oz Milk or Water
12 oz Ice
Blend Until Smooooooth
Top with Pumpkin Whipped Cream or Grated Nutmeg

Caramel apple cider

16 oz recipe

1 oz Artista Caramel Syrup

2 pumps 100% Natural Mountain Apple Cider

12 oz Cold Water

Froth with steam wand

We hoped you enjoyed the Brewsletter. Remember, you can always stop in for free hands on training anytime. We're here to help you increase your sales.

Have a great Holiday Season!

Your UMG Beanheads