



Brewsletter Volume 32

Word from the Warehouse,

'Cheap is small and not to steep, but best of all cheap is cheap. Circumstance has forced my hand to be a cut price person in a low budget land. Times are hard but we'll all survive. We just got to learn to economize.' Ray Davies, the Kinks. 1979

Rings as true today as it did in 1979. I'd like to take this opportunity to help you save some money....from a shipping standpoint. Did you know that COD orders cost you an extra \$7.00? You can save that money by submitting a credit card. Not only are you saving the COD fee, you are also giving yourself terms. Purchase today and pay when your bill arrives. Not only that but, many credit cards offer some type of rebate or discount for using them. Wouldn't free gas all year long for buying products from UMG be a great bonus! How about that trip to Kona Hawaii with your free UMG rebated airline tickets! It's one of the great tax free bonus business owners can take advantage of.

Order full cases instead of single bags or boxes. UMG offers full case discounts on many products. Big Train, Mocafe, Cappuccine all have free shipping with the purchase of 2 cases or more. Artista has free shipping with the purchase of full case of 1 solid flavor. Any combination of 10 cases of cups or lids, you got it, shipping is included. And last but not least, \$600.00 or more of anything, and we include Free Shipping. Take a look at your past invoices and see how much you could have saved by shopping smart. We want you to save and succeed. Good Luck!

'Low budget sure keeps me on my toes, I count every penny and I watch where it goes. We're all on our uppers were all going skint, I used to smoke cigars but now I suck polo mints.' Ray Davies the Kinks 1979

Thanks for your consideration
Eric and the Warehouse Beanheads

Kevin's Cup of the Day:

Gift Basket Suggestions

Are you considering offering gift baskets this year?

Gift baskets can be as simple or as elaborate as you like. They can contain a number of items. You should try to include items offered in your shop already, or some that can be offered with your logo. Items can include coffee, tea, chocolate, chai, frappe mixes, books, CD's, mugs, gift cards, French press, and on and on.

My one suggestion would be to put your self in the shoes of the buyer and think about how much you would be willing to pay for such a gift. You also have to consider your customer base. For example, if you are located in an area catering mostly to the business person, you might be able to offer a more elaborate (and expensive) style basket and get a good price for it. You should price your basket according to your customer type. Having two or three price levels of baskets might also work because this will cover most of your customer types.

I would also suggest making only a few baskets for display or immediate sales. Taking pre-orders will save you the time and potential hassle of making too many that don't sell. Make your money before you do the work!!

You can find inexpensive baskets, ribbon and other supplies needed at your local craft or dollar store, or go online for suppliers. Remember to try to keep the cost down so you can make a suggested 35% markup and keep your selling prices reasonable.

UMG has again created gift basket boxes for small baskets this year. This box contains small syrup bottles, chai, chocolate packets, frappe packets and various other small items. You simple add your in-stock coffee, tea, coffee mugs, or what ever you want to customize it. Your cost for this box is just \$18.00. It does not include the basket or accessories. Quantity is limited, so call early!

Good luck and remember to have fun!!!!

Kevin Selig
Eastern Sales Director
UMG bean head!



From the Flame

INTRODUCING: THE QUARRY COFFEE MICROROASTERS

Despite the enormous success we've experienced with Flamenco Organic Coffee Co., Upper Midwest Gourmet has added on a second roastery, Quarry Coffee Microroasters, with the sole purpose of bringing to you some of the most prized and exotic coffees in the world. These beautifully roasted masterpieces are ideal additions to any café lineup. We are currently offering such gems as Jamaican Blue Mountain Mavis Bank Grade 1 (arguably the finest Blue Mountain), limited availability Kenya AA micro-auction lots, Cup of Excellence submissions from around the globe, special prep Aged Sumatra Lintong and various other alluring morsels from places many of us have never even heard of! These truly are coffees for the connoisseur and are obscenely under-priced to boot! Give us a call and see for yourself that even the smallest independent café can affordably upgrade their bean selection with such grandeur as to send that ridiculous Caribou or Starbucks across the street plummeting straight into bankruptcy!

Call Me!

I want to talk to you about how to dominate!

Jesse Grote, Roastmaster

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Seasonal Creativity:

Gelato Sales Slowing Down? Get Creative!

With the weather getting colder it is no surprise that your gelato sales are slowing down. Remember that with a little creativity you can make profits on your gelato even when it's cold outside by taking advantage of the seasonal flavors and embracing your imagination.

Here are some quick ideas that can go a long way:

How about gelato pies and cakes? For example, we all love our pumpkin pie with our Thanksgiving dinner. Now, imagine if that pie was made with Pumpkin Pie flavored gelato! We have some recipes for pumpkin pie gelato so if you're interested, just let us know. It is really easy to make and who wouldn't want it for the holidays.

How about Christmas or Holiday shapes and molds for gelato on a stick? Cookie and cake molds can be used and work well with gelato for treats. Simply add your holiday flavored gelato like peppermint, eggnog, or rum raisin to your molds, add stick, put in freezer, market to customers, and watch them sell!

How about promoting your Holiday gelato flavors with a hot beverage compliment? Think about your menu and create some hot/cold combinations. For example, push the combo of a Caramel Latte with a cup of Green Apple gelato to create an amazingly tasty treat.

Have you ever had an Affogato? It is traditionally a scoop of Vanilla gelato dropped into an espresso shot. Try making holiday Affogato with peppermint or eggnog to push your espresso and gelato! Chocolate and Hazelnut are always good choices too.

What about smoothies. Try adding a scoop of any fruit gelato into a smoothie and make it a Deluxe Gelato Smoothie. You can charge more and ohhhh how good it is.

Being creative and not giving up on gelato even in the winter months will ensure that your customers don't forget how great your gelato is and also help maintain your profits.

Have a great holiday season!

Michael Applen
Western Sales Manager
UMG Beanhead

Hey What's New?

If I had a dollar every time someone asked me what's new I'd be a very wealthy guy. We've done our typical traveling this year looking for those new products that might be just the thing to help you all become wealthy too....or at least wealthier. Here is a list of the latest and greatest new items now in stock at the UMG warehouse:

Two great new products from Pacific Natural Foods

All Natural and Organic Soups

Soup is Good Food, especially for coffee shops. It's easy to prepare, easy to serve and has great profits. However, many operators have found obstacles to serving good soup. First, most soups available commercially come in 2.5 gallon frozen bags and usually come packed two bags or more per case. This means you'll need a good amount of freezer space to receive and hold your inventory. An entire bag of soup needs to be thawed out at once. If your volume isn't enough to go through that large a quantity every day then you have lots of waste. With that large a quantity you most cafes are not able to offer multiple soup varieties each day as well. The thawing process usually needs to be done the night before in the refrigerator or over a few hours in a warm water bath. If you run out during service, the time to thaw another bag can mean your down for long periods of time. We've found a great product that solves all these issues. Our new soups from Pacific Foods are all packed in Ascetic quarts that are shelf stable and don't require any refrigeration or freezing prior to opening. You can microwave or steam 1 bowl or cup of soup at a time and put the remainder of the carton in the refrigerator and it's good for an entire week. When you finish a carton, you pop open another with no down time at all. You'll be able to offer multiple varieties of soup every day in great Natural and Organic flavors like: Roasted Red Pepper with Tomato, Cashew Carrot Ginger, Curried Red Lentil, Creamy Butternut Squash, Rich and Creamy Tomato and more coming soon. The flavors are all delicious and we're sure your customers are going to love them. We'll also be stocking 'to-go' soup bowls and spoons as well as saltine crackers so your one stop shopping stays complete. With the cold weather finally here I can't think of a better new product to begin offering your clientele than a good hot bowl of soup.



Professional Barista Soy Milk

Do you want to froth your soy to a creamy rich consistency that rivals that of your best cappuccino? Pacific foods has the solution. They created the first Soy milk that is formulated for professional Barista use. Available in both Original and Vanilla, we guarantee that this soymilk will froth better than any other on the market. More and more people are asking for Soy everyday, so why not stock the best soymilk available. Pacific Professional Soy won't detract from the great cappuccino or latte your customers are accustomed to. Try some today, it's *foamarific!*

Ghirardelli Unsweetened Ground Chocolate

Sunrise unsweetened ground chocolate powder is now available in a 25 lb bulk size for commercial use. This great product is very similar to Ghirardelli's original sweet ground chocolate powder but with no sugar added to the mix. You can offer straight No Sugar Added Unsweetened Mochas and Hot Chocolates to your menu and let your customers decide whether or not to sweeten their drink. They can adjust the sweetness themselves with sugar, equal, Splenda, or flavoring syrups. Don't you hate how sweet a flavored mocha with sugared syrup and sugared chocolate tastes anyway? Now you can have a Vanilla Mocha without the ultra sugar rush. Of course, this chocolate is made by Ghirardelli so its quality is top notch. If packed in a sealed container the shelf life is tremendous so you have time to grow the market without worrying about waste. Be the first in your town to offer this great new Ghirardelli addition.

Gelato Pastes

For all of you gelato makers out there we have a few new pastes in stock:

Peanut Butter & Green Mint

Both are outstanding flavors and we're sure they'll make a great addition to your display case.

Boosts

We have a number of new Boost items. Three from Big Trains new Add A Boost line: *Energy, Immunity and Vitamin*. From Artista we have 8 new Energy Syrups including two sugar free. And finally from a new company, Boost A Shot: *Pure Energy*.

Why so many boosts you say?

The global energy drinks market keeps seeing double-digit growth annually. Growth has been driven by new concepts, strong marketing and product positioning, and a push into emergent markets.

The concept of caffeine based 'body and mind stimulating' energy drinks originates from Japan and Thailand. Although Asia is the leading region, North Americas holds the next largest share and has seen huge gains. The United States is expected to become the largest country market by 2009!

Red Bull is the undisputed global market leader, but gradually its share is being eroded. There loss can be your gain. Unlike Red Bull or any other inclusive energy drink, our Boosts are all added to drinks you make yourself. It gives you unlimited flexibility to attack the Red Bull market without giving all the profit to Red Bull.

Well that's all the new stuff we have for you this time. Keep on checking the website for product specials and other new items. Information gets updated almost daily and there are a number of specials up and running right now.

We'd all like to thank you for another great year. Remember, if there is anything that we can do to help you out, we're only a phone call or e mail away. Wishing you all a very happy and safe Holiday Season.

Cheers -

David Chall

Operations Beanhead