



Brewsletter Volume 33

Happy New Year! Welcome to our first issue of the Brewsletter for 2008! Wow is time flying! We've got a lot of info for you about our products and upcoming shows along with some advice from the warehouse staff. Let's kick things off with an article from Kevin about Fair Trade Coffee. Enjoy!

## **Kevin's Cup of the Day:**

### **Good News for Fair Traded Coffee Farmers**

Here's a bit of good news for coffee workers worldwide: the price of Arabica coffee beans are set to increase from June 2008 to ensure that farmers continue to receive a price which covers the cost of sustainable production.

Producers will now receive a guaranteed minimum price of at least US \$1.25 per pound of **Fair-trade** certified Arabica coffee and US \$1.20 for unwashed Arabica coffee, or the market price, if that is higher. They will also continue to receive an additional **Fair-trade** Premium of 10 cents per pound for investment in community and business improvements. The price adjustments are based on extensive research into the real costs of sustainable production to ensure that **Fair-trade** continues to address the needs of coffee-producing communities.

It's good to know that the criterion for the Fair-trade mark is constantly being updated and that the prices reflect a realistic estimate of how much farmers need to put food on the table.

## **What is Fair Traded Coffee?**

"Fair trade" is a revolutionary concept in action. It is a program that brings together the producer (the coffee grower) and the consumer (the coffee drinker) in a more equitable and meaningful way. The coffee industry middlemen (called Coyotes) are by-passed and a more direct bridge is built between the producer and the consumer.

## **What is the need for Fair Traded Coffee?**

Coffee is traded as a commodity in the global market place and is often sold by the growers at a loss. The middlemen in the coffee industry -- those that buy and sell coffee endeavoring to maximize their profits -- set the price that they will pay to the growers for the coffee. The growers are typically helpless in the process and are often made to feel lucky to have gotten anything for their coffee at all. Thus, the pickers and growers are taken advantage of by the middlemen and lose out -- often living a life of poverty.

## **Certified Coffee in action means...**

Fair Trade Certified coffee is grown on small, family-run farms. Farmers receiving a Fair Trade price for their coffee can afford improved healthcare and housing for their families and can keep their kids in school longer, instead of working in the fields. Some of the revenues from Fair Trade cooperatives are used for community projects, such as building schools and healthcare centers. Revenues are also often used to provide farmers with training in organic farming techniques.

Kevin Selig  
Eastern Sales Director  
UMG bean head!

**From the Flame**

F a i r T r a d e O r g a n i c  
**BALLS OF  
THE BULL**



E s p r e s s o B l e n d

Big and Bold, yet Smooth

Flamenco Organic Coffee Co. would like to introduce you to the newest member of our famous line of fine espressos. The “Balls of the Bull” blend is the ultimate latte and cappuccino espresso, possessing an uncanny ability to cut straight through the milk (and...gulp...flavorings if you choose to use them) to create a synergy that resonates through the taste buds with a gusto that lives up to its clever, albeit somewhat crude name. Rich layers of Vanilla and Molasses, soft Citrus fruit and a delicate Floral bouquet harmonize in a symphony of palatability that makes an unsuspecting taster want to bash their head onto the table and chastise themselves for not having discovered this brilliant treat sooner. Intrigued yet? We love giving out samples.

**Call Me!**

I want to talk to you about how to dominate!

**Jesse Grote, Roastmaster**

612.728.7208

[jesse@uppermidwestgourmet.net](mailto:jesse@uppermidwestgourmet.net)

## Word from the Warehouse

Just wondering if you are displaying your products proudly? Upper Midwest Gourmet has an extensive Point of Sale supply. And you can get most of it for free, or free with the full case purchase of that



particular product. From posters to table tents, from sauce racks to tea racks we may have something for you. Proudly display the high quality products you put in your drinks and watch your profits soar. Just ask one of our friendly sales representatives the next time you call. Have a profitable New Year.



Eric, Commander of the Warehouse Beanheads

## Tales from the Van:

We now go straight to Brandon live in the delivery van....Hello everybody! We all know things are hectic this busy time of year! Whether its running out of that demanded product or just simply having the time to put your re-order list together.... 07's been a crazy year and we can only expect more...BUT what we can do is help you be prepared for it! Here's a couple easy fixes to insure smoother transactions and delivery times:

1. Get your order in on a timely manner "before your route day".
2. Make sure that what you ordered is what you want. Many of you have names for items that are different from the actual product. To confuse things more the name you use matches the name of another product line...for example: Extreme Toffee....that's a Cappuccine brand but people who use Big Train Heath Bar Mocha will call and ask for a case of Extreme Toffee since they put it on their menu that way. Unfortunately, our software doesn't know you use one from the other so we usually send you what you ask for☺
3. Always double-check everything before you order...a par sheet of what your inventory should be will help you a lot.
4. Have us call you with your COD totals so you can write out the check before the delivery arrives rather than while your lunch rush is happening.
5. Smile, it's contagious!

That's all ☺

Thank you everyone and have a very happy new year!

Brandon Buckvold  
Driver Extraordinaire

## Branding *YOUR* Products

Are you looking to improve your whole bean retail coffee sales?

UMG together with our Flamenco Organics Coffee Co. and Quarry Microroasters divisions have a few ideas that may be perfect for your café.

The first recommendation is to PRIVATE LABEL your 1 lb coffee bags for retail sale. This can now be easily achieved because UMG has the ability to print brilliant color labels with any logos or pictures that you may want to use. Just email your digital files to either Michael or Jesse ([michael@uppermidwestgourmet.net](mailto:michael@uppermidwestgourmet.net) or [jesse@uppermidwestgourmet.net](mailto:jesse@uppermidwestgourmet.net)) along with what origin or blend of coffee you want to buy and we will design some label options for you to approve. You can even create your own blend name! Once you are happy with a label design you can order 1 lb coffee bags in a minimum of 10 lb increments at anytime using your own private label. You can also have different labels for different origins of coffee or blends. The sky is the limit and it is a great way to ensure that your customers will continue to come back for “YOUR cafe’s coffee” that they can’t get anywhere else. Any of the Flamenco or Quarry coffees can be private labeled. The price is the same as buying 1 lb bags with our logos on them and once you try it you will see that it is worth every penny!

You could even have your customers submit digital files to you if they wanted to order personalized coffee gift bags for the holidays or just as a fun and different gift for any occasion. All that we ask is for a minimum order of ten 1 lb retail bags to get you FREE design and layout. For example, here is a personalized label that I made to give 1 lb coffee bags to my family for the holidays. They loved them!

*Happy Holidays*



*Applen Family Blend*



*French Roast*  
Lot #: *fors*  
1 pound (ground)



Another option if retail bags aren't your style is to purchase a few Bulk Coffee Bins (pictured below) from us and sell your café's own private labeled coffee that way. We are more than willing to design amazing bulk bin's labels in the same fashion as the retail bag private labels. Just email us your digital logos or pictures and what origin or blend of coffee you will be filling the bulk bins with and we will design



some options for you to choose from. Our bins are made of polycarbonate, a fully recyclable non-porous plastic, which does not crack, craze, haze or yellow. It is 35 times stronger than acrylic.

The goal with private labeling is to provide your customers with something that they can't get anywhere else. We stand behind our roastery and have no problem selling the high-quality beans under our name, but think that it will only help your business if your coffees are sold under your name and with your logo! Your success matters to us and that is why we promote private labeling!

Thanks again for your business,

**Michael Applen**  
Western Sales Manager  
UMG Beanhead

## Show Season is Upon Us

We're dusting off the trade show displays and our airline reservations have all been made. It's time to start tradeshow season. Here's a list of where we're going and where we'll be displaying over the next few months:

### *Where we're going:*

David will be making his annual trip to Bologna in January to check out the SIGEP show. He'll also be heading south to Sicily for 6 days and he's hoping to come back with some new products, new gelato flavors and tricks for you all. He'll also be checking out the new S5 Tall Cup Espresso machine from La Spaziale with the new auto-frother. We're excited to see what grade it gets. It's still not too late to join him at the show and see Italy for yourself.

*Where we're displaying:*

UP Show: February 17-19 @ the Minneapolis Convention Center

WI Restaurant Expo: March 10-12 @ Milwaukee Midwest Airlines Center

SCAA: May 2-5 @ OH MY GOD, the Minneapolis Convention Center!

See us at all these shows and check out some of the new products listed next in the What's New section. If your salesperson keeps missing you when he comes by your store, there's no better place to ensure yourself a face to face with him. We always love saying hi at the shows but feel free to request a personal trip from your salesperson as well. We try not to harass you, but if you want our help, we're here for you so set up an appointment here or at your store anytime....ok, the what's new section....I know you're always going to this first anyway.

## Hey Upper Midwest, What's New?

To begin the New Year we have a few new items to ponder for your shelves:

*Enlightened Chai*, our newest Chai Tea, is now in stock. Enlightened Chai contains no Trans Fat, Hydrogenated Oils, or High Fructose Corn Syrup! We have their "Spicy" Chai in stock, and it truly tastes like no other we've tried before. An all natural bite of Cinnamon and Ginger really sets this apart from the other chai teas we carry. Enlightened Chai, while being sweet, doesn't have the overbearing taste of sugar and honey, it's the spices that really shine. Froth it with water or milk for an Enlightening experience. Enlightened Chai comes packed 5/3 lb bags per case. Try some today!

## *All Natural and Organic Soups*

Soup is Good Food.....wait a minute, we said this in the last Brewsletter. Well the first 5 soups we brought in went over so well, we add more flavors to our line up. It's easy to prepare, easy to serve and has great profits. Try adding our new: Buttery Sweet Corn or Creamy Roasted Carrot to your Pacific Natural and Organic Soup line. Our new soups are all packed in the same Aseptic quarts as the original 5 flavors. They're all shelf stable and don't require any refrigeration or freezing prior to opening. There's no need for soup kettles! You can steam a cup of soup with your espresso machine in about 8 seconds...sound crazy; you'll be amazed how well it works. If you're contemplating soups and haven't tried our original 5 flavors: Roasted Red Pepper with Tomato, Cashew Carrot Ginger, Curried Red Lentil, Creamy Butternut Squash, Rich and Creamy Tomato call us today and get your order in now. Its soup and



sandwich season at its best here in the Midwest and the mercury is supposed to start falling again. The flavors are all delicious and we're sure your customers are going to love them.

Not a bad time to pick up that Panini grill you've been dreaming of too☺

## Almond Milk

Along with the wonderful soups, we also added Professional Barista Soy last month from Pacific foods. As I said above the soup was a huge hit, but so was the Professional Barista Soy milk. Seeing how well those products went over and how high the quality of Pacific Natural Foods products is, we've added another of their product lines: Almond Milk. Made from Organic Almonds we're stocking their Original and Unsweetened Almond Milks. Almond Milk is great in Lattes, Cappuccinos and Mochas. If you don't like soy and can't drink milk, here's another great option. It's also very low in carbs so great for Low Carb Latté lovers. Pacific Natural has been great at putting sample kits of all their products together so call for a sample today.

## *Gelato Pastes*

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

Italian Walnut and Maron Glacé (a Parisian Chestnut)

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

That's a rap for now. Thanks again for your business. Call anytime for help. Stop by for extra training or to refresh your skill. Espresso 101, 501 and Extreme Barista Training are always showing in our showroom so send your new staff by for viewings or just stop by and take a look around at what's new. You're always welcome here!

Cheers -

David Chall

Operations Beanhead