



Brewsletter Volume 34

Spring 2008

Hey Coffee Fanatics. The long-awaited volume 34 is ready for your perusal. Read on about great new products, perfect espresso extractions, how to serve and charge for exotic coffees without pouring profits down the drain, tips from the shipping department, some allergy and gluten-free product info, and news about the upcoming SCAA show in Minneapolis next month.

Meet Kelsey!

Kelsey is from beautiful Minneapolis, Minnesota. She enjoys long walks on the beach and French wine... Okay, seriously, Kelsey is our newest employee at Upper Midwest Gourmet. She is working in our showroom and is our office manager. When you call us here at UMG it is highly likely that you will hear her chipper voice on the other end of the telephone line. Kelsey graduated from Whittier College, in Whittier, CA, in 2007. There, she designed her own major, which she named Performance and the Social Conscience, by combining performing arts, psychology, sociology, and political science. In her spare time she occupies herself with writing, spending time with her relatives, singing in the church choir, and laughing a lot with the always gleeful neighbor kids. Kelsey looks forward to hearing from you and is happy to answer any questions you have (hopefully she'll know the answer, as she's still in the learning process). She is pleased to have joined the team at Upper Midwest Gourmet and is very excited to meet each and every one of you. À bientôt!

Kelsey, UMG's Newest Beanhead

Boosta Shots from Experience!



Hello spring...goodbye winter...maybe? If you're as excited as we are about this upcoming season, than we've got to work together to make this an outstanding year. We've got tons of new products that are certain to boost your business and keep your customers coming back! If you haven't already seen or sampled the new Boosta shot, let me tell you, it is awesome! We just got back from Las Vegas and I think it would be safe to say that Boosta Shot might as well have sponsored our weekend. Whether it was getting the extra energy to wake up in the morning or that extra boost to spice up the evening, it did the trick! Unlike many other energy boosting products out there, when you've consumed it, you know it, and you can feel it! It has endless possibilities and because of it's tastelessness, it will equip any beverage. In other words, you can make any drink an energy boosted beverage with Boosta Shot's all-natural Taurine, Ginseng, Guarana, and Vitamin B! They are sold in individual packets (48 to a case) or in a 1 liter bottle. Perfect for on the go or in the shop...do not wait, call us today for a sample, as they are flying off the shelves :) Until next time, sit tight, keep us posted and just know that here at UMG we've got you covered.

Brandon Buckvold
The Man in the Van





The "Art" of Extraction, do you have what it takes?

That's right, the ART of extraction. Pulling a shot worthy of serving requires not only the appropriate skills and techniques, but requires the passion, flair and creativity of the barista; the all-important art factor. Just pushing buttons does not cut it and should not be allowed in your café. Do you or your baristas have what it takes?

If not, you had better reconsider your business plan or go buy a major chain coffee shop, because you won't survive for very long in the "independent café" business world. There is too much competition, and some very good baristas are out there creating a buzz for *great espresso*, not just espresso!

So how do you create this passion? The first step is to make sure that the employees that you intend to hire for this position are worthy of the job. You can do this by spending a little more time during your interview process asking questions that provoke answers that indicate passion, loyalty, trust, and a desire to improve while on the job. I like to suggest that you inform interviewees that you have a policy that new employees are not scheduled to work alone on the espresso machine during a grace period of say, 3 to 6 months. Tell them they will work into the position of barista and that it's a privilege to work the bar, not a right. This allows them to become familiar with how your café operates, observe skilled baristas and decide if this is a job that they wish to continue. This also gives you and your staff time to decide if this new employee fits your style of business and blends well with other staff. During this period, let it be known that they can quit or be let go by you with no questions or explanations if it's not working for either of you.

Now that you have workable or skilled staff, how well do they pull their espresso shots? Just like a fine wine, you can't rush a quality espresso. It's an

art. It takes time and patience to allow for the correct extraction length, resulting in a rich, dark espresso with golden crema. Here are some basic techniques that any skilled barista should (or must) know to properly pull consistent and high-quality shots.

There are three major components to extracting espresso shots:

- 1) The grind
- 2) The tamp
- 3) The extraction or brewing

All three will together or separately affect the pour.

- The first stage, the espresso grinder, is where most of the necessary changes should be made. This can happen as often as a couple of times a day, or as little as weekly. It will depend on the environment in your café and/or the barista working the bar. Each barista must be responsible for monitoring the grind while on shift. The finer the grind, the slower or more restricted the pour will be. Therefore, the courser the grind, the faster the pour will be. What will cause a change in the grind will be the time of the espresso pour. It is also important to maintain fresh espresso in your grinder hopper and ground chamber. Having only enough whole bean coffee in the hopper for the next hour or two will guarantee fresh beans. Having only enough ground espresso in the chamber for next shot or two will allow for the freshest espresso shots. These parameters can be adjusted for busier times of the day.

- The tamping is the second stage. The SCAA recommends a tamp pressure of 30#'s of straight downward force. You must have the appropriate sized tamper (one that fits your brew basket tight) to achieve a good tamp. You must also ensure that you are tamping with a straight downward force so you don't cause your tamped coffee to be at an angle in the brew basket. An angled tamp will cause a misguided extraction and affect the end pour. The problem with this 30# tamp requirement is that it is difficult to teach what 30#'s is to each barista as we all have different arm strength. I suggest using a bath or similar scale. Have your baristas push down on this scale with tamper in hand several times to the 30# mark until they are familiar with their own pressure. It is important that the entire surface of the coffee be compacted in the brew basket.

- The third stage is the actual extraction or brewing of the espresso. Again, the SCAA recommends a brewing time of 18 to 30 seconds. I like to teach that a shorter window of 20 to 25 seconds is more ideal. I've read from many that a 23 second shot is what most will consider an optimum shot. This will be a matter of opinion of course, but most agree that this 20 to 25 second window will produce your best shots. Start your counting when the actual espresso starts to extract, not when you push the button. There is a pre-infusion stage

that wets the top of the coffee prior to the water being forced through the coffee that will usually take a few seconds before the shot starts to pour. You must also ensure that during your 20 to 25 second pour that you're achieving the appropriate amount of espresso that you have established for you sized shots. For example, do you serve a single shot as a 1 ounce (short) or a 1.5 ounce (tall)? Either size, your shot needs to pour this amount within the desired extraction time (20 to 25 seconds). It is also recommend that all accessories used in pulling a shot (the group handle, the shot glass or pitcher, the demi cup or mug,) all be pre-heated prior to pulling a shot. This allows the finished shot to maintain the appropriate temperature during the entire brewing process for maximum freshness and taste of the finished product. If you lose temperature during the process, you will affect the outcome of the shot in both flavor and presentation. It's also desirable to have your espresso shot be the last item done in your drink preparation to ensure the temp, taste and presentation.

This is just a quick overview of the 3 basic stages of espresso extraction. There are many factors that will affect a shot extraction and these variables can occur at different times of the day and many times in the day. It is vitally important that your baristas are skilled enough to notice, monitor and make appropriate changes as needed to obtain consistent shots throughout the day. That's why I always suggest that you assign a single barista to work the espresso bar for set shifts to maintain this consistency. This will also allow your baristas to sharpen their skills and become more confident, which will breed creativity. Creativity will breed happy customers. Happy customers breed profits! Profits breed happy baristas. Happy baristas breed loyalty. Loyal baristas breed happy owners. It's a vicious cycle!

Upper Midwest Gourmet has a combined 40 plus years of experienced staff ready and willing to offer you lifetime training on any area concerning coffee and espresso. If you would like to have one of us spend some time with you and/or your baristas, please do not hesitate to contact us. We love to share our knowledge and skills with those who love to learn.

Remember: passion, presentation, consistency and quality is what will keep your customers returning and your staff happy. Now go out and get you some!!

Kevin Selig
Eastern Sales Director
kevin@uppermidwestgourmet.net
612-250-8277

Single-Serve Your Premium Coffees

If you grow weary of coffee companies trying to use hyperbole like “the greatest coffees in the world” or “some of the finest beans on the planet” to try to get your business, then we’re on the same page. We don’t want to use language to persuade you. We want your mouths to do the talking.

We are proud to introduce the Quarry Microroasters line of Cup of Excellence coffee beans from around the world. International panels of acclaimed cuppers and taste evaluators have thrown down enough colorful language so that we don’t have to.

All you need is a few bags of these sterling beans, a few French presses and a means to boil water and you have at your disposal the ability to offer a special treat that the industry’s big-boys haven’t even begun to touch.

Say goodbye to stale airports of premium coffees. Just as you wouldn’t want to French-roast a Kona Extra Fancy, equally ridiculous would be brewing up a catering urn of a coffee so fine and subtle that its nuance dissipates in mere minutes.

Take 25 grams of C.O.E. coffee, grind it coarse, boil some water, French press it, serve it to your customers and charge \$2.50 to \$3.50a pop. It’s a beautiful way to establish yourselves as purveyors of top-notch coffees, and you’ll make some good money in the process. Customers with discriminating palates will flock to you and follow your lead as you trail-blaze your way through the coffee community’s mine-field of copycats and unoriginality. Be the guy. Be the guy who people go to for a truly exceptional Cup of Excellence.

8 oz Brazil Press:	\$12.45
32 oz French Press:	\$19.95
Quarry Microroasters’ C.O.E. Brazil Fazenda Cachoeira Da Grama:	\$9.80 / lb
Quarry Microroasters’ C.O.E. Costa Rican Finca Carrizal:	\$9.80 / lb

Remember: You can charge more!!! People will pay it and thank you for it! This isn’t a paper cup of office coffee from the car dealership. This isn’t a church basement. Nor is it a bottomless mug of burned tar from Denny’s. This is something else entirely.

-The UMG Roastery

Word from the Warehouse,

Are you checking your order when the Spee Dee or UPS driver drops off your package? Or do you just sign and worry about it later? My suggestion would be to check in your order whenever any delivery is dropped off. Make sure what you ordered is what you received and is in one piece. Filing claims can be difficult when orders are not checked while your driver is there standing next to you. It is also difficult for Upper Midwest to assess your situation a week or so after your order has shipped. It is very easy to send something back or write what is broken on the drivers log book when he/she is standing there. It's also still possible to file a claim. Most damaged packages cannot be claimed if you have signed for them without informing the driver at the time of delivery, and are impossible to file for after a day has gone by. Over the years, UMG has shipped tens of thousands of packages, and if I may say so myself, we do a pretty good job at getting your packages out on the same day it was ordered and in one piece. Remember, take your time, look over your invoice. The UPS and Spee Dee driver both get paid to make sure you got what you ordered. Don't let them make you feel pressured to hurry up and sign. Pick up tags cost \$10.00 each and damage claims are not accepted after signing. As always, these are expenses we can all live without. Sending something back at the time of signing your invoice doesn't cost anything. We are always reimbursed when you tell the driver something was broken, if not, you have to pay out of your own pocket. We can all save money by staying on the ball and by always CHECKING that order before you sign.

Eric Schwarz
Warehouse Manager
Upper Midwest Gourmet
1901 Traffic St. NE
Minneapolis, MN 55413
eric@uppermidwestgourmet.net
www.uppermidwestgourmet.net



“The Steam Wand – For More than Just Frothing Milk!”

There are many great products that can be prepared using your espresso machine's steam wand other than just standard dairy milk for your espresso drinks. Here are some awesome additional products and recipe ideas that can be added to your menu and will only take your steam wand to prepare. This will improve your offerings and create nice complements to your already successful sales.



- 1) Creamy Soups by Pacific Natural Foods (12 x 32oz aseptic cartons per case)
 - Simply dedicate a large frothing pitcher to soups. Mark on the inside of pitcher an 8oz (cup) and 16oz (bowl) size. Offer many flavors of soups that can be prepared in moments by steaming your soups up to 140-150 degrees!



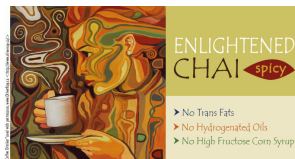
- 2) Hot Process Gelato by Fabbri (Especially flavors like chocolate and savory nuts)
 - Simply immersion blend your Fabbri ingredients the same way as always. Before pouring mix into batch freezer, steam mix up to 140 degrees maintaining even distribution. This will break down the sugars, base powders, and flavors which will give you an overall better gelato texture and creaminess.



- 3) Soy Blenders by Pacific Natural Foods (12 x 32oz aseptic cartons per case)
- Specially formulated to withstand the high temperatures of steaming, Soy Blenders deliver consistent, velvety foam equal to that of dairy. In fact, you've probably never seen froth like this from a Soy beverage. And all with a great taste that won't mask the flavor of the espresso.



- 4) Hemp Milk by Living Harvest (12 x 32oz aseptic cartons per case)
- This is a delicious and nutty-tasting non-dairy beverage that provides essential and balanced nutrition for the whole family. A fantastic alternative to soy milk or dairy, our hemp milk is made from the protein-rich hemp seed nut and has a naturally occurring, well-balanced ratio of Omega-3 and Omega-6 Essential Fatty Acids.



- 5) Spicy Chai by Enlightened Chai (5 x 3lb bags per case)

PREFERRED RECIPE (Spicy):

Add 6 ounces of cold WATER to frothing pitcher

Add 1 full (60cc) scoop of Chai mix to frothing pitcher (1.25oz)

Froth to 140 degrees making sure to evenly distribute steam

Pour into glass and enjoy!

PREFERRED RECIPE (Mild):

Add 6 ounces of cold MILK to frothing pitcher

Add 1 full (60cc) scoop of Chai mix to frothing pitcher (1.25oz)

Froth to 140 degrees making sure to evenly distribute steam

Pour into glass and enjoy!



6) Frappe Powders Used to Make Hot Steamers

- Some of your current Big Train, Cappuccine, and Mocafe Frappe powders can be used to make hot steamers as well. It is up to you to experiment with recipes and different preparation styles, but using your steam wand should remain a constant.

Please feel free to contact us with any questions or other steam wands recipes or ideas. UMG - (612)728-7208

Thanks,
Michael (Western Sales Manager)

New Products:

Your favorite section, right? As usual, we're out there trying to find the next "chai tea," a product your customers just can't live without. Remember the days before Chai, Smoothies and Frappés? It was hard running a shop with just coffee and muffins. The new high-ticket items really saved the day for Mom and Pop shops. While we don't have an entirely new line that's as promising as any of those mentioned above, we do have a bunch of new varieties to compliment the existing brands.

Big Train: Cake Batter and Dulce de Leche; Acai Tea Blast is back for the summer!

Cappuccine: Green Tea, Green Tea Blueberry, Honeydew Frappe, Pistachio Frappe
(Promo on Cappuccine: by 2 get 1 free on the new flavors)

Mocafe: Maui Mocha, Peanut Butter, English Toffee

Fabbri: Neutral Sorbet Simplé: Just add water and fresh fruit or delipaste...we made an awesome mojito sorbetto with Capriccio Mojito and this product.

Boosta Shot: If you skipped Brandon's clip above, it really is turning out to be a fantastic product. Add it to anything for the ultimate energy boost.

Eco White hot cups with green eco stripe on bottom. Cups are lined with PLA instead of petroleum based plastic. 4oz, 8oz, 12oz, 16oz, & 20oz cups are 100% biodegradable.

Eco Soup bowls (map design) in 8oz, 12oz, 16oz, & 32oz sizes with clear vented PLA eco lids.

Allergies

Are you looking for some Allergy and Gluten safe products? Here's a link to Fabbri's list of products that are safe:

Lactose-Free List:

<http://uppermidwestgourmet.net/wp-content/uploads/2008/04/fabbri-lactose-allergies-list.pdf>

Gluten-Free List:

<http://uppermidwestgourmet.net/wp-content/uploads/2008/04/fabbri-gluten-free.pdf>

Besides making safe Gelato and Sorbetto, the pastes can be used as a safe alternative in Mochas, Lattés, Cappuccinos, Frappés, Smoothies and many baking applications. Just give us a call if you'd like some recipe suggestions.

SCAA SHOW MINNESOTA!!!

It's almost show time. The biggest and best of the coffee tradeshow is coming to Mini in 3 weeks, May 2nd - 5th. We'll be showing lots of products, and every vendor in the country will be there. However, the real reason to come is for all the seminars. This is your chance for you and your staff to hear the experts share secrets without having to fly around the country. We highly recommend you get registered ASAP because classes do sell out. Whether you can attend yourself, send multiple employees or a key manager; don't miss out on this opportunity. Please check out SCAA.org to find out all the show has to offer.

Everyone here at Upper Midwest Gourmet thanks you for your business. We know you have lots of choices and we appreciate every opportunity you give us. Remember, I am always available personally to assist you if you ever need me. Just give a call and ask for me personally and I'd be happy to talk to you. I hope to see and speak with as many of you as possible at the SCAA show.

Cheers,

David Chall
Director of Operations and Chief Beanhead

