



Brewsletter - Volume 35

Summer 2008

Hello summer!

It's starting to get hot and so are your customers! If you haven't already thought about doing so, maybe it's time to add some new chills to that Old Menu? We have tons of samples in stock of new products that you've most likely not tried that would really boost your summer business.



One perfect option is the new Frost Bite frappes! If you haven't already heard about them then it is a must that you try them out!

I personally think they are amazing and I know they will keep the customers coming back for more. ☺

Good luck and Have a great summer!

Brandon Buckvold

The Man in the Van

How's your Marketing?

Here are 10 easy and quick marketing ideas I ran across. The one thing that links these ideas together, and should be your number one concern, is that forgotten little word, "**LOYALTY**". You will live and die by this word! Offering the industry's best products, having great customer service, or stressing that you have high customer satisfaction will not guarantee you repeat and loyal customers. Even having the best marketing programs in place will not guarantee you loyal customers.

Loyalty must be given before it is received! It is both an action and a process.

This starts with your employees. Ask yourself, do you create/offer an environment that creates loyal staff? If not, you might want to take a good look at your hiring, training and retention programs. What do you offer to existing employees that give them incentive to continue to work at 100% maximum for "your" company? Do they give you their absolute best?

Take a good look at the following ideas and see if you can implement any, if not all, of them into both what you offer your customers and staff. Remember, you are attempting to create "**LOYALTY**", which leads to satisfied customers.

- 1) Quality Product and Customer Service; this is still one of the most important elements to satisfied (loyal) customers. Ask yourself, what services am I providing for both my customers and employees in this very competitive marketplace? Commit to providing only the best to every customer, every day!
- 2) Drink Specials; This time and tested marketing idea will always work because it keeps your menu fresh, your staff creative and new customers discovering your café. You don't have to keep every specialty latte on the menu, all the time. In fact, the more options on your main menu you have, the more confused your customers become, your menu can look cluttered, and you'll more than likely have a lot of extra inventory going bad. This is a good way to involve both customer and staff by encouraging them to provide you with new recipes ideas.
- 3) Bundling; McDonalds made this successful by offering the "combo" meal. By providing the customer with a quick choice of well matched product in a single purchase, you save them looking in multiple locations on your menu and speed up your turn-time per customer. This is also a good way to move you're slow, new or close to date

product. The key to bundling is the perceived value that a combined purchase presents.

- 4) Vendor Partnering; this is perhaps the most unused idea. You should be able to rely on your current vendors/suppliers to offer product, services, training and/or marketing material for any event or function (or daily sales) that you might be considering or promoting.
- 5) Punch Cards & Business Cards; it may seem like this idea is old and over used by today's standards and it might be, but that doesn't mean that you can't take an old idea and make it new again. Try reducing the amount of required purchases (i.e. 8 punches instead of 10), or offering a random double or even triple punch day. How about special offers during the slow times of the day. Remember, the idea behind the punch card was to create repeat business, i.e. LOYALTY! You might also want to consider electronic punch card systems that can be scanned rather than paper cards. As for the business card, try "show me your card for a discount" program to business travelers or locals. The "drop your card in the fish bowl for a free item" still works as well.
- 6) Sampling; what can you say about sampling but that it works. You should be sampling your product daily, both new and old.
- 7) Displays; the key to a good display is location. Your goal should be to keep any new and existing display in front of your customers all of the time. Change them up often to keep them looking fresh. Keep them clutter free. Use themes like items, events, seasons, local and new products. This is also a great place to display custom logo items.
- 8) Market to your Neighbors; this is one of my favorites because if you have neighboring businesses that don't compete with you directly, you should ALL be looking to share the same customers while doing business in your area. This act will show these local customers that you're working to benefit them by saving them time and adding value to their visit. Offer punch cards, discounts, coupons and any other item that will draw these customers to use your combined businesses. This act creates customer loyalty by keeping your local customers local! An example might be offering discounts for your coffee with a purchase of a haircut at the neighboring salon and vice-versa. This creates value for your customer by saving them time and a little cash at the same time.
- 9) Thank-you notes; who doesn't like to be thanked? Have you ever received a hand-written thank you note from a business you visit frequently? I bet if you did, you would become pretty loyal to them. Need I say any more? Just do it! You will reap the rewards. Make it a priority!
- 10) Newsletters/e-letters; perhaps the paper circulated newsletter is a bit out dated, but with today's technology, writing an e-letter is quite

simple and fast. This is a great way to keep in touch with your customers by offering web specials, local news, happenings in your café, and much more. If you're not computer savvy, find someone who is and have them help you create a simple e-letter. Many people get their news this way now.

This is just a small sampling of some marketing things that you can do to create a "buzz" about your café. Just remember, include both staff and customer when considering what will work for your store. You will be pleasantly surprised at how eager people are to help and see you succeed. Good luck and have fun; it's why you went into business in the first place. Remember, "**Every Drink Matters**" because every customer matters!

Kevin Selig

A Word from the Warehouse

How are your retail sales going?

Or do you even have a retail selection at your shop?

UMG has a large variety of retail products available for easy sale. Remember these items do not expire and do not need refrigeration or employee training. Just find a shelf or corner in your shop that your customers can see. Stock some cool retail products and watch the profits grow. Minimum work for maximum profits!

UMG carries a vast array of retail items that can help you boost sales. Such as Flowering Tea gift sets, glass teapots, French presses, cold presses, stove top espresso makers, gift card sets, Castellino grilled veggies in jars, Big Train chai, mug gift boxes, and much, much more. Take a closer look at the UMG website and discover the many products that equal easy money for your shop.

Good Luck!

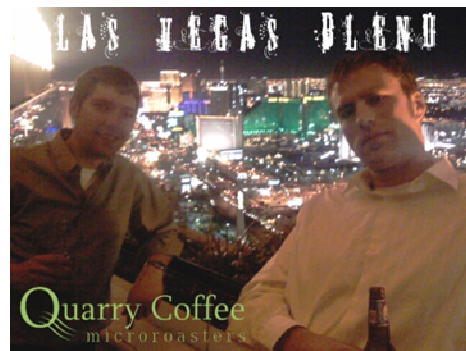
Eric Schwarz
Warehouse Manager

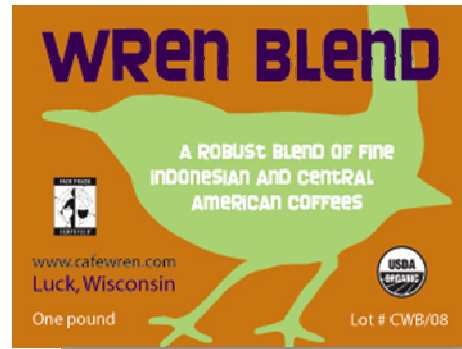
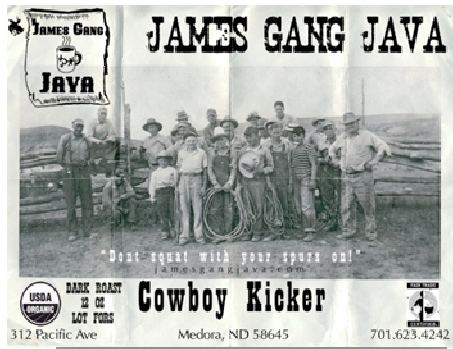
Private Labeling Your Coffee: *An Easy Thing to do.*

If “Consumer A” goes into “Café B” to order a delicious cup of coffee, perhaps have a snack and reply to some emails, the least important part of the equation to “Consumer A” is the name of the roastery that “Café B” uses for their coffees. While it is a certainty that “Roastery C” was selected by “Café B” to service their coffee needs based on careful consideration, it is an irrelevant piece of information to the end user.

When “Consumer A” really enjoys their Ethiopian Yirgacheffe or their Decaf Sumatra Gayo Mountain and decides to purchase a pound to take home or give as a gift, it should be a primary concern of “Café B” that the product is associated with them and them alone. Face it, there is no shortage of coffee shops. The last thing “Café B” wants is for a customer to enjoy his or her beverage, but then be able to identify it as something they can acquire easier, cheaper or geographically closer than making a trip to “Café B.”

The only thing that stands in the way of this proud exclusivity is a little rectangle of sticky paper with some information printed on it. Take a look at your current bag label. Wouldn't one of the following examples be much more appealing to the end user? The goal should be to provide a superior product that is not available elsewhere. And you can make it stand out in the process.





All of these private label examples were created by the staff at Upper Midwest Gourmet for customers of our Flamenco and Quarry roasteries. We have the expertise on hand to make this a reality for you. All you need to do is provide your company's artwork or logo. Let us know when we can start branding you!

Jesse Grote – Roastmaster, Lead Label Design Tech, Senior Bag Stickerer

Notes from the Front Desk by Kelsey Marie Wuornos

Hello my lovely orderers!

I am always so glad to hear from each and every one of you. It makes my day just a little brighter (mostly because it means my paycheck gets bigger). I thought I'd pass on a few friendly reminders about ordering to help make all our jobs a little easier.

First thing to do when you call is let me know who you are and what shop you are from. Also, if you can let me know what city, that would be good too as there are a number of you who have chosen identical or very similar names for your shops. This way I make sure to send the order to the right location and, more importantly, CHARGE the right location.

When you are ordering, please have your order ready when you call in. It is much more efficient if you have checked your stock and have your list ready before you call.

When ordering product, please know what brand you use. Many companies use extremely similar names for products. We have quite a few things called "vanilla" so asking for your vanilla gets very confusing, not to mention the fact that it increases the odds for error.

Once you have figured out that you want, say, Frost Bite Vanilla Latte, then please let me know what quantity you want it in. I don't mean whether you want 1 or 2, which usually gets said. I mean whether you want 1 BAG or 1 CASE (5 bags). There is an extremely large difference, as I'm sure you can imagine.

There are a few things that require minimums. Not many of them, but a couple. One of them is Numi tea. I understand that sometimes you are only out of 1 kind of tea, so that is the only one you want to order. The problem with doing that is when we ship one box of tea by itself, it usually gets crushed in shipping because the boxes are rather delicate. Then we all get angry because your tea box got ruined and, lets face it, no one wants to use a damaged box of tea. It's just no good. Please order at least 6 boxes (1 case) of tea at a time.

As far as shipping is concerned, these days we are all feeling the awful increase in gas prices. No one wants to pay for it. You don't. I don't. Unfortunately, we all have to. We, here at UMG, have been faced with a dilemma. How do we stay in business and still charge the least amount we can for shipping? There are a few things we have had to resort to. If you are getting a local delivery, you have GOT to order a minimum of 2 cases for a total of \$175.00. If you do this then all we will do is charge a fuel surcharge of \$3.00. If your order is two cases and does not add up to \$175 or more we will be charging you a \$10.00 shipping fee. If you do not order at least 2 cases, we will not be able to ship it with the local delivery van and we will send it Speedee Delivery. I know this is hard to face but it is a reality that we must all deal with. Please believe me when I say that we are trying to keep things as inexpensive as possible.

If you are out of our local delivery zone and we ship Speedee to you all the time, then there are a couple things you can do to keep shipping charges at a minimum. When you order, do so less often and in larger quantities. When orders are over \$600, we pay the shipping! There are also some products

where, if you order two cases or more, you get free shipping. Feel free to ask about those. Also, by placing larger orders further apart from each other, you are saving gas which means you are not only saving money, you are saving the world. Actually, this is true for local delivery on the van as well.

Spee Dee and UPS both charge COD fees. Save the fee by putting a Visa, MasterCard, Discover or American Express card on file with us. You can also earn cash back bonuses up to 5% of your purchase or travel and gift rewards also. David goes to Italy on Visa for two weeks every year with the points he earns and the company travels to all the trade shows for free on Visa also each year. That's dozens of airline tickets, hotel stays totaling thousands of dollars just because UMG purchases everything with Visa rather than write a check. Don't you want to go to Italy for free every year?

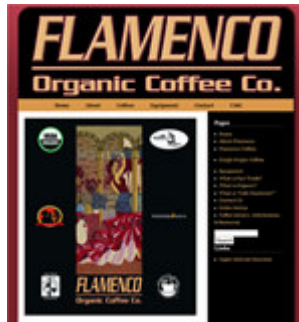
All of these things apply to email and fax orders as well. We need specifics so that we can get your order to you in a timely and efficient manner. After all, we are here to serve you.

Thank you all so much for being such awesome customers. Like I said, it really is a pleasure to hear from you each time you call. I look forward to continuing to work with you. Keep your heads up and your hearts open and I will talk to you soon.

Always,
Kelsey

Our websites are great resources that are always being updated!

If you are receiving this Brewsletter, there is a good chance that you already know all about our *www.UpperMidwestGourmet.NET* website and all of the great features it offers (online order form, years of archived blog posts, updated products, and a whole lot more). We are proud to now add three more companion websites to our mix!



- 1) Flamenco Organic Coffee Company - www.FlamencoOrganic.com
 - Website and blog dedicated to our small-batch artisan-roasted dual certified Fair Trade Organic coffee roastery. This site will have our current Flamenco offerings updated weekly with an extensive coffee library and information page in the works for the future.



- 2) Quarry Coffee Microroasters - www.QuarryMicroroasters.com
 - Website and blog dedicated to our small-batch artisan-roasted exotic and rare coffee roastery. This site will also have the Quarry offerings updated weekly, so please check back often for most recent arrivals.



- 3) Right Roast - www.RightRoast.com
 - Website and blog dedicated to our very own line of coffee sample roasting equipment for the coffee professional. It will soon have video sample roasting instructions among many other multimedia features.

Thanks again for your business and please check the new websites out today,
Michael, Western Sales Beanhead

Updated Brochure Anyone?

While we try to do our best to keep the website updated, be environmentally friendly and keep printing costs down, we know that sometimes nothing works for you better than a nice crisp new color copy of our current price list with pictures of many of the items we sell. We try and make sure to ask when placing an order if you need an updated copy but we know that doesn't always happen. Please feel free to ask your sales partners for a new copy anytime or drop us an email or give us a call and we'll rush one right out to you. We still go to so many shows and add new products every month so the brochure changes a lot. We hope you are getting a fresh copy at least twice a year so please let us know if you need a copy today.

2008 is at the halfway point. We've done 7 trade shows this year and had a great time seeing our old and new friends on all the show floors. If you missed us and couldn't make any of the shows, give us a call and we'll come out to see you personally. Come to our showroom for a guided roastery tour or an espresso training refresher. Have any of our 3 gold cup certified technicians go over the standards with you of what it takes to brew the perfect cup of coffee. Stop by for a game of Ping Pong, Basketball, or Foosball and a burger or a brat on Thursdays and at our weekly company BBQ.

Thanks again for all your business. It's great partners like you that make this the greatest job in the world for us all.

David Chall
Chief Beanhead