

BREWSLETTER



Upper Midwest Gourmet, 1901 Traffic St. NE, Minneapolis, MN 55413
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Hello All!

By Sarah Williams

I'm one of a few new faces around here. Chances are if you have called us in the last month, I have talked to you. So let me take this opportunity to introduce myself and send proper salutations. My name is Sarah. Hello and how are you? Very good I hope. I want to share something with you, my favorite season is fall. I think everyone should enjoy it as much as humanly possible so please, take these tidings by way of this pumpkin cookie recipe and Enjoy!

Pumpkin Cookies

Combine:

- 1 cup Butter, melted
- 2 cup Sugar
- 2 eggs
- 2 cup fresh pumpkin, boiled
- 2 tsp vanilla
- 4 cup flour
- 2 tsp baking soda
- 4 tsp cinnamon

Introducing UMG's new guy, Alan Erbach!

By Alan Erbach

Despite what they all say, UMG Roastmaster Jesse Grote is not necessarily "an invincible chunk of man." Because of this new development, the fine folks at Upper Midwest decided to take on another roaster to help Jesse with the Flamenco and Quarry roasts he is so famous for.

That's me, Alan Erbach--the new roasting apprentice.

INSIDE THIS ISSUE

Hello All!	1
Introducing UMG's new guy, Alan Erbach	1
With Winter Coming...	2
Word from the Warehouse	2
Customer Testimonials	3
Roast Degree	3
Reflection on 15 years of Upper Midwest Gourmet	5

2 tsp baking powder

1 tsp salt

Bake @ 350 Degrees on a greased cookie sheet for 8 to 10 minutes.

Icing:

Combine in sauce pan:

3 tbsp Butter

4 tbsp Milk

1/2 cup Brown Sugar

Boil for 2 minutes. Let Cool then, Add:

1 Cup Powdered Sugar

1 tsp Vanilla

Spread icing and Enjoy!

A little about me: I'm another 20-something with a beard. I paint portraits of 1970's models. I sing in a punk band. I like brewing my own beer, and I ride my bike a lot.

Roasting is a new passion for me, previously having a background in marketing and sales. I'm coming to UMG with what everyone is calling "a clean slate," but despite my lack-of-experience you'll be happy to hear I'm learning the art of coffee roasting, origins, and palette

Please see *Introducing UMG's new guy...* on page 4

With Winter Coming...

By Brandon Buckvold

So, it's about that time of the year again. It's starting to get cold outside, the leaves are changing and I wouldn't be surprised if we start seeing some of that white stuff we all know and love!

Being the UMG local delivery guy gives me the lucky ability to see many of you on a regular basis. Now don't get me wrong, I love seeing all of you local customers every week but as it keeps getting colder I will have to start hauling your orders through large amounts of snow and ice.

So I've thought of a solution that may help both your café and my back, not to mention, delivery efficiency in the snowy months. I couldn't help but notice that most of you usually

Word from the Warehouse

By Eric Schwarz

As I take calls from our customers these days, I hear a certain frustration in their voices about how difficult it is to survive in today's economy and political upheaval. Times are tough, prices are going up, and consumer confidence is down. How can we possibly carry on with all the woes of the world on our shoulders?

I would like to take this opportunity to dish out some quotes from one of my biggest heroes ever. Vince Lombardi—loved by some, feared by others, but respected by all. The greatest sports coach of

*“The harder you work,
the harder it is to
surrender.”*

order pretty much the same products on a weekly basis. I know this because I personally pick your orders from the warehouse, pack them up, and bring them to you in a timely manner. I pride myself on my service and am trying to make everyone's life a little easier by recommending larger orders being delivered less often like bi-weekly or monthly. Just an idea, but it would save on fuel costs, inventory discrepancy issues on your end, and just the overall issue of getting around delivering your goods in the snowy slush of winter. Please take it into consideration. Thanks again for your business.

his time, perhaps of all time. Lombardi was also a thoughtful man with uncommon passion, a motivator with uncompromising values, and a leader with unprecedented wisdom and authority. I hope the following will help all keep their head up and put a smile back on your face.

"While statistics are interesting, they're all in the past."

"A leader is judged in terms of what others do

Please see *Word from the Warehouse* on page 5



The late, great Vince Lombardi.

Customer Testimonials

By Michael Applen

Our customers are what make this industry so great. It never ceases to amaze me what I can learn from just sitting and talking with a café owner, manager, or barista. Upper Midwest Gourmet takes pride in our knowledge of coffee, gelato, and the café industry, but is ALWAYS willing and wanting to learn more.

This is why we are asking you, our customers, to please email us some testimonials of either why you enjoy and choose to work with UMG or what you think needs to be changed or improved.

We value your input so much, that we are offering a **5% discount** on your first order following an emailed testimonial to:

testimonials@uppermidwestgourmet.net

Some questions to consider when writing your testimonial:

Why do you buy from UMG? What does UMG do better than your other distributors? Why do you choose Flamenco Fair Trade Organic Coffee for your café? Why do you buy Eco conscious supplies from UMG? How can UMG improve as to better serve you in the future?

Go to <http://uppermidwestgourmet.net/certifications/> to see other customer testimonials.

Roast Degree

By Jesse Grote

First and foremost, thank you to all who have given us an opportunity to service all of your coffee needs! We are grateful for your business and eager to assist with just about anything! Feel free to give us a call at any point to ask about Gold Cup Certification, coffee bag private labeling and private blend creation, or just to talk coffee!

(612)728-7208 or jesse@uppermidwestgourmet.net

I wanted to take this opportunity to address a perceived area of confusion. Admittedly this is an industry that takes great liberties with regard to the use of subjective terminology. For instance, our buddy Starbucks has their bizarre drink sizes where “tall” is actually the smallest size they have, and a “Caramel Macchiato” is

actually a vanilla latte with a touch of caramel DaVinci and a crown of caramel drizzle rather than a demitasse of espresso with a dollop of foam and a touch of flavor. Nonetheless, it’s the same industry that uses phrases like “deep roasted” and “well roasted,” and that uses the term “Viennese” to describe almost anything. So... the following is an explanation of the degrees of roasts employed by Flamenco Organic Coffee Co. and the Quarry Microroasters. In the absence of Agtron numbers to describe roast degree, these are the most universally accurate that we have encountered.

City Roast: Our lightest roast available. The coffee is guided carefully and slowly through the first crack, allowed to expand and the bean surface to smoothen, and then ended. Certain coffees’ bright acidities are

Please see *Roast Degree* on page 4

Introducing UMG's new guy, Alan Erbach from page 1 development from the best. They'll probably put me to work with graphic stuff too.

Soon, you can expect the very best product and service from me. Until then, I'll be looking over Jesse's shoulder, drinking lots of coffee and finishing my initiation by pushing the dumpster around the building. I'm looking forward to working with you!"

Roast Degree from page 3

preserved and the widest range of nuance is perceptible. This is by anybody's definition a light roast.

Full-City Roast: The coffee achieves a City Roast and proceeds sluggishly into the very opening stages of the second crack. Most bright notes are still available and a coffee's body and sweetness are intensified by the further caramelization of sugars. Most would call this roast light, some may lean toward medium.



City Roast – Our lightest roast available



Full-City Roast, most would call this a light roast, but some may lean towards a medium.



Vienna Roast, consider this roast medium to medium dark.



Dark-Vienna Roast, the coffee completes 65% of the second crack and a distinctly "carbony" element comes into play in both flavor and aroma.



French Roast, dark, dark, and more darkness



"Imagine a perfectly marbled porterhouse thrown into a volcano, then extracted, Sawzalled and eaten."

Italian Roast, the quote above says it all.

Vienna Roast: A Full-City Roast is achieved, albeit a tad quicker, and the coffee is allowed to propel itself 12–15 seconds into a roaring second crack. The natural flavors and aromas of the bean begin to meld with the aromatic and flavor attributes of the roast, often resulting in a somewhat diminished brightness of acidity and a more "classical" taste profile, although many nuances are still obtainable. Consider this roast medium to medium dark.

Dark-Vienna Roast: The coffee completes 65% of the second crack and a distinctly "carbony" element comes into play in both flavor and aroma. The level of nuance available to the coffee at this point, due to the carbonization of olfactory compounds, is pretty much limited to the caramel family, including chocolate, molasses, brown sugar, etc. and perhaps some deep fruitier tones such as cherry. The bean's surface is crimson and oily and only certain aforementioned large coffee chains would disagree that this is a dark roast.

French Roast: The second crack is essentially complete, bean expansion is at its fullest and the surface of the bean glistens with its essential oils, poised and ready to deposit them all over the inside of its bag and your grinder. Only fairly dense beans or hard beans can properly handle this degree of roast without becoming utterly worthless. A full-body, an oily mouth-feel and the ever-popular "roasted" attributes are in control in the cup. Dark, dark and more darkness.

Italian Roast: Imagine a perfectly marbled porterhouse thrown into a volcano, then extracted, Sawzalled and eaten.

Word from the Warehouse from page 2

to obtain the results that he is placed there to get."

"They call it coaching, but it is teaching. You do not just tell them it is so, but you show them the reasons why it is so and you repeat and repeat until they are convinced, until they know."

"I think you've got to pay a price for anything that's worthwhile, and success is paying the price. You've got to pay the price to win, you've got to pay the price to stay on top, and you've got to pay the price to get there."

"The harder you work, the harder it is to surrender."

And finally "You defeat defeatism with confidence.

The man who is trained to his peak capacity will gain confidence. Confidence is contagious, and so is a lack of confidence."

I hope this helps put some starch back in your britches or at least puts a smile on your face. Tomorrow is another day and we can tackle it together.

Now get out there and sell some coffee!

Reflection on 15 years of Upper Midwest Gourmet

By David Chall

Wow, time flies. I've now finished off my 15th year at the helm of Upper Midwest Gourmet. Through the years I've had the opportunity to travel all over the world and meet some outstanding people from all walks of life. I want to thank every customer and supplier that has been a part of this great adventure. I truly am blessed to be able to make a living doing something I enjoy and working with you all. Café owners are a Mötley Crew of adventurers and I can't imagine how different my life would have been if I'd have stayed behind that desk at Norwest bank (as my professional career began). Finally, I

want to thank all my staff here at UMG. I'm humbled everyday by the sacrifices they make to help this company achieve success. Each one of them adds a bit of themselves to every order that goes out the door in hopes of making yours and mine a better day. So we embark on our 16th year with much optimism, this great new Brewsletter format, three new staff members and a question to all of you: I did a poll on our website last month asking you all to vote about Upper Midwest Gourmet's proposal of switching to a 4 day work week. While there were not enough voters yet to make my

Please see *Reflection on 15 years...* on page 6

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Motto

"Every Drink Matters!"

We're on the Web!

Visit us at:

<http://UpperMidwestGourmet.NET>

Reflection on 15 years... from page 5

decision final, all but one were in favor of the proposed change (the sole "maybe" vote was me testing the system). For those of you who have not voted, please take a moment to go to the website and cast your vote. You can see the reasons behind the proposed change but I'll summarize our plan here briefly: UMG's office hours are currently 9am - 4pm Mon-Fri. We would change our hours to 7am - 5:30 pm Mon-Thur. This would make us an even greener company by allowing us to cut utility, fuel and labor costs. It would also help offset price increases and conserve energy. Our office and warehouse staff would have more time with their families providing them with a 3 day weekend. Our will-call customers would have more convenient morning and evening hours to pick up orders. And finally, it allows us more time to pack orders that ship out each day. Your sales reps would still be available via their home offices and cell phones and they would also use Fridays as a day to go out and visit with you all. So take the poll and let me know what you think. Thank you all again for a great 15 years, I'm looking forward to many more together!

Cheers!

David Chall

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Upper Midwest Gourmet is a one-stop, wholesale distributor of specialty food service ingredients, Flamenco fair trade organic coffee, Italian gelato Ingredients and equipment, hundreds of other gourmet beverages and foods, café equipment and machines, and environmentally-conscious supplies like cups, napkins, and eco-sleeves.



Beverages & Foods:

- **Bakery & Confections** – *Ghirardelli, Lindt, Marich, Nikola's, Quick's, & Sweet's*
- **Blended Drinks & Smoothies** – *Frost Bite, Big Train, Cappuccine, Capriccio, Fabbri, Ghirardelli, Mocafe, Mrs. Karen's Yogurt, Rhino Naturals, & Sambazon Acai.*
- **Chai Tea** – *Big Train, Cappuccine, Enlightened Chai, Mocafe, & Oregon Chai*
- **Chocolate** – *Artista, Bristot, Callebaut, Dobra, Fabbri, Ghirardelli, Hershey's, & Mocafe*
- **Coffee & Espresso** – *Flamenco Organics, Quarry Microroasters, & Bristot*
- **Dairy & Soy** - *Mixology Liquid Yogurt, Pacific Soy Blenders, Pacific "Barista Series" Organic Milks & Almond Milk*
- **Energy & Boosts** - *Artista EnERGY Syrup, Big Train's ADD-A-BOOST, BOOSTA SHOT, Rhino Boosts, & Sambazon Acai*
- **Gelato & Ice Cream** – *Fabbri Ingredients (Bases, Pastes, & Toppings) "Imported in from Italy"*
- **Gourmet Foods & Soups** – *ProBar, Castellino Gourmet Vegetables & Pacific Natural Foods Soups*
- **Organic Products** – *Flamenco Organics, Mocafe, Numi, Oregon, Pacific Natural Foods Soups & Soy Blenders, & Sambazon Acai*
- **Seasonal Items** – *Big Train, Cappuccine, Filtron Cold Press, Marich, Mocafe, & Mountain Cider*
- **Syrups** – *Artista, Baristella, & Fabbri*
- **Tea** – *Numi & Two Leaves and a Bud*



Equipment:

- **Blenders, Mixers, & Juicers** – *Blendtec, Eurodib, Laranzato, Vita-Mix, & Waring*
- **Coffee & Espresso Grinders** – *Bunn, Curtis, Ditting, Grindmaster, & La Spaziale*
- **Coffee Brewers & Airpots** – *Bunn, Curtis, & Grindmaster*
- **Espresso Machines** – *Astra, La Marzocco, La Spaziale, Laranzato, & Nuova Simonelli*
- **Gelato Equipment** –
 - **Batch Freezers** – *Bravo, Carpigiani, Corema/Stoelting, Frigomat/Taylor, & Technogel*
 - **Display Cases** – *Carpigiani, IFI, ISA, Oscartielle, & Sevel*
- **Ice Makers & Freezers** – *Continental Refrigerator, Hoshizaki, Irinox, Masterbuilt, & Techfrost.*
- **Miscellaneous Equipment** – *BestBins, Detecto, Eurodib, Filtron, Flojet, Millennium, & Waring*
- **Panini Grills & Convection Ovens** – *Cadco, Eurodib, Mayfair & Wisco*



Supplies:

- **Bar & Counter Supplies** – *Tampers, Thermometers, Frothing Pitchers, Knock Boxes, Whipped Cream & Soda Canisters, & N2O/CO2 Chargers*
- **Cleaners & Sanitizers** – *Chloro-Tabs, CPC, DBC, Grindz, Purocaff, Stera-Sheen & TDC*
- **Cold Drink Cups** – *Big Train, Dart, & Eco-Products "Corn Oil" Eco-Green Clear Cup*
- **Hot Drink Cups** – *Eco-Products (White with Green Stripe), Insulair "EcoSmart" Triple-Wall & Solo*
- **Java Jackets** – *Eco-Sleeves "Biodegradable Foam" (Black or Green) & Original Java Jacket "Paper"*
- **Paper Stuffs & Drink Accessories** – *Bakery Tissues, Beverage on the Move (*beverage & food carriers), Coffee Filters, Cruzin Caps, Eco Paper Soup Bowls (Map Design), Eco Stir Sticks, Eco Straws (wrapped and unwrapped), Eco Clamshells, Xpressnap Napkin Dispensers, XpressNapkins & Mainstreet Paper Towels*
- **Sugars & Sweeteners** – *Equal, Honey, Organic & Fair Trade Sugar, Raw Sugar, Splenda, & White Sugar*



How to Order from Upper Midwest Gourmet...

There are 3 very simple ways to place an order and have it shipped to you ASAP:

1. Call the office at 612-728-7208 and place your order with one of our friendly employees.
2. Go to <http://uppermidwestgourmet.net/order-form/> and place your order using our online order form.
3. Call or E-Mail your regional Sales Manager and ask to be put on a weekly or monthly ordering call list.

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 E-mail: david@uppermidwestgourmet.net
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Roastmaster: Jesse Grote

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 Flamenco Organic Coffee Co.
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 Quarry Coffee Microroasters
 Website/Weblog: <http://quarrymicroroasters.com>

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Roaster's Apprentice: Brandon Buckvold

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Western Sales Manager: Michael Applen

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 E-mail: michael@uppermidwestgourmet.net

Shipping/Receiving Manager: Eric Schwarz

E-mail: eric@uppermidwestgourmet.net
 E-mail Orders: orders@uppermidwestgourmet.net

Customer Service Manager: Sarah Williams

E-mail: sarah@uppermidwestgourmet.net

Shipping/Receiving Assistant: Charles Roberson

E-mail: charles@uppermidwestgourmet.net

*Next day shipping/handling with NO MINIMUMS through Spee*Dee Delivery Service available for customers in **North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, & Northern Illinois**. Enjoy free S/H on any order of \$600 or more to anywhere in our Spee*Dee Delivery territory! (Customers are responsible for monitoring the \$ value of their orders.) All orders made by customers outside of the Spee*Dee Delivery territory will be shipped FedEx ground.

A Product of Upper Midwest Gourmet
 PHONE (612) 728-7208 www.uppermidwestgourmet.net
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Seasonal Products Offered by Upper Midwest Gourmet



Mountain "100% Pure Spiced" Apple Cider

*(4/64oz jugs per case) *pump included*

Mexican Spiced Hot Chocolate:

Mocafe "Aztec Ancho Chili" Chocolate *(Bulk 4/3 lb)*

Mocafe "Azteca De Oro" Original *(Bulk 4/3 lb, Retail 12/14oz cans, & Single Serve 100ct)*



Big Train Seasonal: (Steamers or Blended)

~ Maple Vanilla Latte, Peaches 'n Cream, Peppermint Candy Cane, Pralines 'n Cream, & Pumpkin Spiced *(Bulk 5/3.5 lb bags per case)*

Big Train Seasonal Chai:

~ Gingerbread Chai & Dutch Apple Chai *(Bulk 4/3.5lb bags per case)*

Big Train "Vivaz"

~ Horchata *(Bulk 5/3.5 lb bags per case)*

Brand New for the Holiday Season! "Happy Holidays" 16oz Insulair Triple-Wall Hot Cups! Limited time seasonal offer and limited stock available, so please Pre-Order yours today!



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Gingerbread



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~ **Egg Nog** (Rhumba), **Baba** (Rum Cake), **Rum Raisin**, **Zuppa Inglese** (rum soaked triple layer cake with layers of fruit, chocolate and custard), **Green Apple** (Add Fabbri caramel sauce for a perfect Caramel-Apple Gelato), **Chocolate Orange**, **Peach**, **Pear**, **Chocolate Cinnamon**, **White & Green Mint**, & **Marrons Glaces** (Fauchon selects the finest variety of Italian chestnuts from Torino. With great care the chestnuts are poached in vanilla sugar before they undergo a second sugaring process which takes twenty days to complete. Fauchon only uses the finest Madagascar vanilla beans to create this quintessential French confection. This is how they are prepared and sold in a great shop in Paris. Fabbri has recreated the flavor of this by doing the same ingredients, but turning it into a paste. Makes a delicious Gelato. Perfect for the Fall and Winter. Very rich and decadent.)

***Don't forget with the cooler weather to order your chocolate confections now!**

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