

# Brewsletter – Vol. 37

## Spring 2009

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## Here Comes the Sun!

By Sarah Williams

As spring approaches, you may find an increasing number of your customers looking to adjust their daily routine in order to obtain that “beach body”. April rolls around and all of a sudden they are trying on swim suits and considering going to the gym. Particularly here in the Midwest, we hibernate. It's ok, we all do it. But here comes the sun, and if you're anything like me, you're ready to see green trees and blue waters (swimwear in tow). So, consider suggesting some menu items for that healthy, active outdoor lifestyle we all hope to have during the few months weather permits. Here are a few suggestions:

*Brazilian Superfruit! Zola Acai Smoothies and Juices.*

A little Acai berry goes a long way. Packed with free-radical fighting antioxidants and healthy omega fatty acids to improve the quality

of your skin and hair, Zola products are refreshing, sweet and rewarding. Zola includes organic guarana to provide a natural, sustained energy boost and blends other Brazilian fruits that provide immunity boosting nutrients. A bulk smoothie mix is available to prepare in your blender for an icy treat and ready-to-drink bottles provide a quick and easy way for your customers to snatch a vitality boost on their way to the office. Ask any UMG employee more about Zola Acai today!

*Whole food Meal Replacement: Probar:*

Made from whole, organic, raw foods, and 100% vegan, Probar is a natural alternative to other nutrition bars which contain unrecognizable, hard-to-pronounce ingredients. Not only are these creations nutritious, but also they actually look appetizing! Just to top it off, they taste

delicious, too! With a variety of flavors Probar is able to appeal to anyone looking for “real food, quick” from a coffeeshop. Let me tell you, that is a feat to be noted.

*Coffee and espresso... cold:*

Even hot weather can't stop the coffee drinker from their fix, but if someone wants a cooler version of their favorite drink, cold press coffee does the trick! Using our Filtron system, you can get a cold brew with the same coffee beans without worrying about a weak cup like you would with “coffee over ice”. This concentrated brew has all the flavor and fullness of hot coffee with none of the extra body heat. Perfect on its own or topped off with soy milk, this tasty cup is a guilt-free caffeine kick. Last but not least, espresso drinks still do the trick on ice, so experiment with some cold drinks for your hot days and await the grateful customers.



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Zola Acai Juices & Smoothies

## A Word from the Warehouse

By Eric Schwarz

Don't forget to order your chocolate confections now. The temperature outside is rising and we can't ship your favorite square,

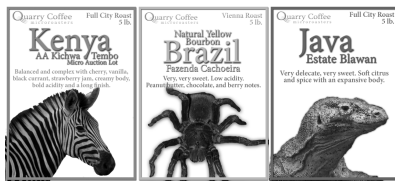
truffle or bean when the temperature gets over 75 degrees. Also, the busy season is upon us. Don't forget guaranteed same-day shipping

for orders before 11am. After 11am, we try but can't guarantee that your order will be to you next day. Have a great summer and good luck!

# Our New Look, Your New Look!

By Alan Erbach

New coffee origins are just the beginning to the massive changes at the roastery. Coffee customers who have ordered from our Quarry Microroasters collection may have noticed a new look. We've decided to re-brand the visual design of the labels. By changing these images, we hope to bring our Quarry coffees "out of the dark" and into your airpots. You can continue to expect some incredibly tasty coffee from Quarry; it may just look different than before. Ask your sales rep for a complete listing of our Quarry coffees or for some recommendations.



As we redesign ourselves, we'd like to remind you how you can redesign your own image. More than ever, we have been creating custom retail labels for our coffee customers. Our designs are used for 12 or 16 oz. retail options, fund-raisers, gifts, and more.

We have the technology to print high-resolution, full-color images and apply them to different style bags. Identify your coffee to be as specific as the estate it came from, or exclusively as "Your Cafe's Blend".

Start by sending your company's logo, a family photo, or your own 3 x 4 inch label. Talk to a sales rep about how you can help sell your own image on custom bags of coffee.



Examples of private labels

## Time to Sanitize Your Gelato and Ice Cream Equipment

By Michael Applen

With warm weather on the way, now is the time to get your gelato and ice cream equipment cleaned up, sanitized, and make sure that all old milkstone is removed. I recommend our new "Eco" Sanitizer Stera-Sheen "Green Label."

Stera-Sheen is a specialty sanitizer and cleaner for gelato batch freezers and display cases, soft-serve ice cream and shake machines, Granita, smoothie, and iced cappuccino machines, blenders and blending equipment, iced tea brewers and dispensers, all removable parts

and utensils, and all food contact surfaces. Stera-Sheen does its job quickly and well. When it is exposed to a soiled surface, it removes the soil, checks bacterial odors, and kills any bacteria. Milkstone and mineral deposits will not reappear when STERA-SHEEN Green Label is used daily as instructed. Many leading frozen dessert machine manufacturers recommend Green Label!

**"Equipment properly cleaned and sanitized by STERA-SHEEN will meet and exceed local and federal health agency standards!"**



## Stepping back in time can be a good thing!

By Kevin Selig

Espresso purists rejoice! The Manual Lever espresso machine is back on the street causing heads to turn and beefy arm muscles. This machine is creating more smiles per hour than ever before. Rancilio, one of the most popular names in espresso machines, has introduced their new line of Lever espresso machines, The Class 6 Leva. Can you say SWEET? Not only does this machine force you to stare, it's a dream to work on. With its classic design and robust materials, this unit is designed to do one thing and one thing only; pull an awesome shot of espresso.

You can review a spec sheet on our web site for more detailed info. The Leva is available in 1-4 group models. There is no vibrating pump, heat exchanger, back flush, or digital keypad on a lever machine so other than replacing a few gaskets here and there, the machine should be virtually maintenance free. This is a benefit to you

by reducing the amount of times you have to say hello to (and pay) your service company.

Some of the UMG staff were fortunate enough to experience the operation of this sweet machine for 3 days straight at the WI Restaurant Association's 2009 Expo in Milwaukee a few weeks ago. All I heard throughout the show was, "oh baby, get out of my way, I got this drink." I began to burst with pride as I watched the manual Leva produce a perfect shot of espresso. I can't describe the feeling of standing in front of a Leva, pulling down the lever, holding it for approx 3-5 seconds, slowly releasing the lever and watching it return to its upright position. You get the chance to actually enjoy the time you have to watch your reward slowly extract into your vessel. You might even be heard saying out loud, "#&%@, is that not the prettiest thing you've ever seen?"

It's a sight to be seen and an experience to behold. This machine can turn a barista into a purest. It's a shame Starbucks didn't go this direction instead of to super autos a few years back. I guarantee you'll never see one of these at McDonalds and even seasoned Baristas will ask you about your Leva.

The Leva espresso machine was the hit of the show. So much so, that three of UMG's customers are now proud owners of Leva's and have reported a new found love for espresso from their baristas and customers. The Leva is also priced right so it won't break your bank. We're already sold out, but the boat is on its way with more. We should have another Leva machine in our showroom soon if you want to stop by and play. I hope you get a chance to pull one of our Leva's soon.

## Amazing “Mixybar”

By David Chall

As many of you know, we are the master importer for the Fabbri Company in Bologna, Italy. We've been importing their Gelato, Pastry and Cappuccino Syrups for a little over 4 years now. We've also begun stocking their bar mixes and Granita supplies. Why stock the bar mixes? Well, if you make Italian sodas like all the bars in Italy and most cafes in America, you need a high-quality, powerful mix designed to flavor the drink without using 2-3 ounces of syrup. If you're using your cappuccino syrups, it is costing you almost twice what it should to make a soda that quite frankly, isn't as good as what it would cost to use our Mixybar products from Fabbri. The Mixybar products are made with up to

60% pureed fruit, are shelf-stable, and will cost you half the price of most cappuccino syrups when making Italian sodas.

Along with Mixybar, we have an incredible Neutral Granita base from Fabbri, Granitina. You can load the Granitina neutral base into any Granita machine and flavor each drink right out of the machine. You'll have an endless amount of combinations out of one Granita machine. The cost of the Neutral Fabbri Granitina makes it a winner because you can make a great profit on every drink!

Combining Mixybar and Granitina gives you're a great one-two punch on

some really profitable summertime drinks.

We'll be mixing all these up at our Open House on May 15<sup>th</sup>, but if you want to try it for yourself sooner, just stop on by anytime.



## New and Exciting from the Roastery

By Jesse Grote



We at Flamenco Organic Coffee Company couldn't be more proud to have burst onto the scene with the fervor and excitement we have recently experienced. If you are not yet familiar with the Flamenco differences, please allow us an opportunity to introduce ourselves. We source, critique, profile and roast-to-order the finest Organic Fair Trade coffees available. We pride ourselves on offering one of the very largest selections of FTO coffees anywhere. Seriously, anywhere. We operate as socially- and ecologically-sound as humanly possible...from our championing of the Café Femenino foundation and the subsequent support locally of

the Harriet Tubman Alliance, to the solar-powered roasting facility, to the numerous eco-friendly cups, java jackets, straws, napkins and coffee accessories we offer, it is clear that the well-being of our planet and the inhabitants thereof are on the very same level of importance as the quality of our beans, which is saying something. We are perhaps the only roastery anywhere to employ not one, not two, but three SCAA certified Gold Cup Technicians, ensuring that you, as a Flamenco customer, have access to the finest information available on coffee brewing excellence.

We do not merely wish to sell you a bag of coffee. We want to sell you a bag of coffee, and then provide you with all of the necessary means to produce Gold Cup quality coffee in your café, coffee shop, drive-through, restaurant, gas station, etc. We provide some of the finest, fastest and most affordable options available for the private labeling of retail coffees and the institution of retail coffee-fundraising programs. In times of economic turmoil for many of us, Flamenco is hiring and training more coffee professionals to better serve you. We are

winning awards. We are clean-sweeping coffee competitions. We have been noticed on the big stage. Are your customers asking for a more globally-conscious approach? Are you looking to brand yourself, stop advertising your roaster and start advertising your own café? Are you wishing that just maybe somebody else would take a crack at designing that special house blend to your specifications you've been dreaming about? If so, let us know. Give us an opportunity to win your trust and we're confident you won't be disappointed.

The next two pages are dedicated to introducing you to some new and exciting Flamenco coffees we have now in stock!

Please enjoy!



## NEW AND EXCITING FROM THE ROASTERY

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*Flamenco Fair Trade Organic Rainforest Alliance Certified*  
**Sulawesi Petani Kopi Toraja**

An Organic Fair Trade gem from a unique location. Sulawesi, formerly known as Celebes, is an amoeba-looking little Indonesian island east of Sumatra and northwest of Australia. While similar to Sumatran coffees in many ways, this lot from the Toraja region is peculiar and a near-certainty to delight.

**Roast Degree:** Full City (light to medium-light)

**Aroma:** Chocolate, nutty, slightly vegetal

**Body:** Thick, viscous and syrupy, yet undeniably smooth

**Acidity:** Almost non-existent. As mellow as they come.

**Finish:** Resonant and pleasant.

**Notable Characteristics:** This coffee's main selling points are the combination of lack of acidity and colossal body that feels more the consistency of a 2% mocha than a cup of black drip coffee. It gets you in the middle with non-obtrusive nutty flavors and continues with delicate wisps of vanilla. One keeps waiting for the oft-musty and damp Sumatran earthiness to make itself known, but it never does. This is a great coffee and a proud addition to the Flamenco line. It works well as a special offering, part of a rotation, a daily light roast or even a single origin espresso. Get this one while it's hot, folks. It's disappearing like crazy!



*Flamenco Fair Trade Organic*  
**Timor Maubesse CCT Cooperative**

Yet another Organic Fair Trade pearl of a find from Indonesia, west of Papua New Guinea and east of Java. In the wake of East Timor's newsworthy political upheaval, they actually rely on coffee production for a considerable portion of their exports and livelihood and have experienced many noticeable and tangible benefits from Fair Trade premiums. The Cooperativa Café Timor (CCT) has a 100% OCIA certified organic production, utilizes Maubesse and Aifu varieties and grows between 800-1500m elevation.

**Roast Degree:** City (our lightest available roast)

**Aroma:** Light floral and brown sugar

**Body:** Light to medium and silky-smooth

**Acidity:** Crisp, sparkling, polite

**Finish:** Sweet and sluggish

**Notable Characteristics:** Very mellow, yet packs a decent tang. Primary nuances include a very light floral and honey.



# *Flamenco Private Reserve*

*The Finest Fair Trade Organic Coffees On Earth*

We are proud to introduce our newest line of exceptional Organic Fair Trade coffees that eclipse all others in overall cup quality and rarity. Flamenco Private Reserve includes FTO auction winners, Fair Trade Cup Of Excellence winners and high submissions, Organic Showcase coffees, prized small estate crops and Cup of Excellence competitors that happen to be FTO. While many make similar claims, the coffees wearing the label "Flamenco Private Reserve" are truly and without a doubt the finest certified FTO coffees in existence. They have received the highest cupping scores, fetched the highest auction prices and been the most sought after. Many of these coffees are so rare that they are limited to exclusively Flamenco Organic Coffee Co., or just us and another handful of roasters world-wide. Beware that these offerings are of an extremely limited quantity, so once they're gone, they're gone. Make your inquiries today! Be sure to get on our email list so you can be among the first to be notified when new Private Reserves become available!

## *Flamenco Fair Trade Organic Private Reserve*

### **Brazil Sul De Minas Competition Lot: Paulo Cesar Afonso**



This delightful Brazil was the 4<sup>th</sup> highest scoring coffee overall in the first Brazilian Fair Trade Competition, and one of just a few that were Organic. The beans are meticulously sorted and free of defect. Only two roasteries anywhere were able to get their hands on this bean, and we happen to be one of them.

**Roast Degree:** Full City (light to medium light)

**Aroma:** Blueberry and Hazelnut

**Body:** Smooth and buttery

**Acidity:** Sweet, refreshing and citric

**Finish:** Resonant and sweet

**Notable Characteristics:** A very multi-dimensional flavor profile with both dried and ripe fruit, savory hazelnuts and sugarcane.

## *Flamenco Fair Trade Organic Private Reserve*

### **Peruvian Oro Verde, Microlot #4: Anders Soveron**



Our coveted FTO Peru Microlot is part of an exclusively FTO auction put together by Intelligentsia in Chicago. This is an exceptionally high-scoring coffee that is vacuum sealed in 25lb mylar bags rather than burlap to preserve its unique character. This is one of the best french-press coffees I have ever had and we are unspeakably proud to be perhaps solely offering this coffee to the FTO consuming world.

**Roast Degree:** City (our lightest available roast)

**Aroma:** Vegetal, green pepper, exotic spice

**Body:** Medium, as smooth as it gets

**Acidity:** Very bright and nippy

**Finish:** Long and dry, yet sweet

**Notable Characteristics:** Dominating flavors of brown sugar and caramel despite its light degree of roast. Subtle floral. Lovely and intriguing spiciness. Currents of ripe stonefruit.

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## Upper Midwest Gourmet

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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.”

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## Upper Midwest Gourmet Open House, Party, & BBQ Friday, May 15<sup>th</sup> 2009 (3pm – ?)

Come on out to UMG and party with us to celebrate what is hopefully the beginning of the summer rush, or for you colleges, time to have a beer and relax now that your season is coming to an end.

The party is a chance to come and meet all the folks you speak to on the phone each week, tour the facility, see all the many products we have to offer, get a roasting demonstration by our Roastmaster, and just have a great time with many other café owners from around the Midwest.

There will be BBQ, beverages, gelato, music, and fun. We'll get all the orders packed and shipped out, then shut down business around 3pm to fire up the grill and get the festivities rolling.

Bring your family and friends for a good time. We'll keep the party going until we fry the kegs!

**Please RSVP to:**

[bbq2009@uppermidwestgourmet.com](mailto:bbq2009@uppermidwestgourmet.com)

**Or call us @ 612-728-7208, so we know how much food to buy.**

**Thank you.**

