

# Brewsletter – Vol. 39

Fall 2009

Upper Midwest Gourmet / 1901 Traffic St. NE, Minneapolis, MN 55413

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## It's officially Fall!

By Sarah Bailey

...and the beginning of the holidays. Which means, great opportunities for new drink recipes. As the leaves start changing consider trying our Mountain Cider with caramel or butterscotch for a "hot apple pie" drink. Also, chai is a year 'round seller but expect an upswing in your sales and consider trying our Big Train gingerbread chai. We have a variety of brands including Enlightened, Big Train, Cappuccine, Mocafe and Oregon so try one today and see what you like best!

Don't forget, Halloween brings around those cute little trick or treaters so consider stocking up on

Ghirardelli chocolate squares or Quick's Cappuccino lollipops.

As the season progresses keep in mind we have a variety of seasonal flavors available in syrups and powdered products. For instance, consider gingerbread, eggnog and pumpkin pie syrups for those holiday lattes and Peppermint, Pumpkin Spice and Maple Vanilla Big Train powders for those avid frappe fans! As always we have cruzin' caps in festive themes such as pumpkins, reindeer, maple leaves and thanksgiving to top your drinks.

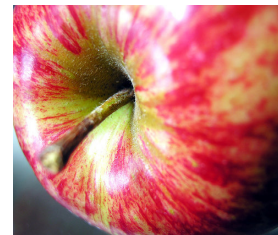
Gelato Makers, we have limited supply of Walnut, Maron Glace (Candied Walnut), Baba (Rum Cake), Cassata Siciliana (Candied Fruit Cake), Leche Merengata (Cinnamon paste with little chunks of Meringue) and Rum Raisin in stock for the holidays. Don't forget to rotate in other seasonal varieties like: Cinnamon, Black Licorice, Green Apple, Pear, Zuppa Inglese, Chocolate Cinnamon, Chocolate Pear and Chocolate Orange.

Remind those customers that the holidays are a time to celebrate.



### Inside this issue:

How well is your.....	2
Create your own lingo...2	
Gelato Seminar.....	3
More than just.....	3
Flamenco News.....	4



*Autumn Apple*

## A Word from the Warehouse

By Eric Schwarz

Just wanted to let you know we still have a few square feet left in this old warehouse that we are looking to fill. But beware, space is filling fast. We just added the Enlightened Brand Smoothies and Chai Teas, 14 flavors in all. Two Leaves and a Bud and tasty Marshmallow Munchies. Deep River Potato Chips 1oz, 2oz and 5oz sizes (Best Chips I've ever eaten, and I eat a lot of chips).

Eco Forks, Knives and Spoons. Zola Acia ready to drink cocktails and smoothies. Lots and lots of new Fabbri Gelato Ingredients. Some are seasonal and some new, you must try the new Dark Chocolate Fondente/Truffle! Did you know we have the gelato cone cups back in stock? We also have Hemp Milk: Vanilla and Plain. Not to mention all kinds of new coffees from around the world. And don't forget 7 great flavors of Wally

Biscotti, try the new Ginger Binger. What would you like to see us carry? If you want it, maybe we could stock it. Let us know when you place your next order, or talk to your sales person the next time they stop by or call. Feel free to ask about any of these great new products featured here in my article and ask for samples. We're here to serve you and make this world a tastier place to be. Until next time, Peace & Love!

## How well is your business doing? Take a Self-Test.

By Kevin Selig

These days with all the trouble in the financial world as we know it, you have to step back and ask yourself how well your business is really doing. The coffee café market seems to be getting smaller in these tough times as many businesses close their doors. You can choose to be scared and follow suit or you can tighten your belt and look for ways to take advantage of a more competitive, smaller market. What are you doing to improve your business position in your market?

Ask you yourself some of the following questions. Answer honestly and see what areas you may need to take action to put yourself in a better position and take advantage of the times instead of letting them take advantage of you.

### Café Image:

- What value do you place on the image of your café in your market place?
- What areas of your café do you see the need for improvement?
- How do you ensure your name stays in front of your customers & prospects?
- What are you currently doing that causes your customers to return?
- How would you score your customer service on a scale of 1 to 10?
- What value do you place on your employees?
- Do your employees “buy into” your café’s mission? Do they promote it?
- Do you still enjoy your job as you did when you began?

### Product Offerings:

- Are your high quality products recognized by your customers?
- What steps are you taking to ensure that your offerings are current?
- How do you determine what products and services to offer?
- When choosing products, what value do you place on the brands name?
- Does the price of a product or its quality effect your decision to use it?
- Do you successfully use “Point of Sale” material to promote your offerings?
- How important are market trends to you? Does this effect your product choices?

### Supplier/Vendors:

- What do you look for when choosing a supplier?
- What value do you place on the relationships you have with your suppliers?
- How important is the image of your suppliers in the market place?
- Does your relationship with your current suppliers cause you to refer them to others?
- What value do you put on the skills and knowledge of your suppliers?

### Training:

- How would you rate your current training program?
- Are you 100% confident in your baristas skills, knowledge and techniques?

- What are you doing to ensure that your baristas skills are and/or stay current?
- Do you encourage or discourage growth in your employees?

### Coffee Related:

- What do you like best about your current coffee roaster and offerings?
- How are you currently promoting your current coffee offerings?
- Is the current trend of Fair-trade Organic coffee important to you or your mission?
- How much do you rely on your roaster for coffee suggestions?
- What value do you place on the image of your current coffee roaster(s)?

These are some pretty serious but healthy questions you may need to ask yourself or staff. The most important thing to remember is that you are in a business of service. How you serve your customer will ultimately determine how well your business is doing, and maybe even determine if you stay in business?

The Staff at Upper Midwest Gourmet is always eager to do whatever we can to ensure you are successful so please do not hesitate to take advantage of our experience and positions in the industry. We are always ready to help.

The Upper Midwest Gourmet crew thanks you for your continued support and patronage.

## Create your own lingo and stick with it.

By Michael Applen

Branding your café and your drink offerings with your own terms will improve your sales and customer loyalty. Obviously, we all know that Starbucks uses their own terminology with regards to their drinks and sizes (even their coffee roast degrees they use are Starbucks created).

This is something that all independent cafes can learn from. Coffeeshops should use their own names for everything they offer. Use local points of interest or popular names and always keep it fun.

When a customer comes into your café and loves the frappe you made for them, there is no reason to call it “Big Train” Mocha when you could call it “Café Chocolate” Mocha (for example). If a customer loves your “Café Chocolate” Mocha they will always come back to your café to get one assuming that there is nowhere else that they could find the same drink. Self branding is easy to do and with a little creativity can really excite your patrons and keep them coming back for more. Keep in mind that as long as you

promote your offerings as your own brand, no one will need to know otherwise. You can always use the brand names of the products you get from us, like Ghirardelli and Flamenco to promote branded high-quality products, but using your own names will always do well to keep your customers coming back to your shop and not your competition. Remember, Upper Midwest Gourmet and Flamenco can even private label your coffee if desired.

## UMG & Fabbri - Halloween Gelato Seminar

By David Chall

We've had many requests for another gelato seminar. Now that business appears to be getting back to normal for most of you we thought this was a great time to host another. Now is the perfect time to start planning and getting financing together for a Spring startup.

Come to UMG on Friday October 30<sup>th</sup> @ 1pm and see all that Gelato can offer your business.

Fabbri will be sending Pastry Chef Tom Treischmann to co-host the event with us. We'll go over what type of equipment you'll need, simple and artisan gelato preparations and have some fun with seasonal gelato



ideas (beware of the Gelato Brain!) Already making gelato? Feel free to come over to meet Tom and pick his brain (not just the gelato one....getting curious aye?) and find new ideas for spicing up your gelato display.

Space is limited so please RSVP to [david@uppermidwestgourmet.com](mailto:david@uppermidwestgourmet.com) and reserve a spot.

## More than Just Coffee!

By Alan Erbach

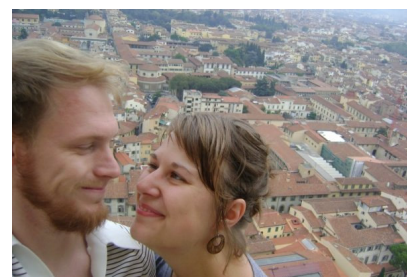
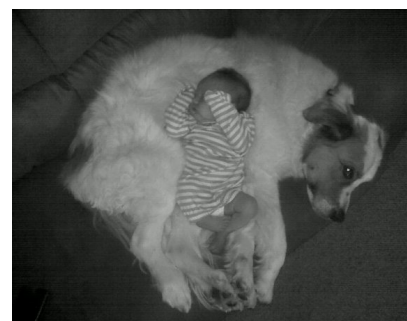
You might think the boys in the roastery are serious nearly all the time, what with their awards and years of training...you'd be wrong though! The roasters seem to be keeping themselves quite busy these days!

This time around, the big news in the roastery is all about the roasters and not about the coffee! Flamenco Roastmaster Jesse Grote and his fiancée Brier Petersen became proud parents of Elliot Hokanson Grote on September 15<sup>th</sup>. This 8 lb., 14 oz. boy is their first of probably dozens of children, and is already a Packers fan. Elliot, Brier, and Jesse are all healthy and at home in their newly purchased house. Jesse and Brier couldn't be

more proud of Elliot, and UMG couldn't be more proud of them!

Around the same time, Flamenco Roaster Alan Erbach became engaged to longtime girlfriend Kayla Jurrens. He recently flew Kayla out to Milan and Florence, Italy for a few days of great food, wine, and experiences. The engagement was a long time coming, and they hope to celebrate their marriage next summer.

So what's next? Jesse buys a boat? Alan shaves his beard? Elliot takes over the roastery? Regardless of what happens, the fellas are excited to continue their pursuit for the best coffee town!



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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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## FLAMENCO NEWSLETTER

### DELIVERED OCCASIONALLY TO YOUR INBOX

Many of you have noticed the presence of the occasional coffee rag in your inbox.

For those of you who haven't, we highly recommend that you subscribe to the Flamenco Organic Coffee Co. irregularly periodic coffee newsletter. We'll keep you up-to-date on important events in the roastery like the availability or lack thereof of offerings, new and exciting origins and blends, things you should try, seasonal specials and so on. We'll also keep you apprised of relevant roastery events like the behavior-related demotion of

roaster apprentice Alan Erbach.

We are all part of a community of coffee professionals at many different levels and should all be up-to-date on the same stuff. From retail to wholesale, roasters, baristas, owners, managers, the dude that scrubs the toilets, home roasters, random coffee fanatics...

I think you get it. Point is, subscribe to our newsletter by sending an email to:

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

You'll get some worthwhile info as well as an open invitation to

send us coffee related stuff that you deem worthy of sharing with the group!

We promise not to abuse your precious email account.

We do, however, ask that you take a moment to recognize the irony of using this newsletter forum to recruit members for yet another newsletter. Clever, huh?

-the Roasters Jesse and Alan