

Brewsletter – Vol. 43

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It's Getting Warmer (Finally)!

By Sarah Bailey

So it's time to consider some cold drink recipes. Iced lattes, Iced mochas, cold press coffee, blended beverages and smoothies are all great sellers! Also, consider fairly simple variations of the classic, iced tea by adding various flavors, such as blackberry or vanilla. Italian sodas are also a fan favorite. They are caffeine free and come in pretty colors- so they are kid-friendly! Here are some recipe ideas from Artista!

French Vanilla Iced Tea **Berry Berry Italian Soda**

Ingredients
- 2 ounces Artista® Gourmet Classic French Vanilla Syrup
- 16 ounces Freshly Brewed Black Tea
- 8 ounces ice

Combine all ingredients in a large tumbler. Stir well. Pour over ice. Garnish with your favorite fruit or vanilla stick.

Makes 12 ounces



Ingredients
- 2 ounces Artista® Gourmet Classic Strawberry Syrup
- 4 ounces orange juice
- 4 ounces soda water
- 4 ounces skim milk
- 8 ounces ice

Combine all ingredients over ice in a beverage shaker. Give four good shakes. Pour and serve. Garnish with your favorite berries.

Makes 16 ounces



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A Word from the Warehouse

By Eric Schwarz

We are really busy this time of year. Please remember that if you need an order to ship out the day of your order please get order to us by 11am to guarantee it.

Also, if an order is urgent and placed after 11am

please let us know that you really need your product and we will do everything we can to get the order picked, packed, and out the door for you in a timely fashion.

Remember, all coffee is roasted to order, so, again, the earlier we get your coffee

orders, the better chance that the coffee will get roasted earlier and that your order will ship out that same day.

Thanks again for the business and for those that order ahead of time and are specific and clear when ordering.

Tank Goodness

By Dennis Tank

If you've got room for a small oven and a mixer, get ready to bake up a new, gooey, delicious revenue stream. Fresh profits, mmm!

UMG supplies Ghirardelli Chocolate Chips to Minneapolis's famous and beloved Tank Goodness Cookies, founded by Anne and Dennis Tank in 2005.



Now, you have the opportunity to add your own Tank Goodness Bakery, for about \$1,000 and a quick name change to Tank. Ha! Kidding. About the name change part.

Tank Goodness Cookies are flat-out the best chocolate chip cookies you've ever tasted. They're made from scratch and delivered warm (with ice cold milk) to customers, 99% of whom are corporate clients.

"Cookies?" you ask. "Grassroots chocolate chip movement!" we reply.

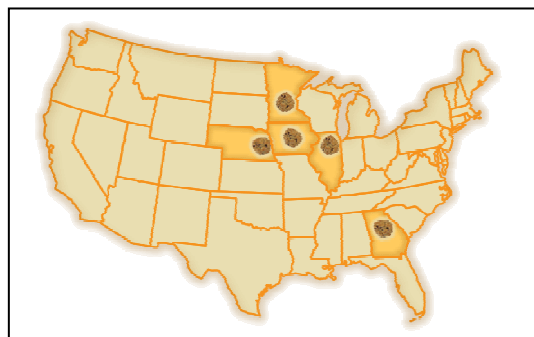
Tank Goodness started licensing just last year and has already signed seven locations across the country. The Tanks offer one license per city, so that no Tank Goodness ever competes with another. Each licensee receives training at Tank U, gets a page on

<http://www.tankgoodness.com>,

and purchases their packaging from Anne and Dennis.

If you're hungry for more information (rim shot) about adding Tank Goodness to your hospitality business, send Dennis an email at Dennis@tankgoodness.com.

He's staring at his iPhone right now, waiting ...



Single-Cup Brewers

By Alan Erbach

The roasters at Flamenco Organic Coffee couldn't possibly recommend **single-cup brewers** more for any coffee application. The days of instant coffee and percolators are winding down, and until a "quality" automatic home brewer becomes more affordable, we recommend paying a little more attention to your coffee-brewing process. Applying a single-cup brewing method allows the user to create a cup of coffee specifically for them, giving more control to details like water temperature, grind setting, and pace of brewing.

In the spirit of single-cup brewing, Flamenco Organic would like to remind their customers of the two devices that Upper Midwest Gourmet has in stock.



THE CLEVER – The Clever is larger in size (using a #4 cone filter), but is designed to hold 16 oz. of coffee for steeping. A gasket at the base of the Clever holds the brewing coffee until it is placed upon a cup, where it then promptly evacuates the coffee. This emulates a french press more than anything else, allowing you to control the steep time as an additional element to the brew.

THE MELITTA – The original, simple single-cup brewer, this device is formed to sit on top of a mug or cup while hot water is poured through the coffee and filter. It is made to emulate a typical brew basket, except you pour the water. The Melitta is smaller in size (using a #2 cone filter), and it tends to be a challenge to produce more than 20 oz. of coffee at a time (hence the term "single-cup"). However, you might be surprised by the quality of coffee produced.



Both of these devices are fun and intuitive to use, and help to introduce elementary concepts of brewing. However, they will require a bit more attention to the entire process. The roasters at Flamenco Organic would be thrilled to give any single-cup brewing advice to anyone willing to experiment with the Clever and Melitta!

Spring is Finally Here?

By David Chall

I think so? 2010/2011 was one of the longest and snowiest winters we've had in a long time. Lakes up north still had 3 feet of ice on them last weekend but the melt is on big time. Hopefully we can all be cheering ice out by week's end. At least our grass is already turning green and most of the rivers have been under much better flood control than the past few years.

We had the busiest year on record at Upper Midwest Gourmet and want to thank all of you again for a great year. Many customers are telling us sales are picking up on the retail side of things too. I hope you're among those who lived through the worst of the market decline and are blossoming with the spring flowers.

Meanwhile COGS are at record levels for just about every item we buy. Sugar, cocoa, coffee and dairy are all key items and the restaurant and cafe business are all part of that record price mix. Adjust your prices yesterday if you haven't already. Starbucks and all the big boys already have.

We've added a number of new products to help us all increase sales while trying not to raise prices whenever possible. Monin' Syrup, Umpqua Oats (the best selling new product we've ever added), Amoretti Martini mix, and David Rio Chai are just a few of the new brands we have in stock. New flavors of Barista Fria (Peach and Spicy Chai), and Cappuccine (Red Velvet Cupcake & Cookies and Cream) are already making a splash on the blended drink scene. Our newest espresso machine from Casadio is an amazing machine at an amazing price for those in need of an affordable upgrade.



Many of you who buy coffee from us know about the loss of the Guatemala crop last year from our friend Carlos due to the severe drought. We are pleased to announce that this year's crop is as stellar as the crop from two years ago. All 220 bags that Carlos and his family produced this year are in transit to Upper Midwest and should be ready to roast in the next few weeks. We bought everything he had for sale this year. Our success with direct relationship coffee is something we're very proud of and we look forward to finding more farmers we can partner with to ensure that the profits go to those most deserving. You're as responsible for this success as we are and again I can't thank you enough for committing to sustainability.



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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.”

The Roastery

Flamenco Organic Coffee Co.

Hello Coffee Drinkers,

Those of you who follow such matters, as well as many of you who don't, have noticed a seemingly unending rise in the commodity pricing of coffee and its natural imprint upon your roasted coffee invoices that wind up in your Inbox or taped to your delivery.

The reasons for this 30-year high are plentiful, but I believe are still fairly simple. Explanations range from weather-related decline in production to stock-hoarding to the general tenets of the economics of shortage. Topping the list, however, is just good-old DEMAND.

The global middle-class is expanding, and these folks, whether they're from India, China, Latin America or Brainerd, want good coffee.

Please rest assured, your good buddies at Flamenco are working hard to secure a piece of the specialty pie that's big enough to share with all of our friends. All we ask is for you to please be patient with us as we navigate this historically dreary situation. Before you know it, we'll all be sitting around a roaring fire, drinking a delightful Clever of FTO Kona, and laughing about that one time when we were forced to raise our prices on decaf by a quarter.

~Roastmaster, Jesse Grote



As an eco friendly, sometimes hippie dippy company some of us bike to work and we have one piece of advice, “be smart, wear a helmet.”

Broken bones heal, albeit slowly, but broken brains do not.

~ Brent Christensen
