

Brewsletter – Vol. 43

Summer 2011

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Iced Teas

By Sarah Bailey

Iced Teas are a great summer seller. We have several tasty flavors for you to choose from!



Numi Organic Tea has organic iced teas available in cases of 24 pouches; Berried Treasure, which is a Caffeine Free Herbal Blend of Hibiscus, Currants, Pineapple, Apple, Cherry, & Banana, Brrrgamot Black (Earl Grey/Orange Oil), Cool Mint Green and the classic- High Mountain Black.



Also *Two Leaves and a Bud* offers iced teas in Alpine Berry and Assam.



Cecilware Iced Tea Brewer.



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A Word from the Warehouse

What a summer so far! Record-setting humidity and heat in the Midwest and it seems like there is no end in sight.

We are working hard in this heat to continue to get you your products correctly invoiced, picked from the warehouse, packed up, and then shipped out to you.

Speedee delivery does do well to keep their trucks cool by parking them indoors at night, but when it gets this hot, even that doesn't help a ton.

For these reasons, we are currently unable to ship meltable chocolates like chocolate chips, confections, etc. We are also unable to ship anything that is

made with corn-oil, like our eco-cold cups, lids, straws, and clamshells, as we don't want them to warp in the heat.

We appreciate your patience and are working on getting more eco-conscious supplies to be added to our inventory that won't be affected by heat like the new Eco-Products Blue Stripe cold cup made from all recycled products (like soda and water bottles!)

Is Your Sugar Animal-Free?

By Kevin Selig

Strange question I know, but here is the reason for that question; I was working with a new customer a short while back, and we were discussing his need for sugar. I was excited to inform him that Upper Midwest Gourmet offers a nice line of sugar products including our Fair Trade and Organic sugars. Based on the offerings of this café, I was sure he would be excited to know this as well but then he hit me with a question. **DOES YOUR SUGAR USE ANIMAL PRODUCTS DURING PROCESSING, MAINLY ANIMAL BONE?**

Now, I need to inform you that we have been selling this line of sugar products for many years now, and this is the first time that question has ever been posed to me. I honestly did not know how to answer, nor was I aware that animal products would have anything to do with sugar processing.



So I needed to do a little research. Upon my research, I discovered that the brand of sugar we use for our Fair Trade and Organic bulk and single serve packets is indeed 100% animal-free, and in other words, 100% Vegan. I even have a document on file to confirm this.



The point to this quick question is this; do we really know where our products are coming from or how they are processed and or handled? You could ask this question for many of the items you have in your café at this very moment. The good news is, however, that many consumers are asking this same question and demanding to know the answer regarding the products they choose to offer and/or consume. There are many organizations and groups that are focused on this issue. Do a little research regarding the products in question.

If this issue is a concern of yours, I would encourage you to simply ask the question. The more we know and understand

about the products we offer, the better prepared we are to assist every type of customer that enters our business.

KNOWLEDGE IS POWER (knowledge also equals more sales!)

Upper Midwest Gourmet also offers a variety of sugar substitutes: Equal, Splenda, Stevia, agave, honey, glucose, and dextrose.

Our Flamenco Organic Coffee is one product that we are proud to be able to keep track of. We know how every coffee we offer is produced and processed, so please do not hesitate to ask, or request a sample.



Upper Midwest offers a wide variety of products. Please let us know if you do have questions on any product and we will make sure we get you any information we can.

We always appreciate your continued business and support.

Please let us know how we can further assist you with your café needs.

Numi Tea Name Updates

By David Chall

I know it's hard to imagine drinking hot tea right now. The Midwest is experiencing some of the hottest weather in history, so take a look at Sarah's article on Iced Tea, too. If you weren't confused with Numi's tea names before, you may be now. In an effort to make the flavors names easier to understand, Numi has updated all the names and packaging of their teas. You will already begin to see some flavors come in the new boxes with the new names, and others will transition as we run out and new inventory arrives here. The following is a very simple name sheet that shows the former name and it's new counterpart. Please update your par sheets and menus and begin ordering using the new names as soon as possible.



Celebrating people, planet and pure tea

Product Name Update

Formerly Known as....		Currently Known as....
Monkey King	→	Jasmine Green
Temple of Heaven	→	Gunpowder Green
Rainforest Green	→	Mate Lemon
Gen Mai Cha	→	Toasted Rice
Morning Rise	→	Breakfast Blend
Moonlight Spice	→	Orange Spice
Velvet Garden	→	White Rose
Ginger Sun	→	Decaf Ginger Lemon
Indian Night	→	Decaf Black Vanilla
Red Mellow Bush	→	Rooibos
Bushmen's Brew	→	Honeybush
Simply Mint	→	Moroccan Mint
Sweet Meadows	→	Chamomile Lemon
Ruby Chai	→	Rooibos Chai
Sweet African Red	→	Green Rooibos

New Arrivals at Flamenco Organic

By Alan Erbach & Jesse Grote

The roastery is excited to announce some new single-origin coffees for your consumption:

Tanzania "Hope Project" Peaberry – Full City Roast

A nose ranging between cantaloupe, spearmint, and chives. A bright citrus acidity right up front, slowly fading to sweet splashes of mulberry. Finishes dry, featuring a flash of sweet, cool mint.

Organic peaberry coffees are rare. Even rarer is a selection that tastes as excellent as this one. The Hope Project out of Tanzania brought this treasure into the light by providing a washing station in between major coffee growing regions. Processing coffee requires clean water, expensive equipment, and support that have only now become accessible to Tanzanian farmers, thanks to the

Hope Project. Growers can now become players in this competitive market, and are more properly compensated through the new standards set in place.

Costa Rica Tarrazu, Afaorca Cooperative– Full City Roast

Begins with a nose of buttermilk and tropical citrus fruits. A soft and creamy mouthfeel, playfully popping between a well-behaved brightness and a subtle sweetness. Lemonheads creep in as the cup crisply ends.

The Tarrazu region of Costa Rica produces the desirable, crisp acidity that is prized in the world of coffee connoisseurs. We keep this roasted pretty light, which brings out a complexity we've seen in some of our favorite coffees: soft, creamy body walking a tightrope of clean acidity and supple sweetness. This might be your new favorite!

Papua New Guinea, Tribal Aromas– Vienna Roast

Exotic and somewhat wild, with a range of ginger, gumball, and toasted marshmallow in the nose. A soft-and-fluffy brew with a natural tartness, like green apple or lemon grass. Ends gently over a mellow and earthy spiciness.

Papua New Guinea is an island in Indonesia known for it's exotic, almost wild coffees. This one is no exception. Almost 50% of the country's population benefit from the coffee market, proving to be an exceptionally important part of the culture and economy of the country. The Tribal Aromas farmers are quite dedicated to trade, using all of their land within this remote region to grow.

Contact the roastery or your sales rep to try some today!

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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.”

Finally, Water Filters that Will Take Care of Scale!

Hiner Brothers Espresso Repair

Finally, a water filter that will take care of scale, without the need or problems associated with using softened water or a Reverse Osmosis system, in your brewed coffee or your ice machine.

This filter will also remove taste and odor from the water, and yet leave no salt residue in your water. This residue, if left in water, can cause

your brewed coffee to float over in your basket or make your ice look cloudy.

All this is possible for no more than you are spending now, and possibly much less than you are paying for maintenance on your RO system, or water softener, with the added benefit of a filter that can truly solve your hard water problems.



For details and more information you can go to the web site:

www.water-and-more.com

www.hinerbrothers.com
