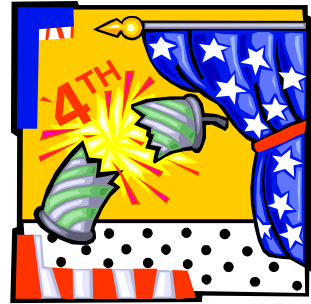


Bean Routine - June, 2009

Coffee Traders will be closed Friday, July 3 and Saturday, July 4th in observance of Independence Day. We will reopen on Monday, July 6th.



We have cupping notes available for many of our coffees. Please let us know if you would like to have a copy and we will send it out with your next order.

Coffee Tech News

Kaleb Leach is the new service manager of Texas Coffee Techs. Kaleb comes to us from Starbucks where he has been the regional service manager for the last three years.

Kaleb worked for Coffee Traders for 7 years before moving over to Starbucks. We are very happy to have him back and are excited to benefit from his service knowledge.

Merchandising Materials Available -

- Jet Tea - Banners, Drink of the Day Signs, Posters
- Monin - Drink Posters
- Pacific Soy - Table Tents
- Sattwa Chai - Table Tents
- Pixie Mate- Posters and Airpot Labels

Cold Coffee Drinks - "Fish While the Fish Are Biting"

An article by Dan Bolton in this month's Specialty Coffee Magazine offered an interesting perspective on the current high dollar marketing campaign by McDonald's for their specialty coffee drinks.

The article quotes Bob Phibbs, principal at the Retail Doctor, as saying, "Offer everything they do. Don't take the cynical side and mock them," he advises. A lot of promo dollars are being spent to encourage drinking iced coffee....The market is growing, people are asking for it. Get window banners up, offer free shots in yours just like Starbucks and McCafe are doing."

New Products in Stock

Pacific Natural Foods, Barista Series

Organic Frappe' and Smoothie Base (Soy)

Perfect for signature blended beverages, Barista Series Frappe and Smoothie Base is a simple-to-use, shelf-stable base that consistently produces the richest and creamiest drinks. Simply blend with ice and espresso to create indulgent frappés. Expand beverage offerings by blending Barista Series Frappe and Smoothie Base with ice and fresh fruit, juice or tea for a variety of specialty cold drinks. As with all products from Pacific Natural Foods, Barista Series Frappe and Smoothie Base contains the healthiest, best-tasting organic ingredients, delivering The Delicious Taste of Nature™.



weroastcoffee.com



Monin Syrups - Organic Flavors

Monin Organic Syrups are made with organic evaporated cane juice and the finest natural/organic flavors. Monin Organic Syrups are certified organic by Quality Assurance International, certified Kosher and Halal, Vegan. Gluten and GMO free. Flash-pasteurized with no additives or preservatives, Monin Organic Syrups are the natural way to flavor your organic beverages.



Caramel, Chocolate, Hazelnut, Raspberry, Vanilla
Agave Available in the next two weeks

Recipe - Organic Flavored Iced Latte (20 Ounce)

- 1 3/4 Ounce Monin Organic Syrup
- 3 shots of Organic Fair Trade Texas Blend Coffee
- 7 ounces of Pacific Soy Plain
- Ice



Combine all ingredients in a glass and shake or stir until very cold.
Garnish with whipped cream and a drizzle of Organic Monin syrup.

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