

## Inside this Newsletter

### 1 FREEPHONE

New Sales hotline for Pennine - call free 0800 2985211.

### 2 New Products!

Not only have we updated the packing for our pour and serve coffee's - we have also expanded our range of products including Pennine cafetiere sachets

### 3 Web Site on-line

You can visit our web site at [HTTP://members.aol.com/aespresso](http://members.aol.com/aespresso)

### 4 Equipment Update

Wega espresso machines

## Massive product update & new lines

You may have noticed that we are constantly trying to improve on our already superior products, so the gradual introduction of our new foil stamps for Pour and Serve coffee should not be a surprise. Do not worry, your favourite blends are still the same inside with quality taste and fresh aroma.



**Espresso Percolators form just a small part of our coffee giftware, just phone and ask for more details**

## Freephone your orders NOW!

Here at Pennine we are always trying to improve our customer service, and this is one of our latest innovations. Not only do you get FREE delivery, fast friendly service (we do try our best), but now you can telephone your order FREE on the sales hotline **0800 2985211**.



**Remember our weekly order runs: Tuesday local, Wednesday Sheffield & Leeds, Thursday York and Harrogate.**

Pennine's own label instant beverage products have received a re-vamp - with bold new foils and boxes. They have now become "The Worlds Finest" which covers our Colombian freeze dried coffee, Cappuccino topping, Super Choc and Freeze dried tea.

## New Cafetiere coffee sachets

Following on from the success of the Twinings cafetiere coffee sachets we have launched our own special selection range consisting of Kenya Colombian, Java and Decaffeinated. These are packed in dispenser boxes of 50 x 2 Cup (Cafetiere for 1), of course we will still carry on with the Twinings range.



## DaVinci Gourmet syrups to flavour coffee

From America we have the DaVinci gourmet syrups which consists of 50 different flavours, we stock the top 15 (but we can obtain the rest). They are great for all kinds of coffee drinks, sodas, shakes, baking and cocktails.

If you do get chance to access our web site, you can link from it directly to DaVinci's American site, which is informative and lists all the range.



## Disposable paper cups

If you sell hot drinks to take away, you need to see our new range of disposable paper cups with high dome drink thru lids - indispensable for cappuccino coffees.

## Pennine Tea & Coffee Web Site - actually accessible shock!

The latest revelation to hit the World Wide Web has been the shock accessibility of Pennine's exclusive website. Not only is it now appearing

on all the major search engines (but don't even try finding us by asking for a coffee search - 87654399 hits & we are in the middle somewhere!) but you may find it easier to go direct to our site using the following address:

HTTP://members.aol.com/aespresso

You will not be able to purchase anything on-line at the moment - this is strictly an informative site with pretty animated graphics. It's been very popular in Uganda, Australia, France and America - very handy for a small business in Yorkshire.



Just one example of the pages to be found on our web site.

## Wega espresso machines

Since we started importing this attractive range of espresso machines under one year ago they have proved very popular with customers, and machines have taken pride of place in not only cafe bars, but restaurants and even cinemas have headed towards this exciting new gourmet coffee avenue.



The above Nova in classy Briarwood paintwork is just one example of how these espresso machines can add style to any establishment, and with grinders in matching paintwork to the machines - you won't believe the price when compared to the competition. New developments from Wega have been the introduction of

the new Sphera model with smooth flowing bodywork.



The new Wega Sphera. For prices and details on any espresso machine telephone free on 0800 2985211 and ask for your free espresso presentation and price list.

## Retail packed coffee personalised with your own logo!

Capitalise on your business logo and add additional sales by stocking these own label 227g retail packs in Kenyan, Colombian, Costa Rican, After Dinner, Decaffeinated and Sunday blend as well as a range of 12 flavoured coffees. These include Double Choc Truffle, Irish Creme, Amaretto and Caribbean Rum to name but a few.

## And finally.....

Because prices do have a tendency to fluctuate, we don't have prices in our catering catalogue to save us having to change prices in pre-printed ones.

We hope to release issue 2 of this newsletter in September, where we will be bringing you more information on new products, our World Wide Web site and forthcoming exhibitions to name but a few.

I hope this news letter has been of some use, thank you for your valued custom and good luck with your future trade.

*Kenneth* and *Robert*