

Inside this Newsletter

1 Winter Warmers

The chill of winter has already hit home - so we present our suggestions for encouraging customers in from the cold.

2 New Products

More new goodies to complement your drinks or to add to sales

3 Web Update & Cards

New web site updates, expanding search engine coverage and on-line ordering.

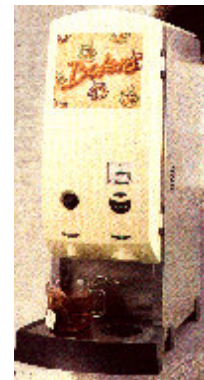
4 Christmas Tidings...

The season of goodwill is approaching rapidly, so we present some useful gift ideas to add to your counter sales.



Equipment News

You could be forgiven for thinking that all we supply in equipment is espresso machines. However, we do a full range of instant machines for those locations where speed and ease of use are the essential criteria. The most common instant chocolate machine we supply is the Bravilor Bolero (£555 + VAT) which is plumbed in and uses a 13amp socket. With hot water facility and a digital LCD which allows you to adjust



all settings for cup size, ingredient used and stats such as no. of drinks dispensed. You can even use it for instant cappuccino complete mix, or upgrade to a Bolero 21 (£645 + VAT) with 2 hoppers and

offer chocolate and cappuccino complete! Or the new Bravilor XL42 has four hoppers so you can offer coffee, cappuccino or latte using cappuccino topping, hot chocolate and any drink can have sugar added by the machine. £990 + VAT. The latest cutting edge push button instant machines use ground coffee to make a fresh filter coffee on demand. So called Freshbrew machines then combine the fresh filter coffee with Cappuccino Topping for cappuccino, Chocolate for Mocha and allow sugar to be added to any drink. We have a limited number of Etna Freshbrew machines at 20% discount off RRP - now just £1600 + VAT. So whether you are upgrading dated equipment or looking at offering something different we can supply whatever you want!

Freephone your orders NOW!

Don't forget you can Telephone your orders FREE on the sales hotline **0800 2985211**,

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

Winter Warmers.

We have been busy developing our customer base



Modern style Rayware cups (above) have cappuccino or espresso written around the rim, with edge trim in Yellow, Blue, Orange or Green. Packed in packs of 4 cups and saucers for £9,95 + VAT Cappuccino, or £7.85 + VAT for the espresso.



Our Wega range of espresso machines continue to prove popular.

Credit Cards Online

The continued development of our services is often initiated by customer requests - and we always appreciate customer feedback and items we should stock or ways we can improve. Our latest service to hopefully make life that little bit easier for everyone has been a credit card reader. Writing cheques each month is a pain - and each one costs you money (it all adds up). Paying by credit card has three main advantages:-

- 1) You can choose to have your thirty day balance charged to your card at the end of each month - that's one less bill to remember to pay!
- 2) If you use your personal credit card, then the invoices you are paying can be paid from petty cash. Therefore you bank less cash (lower bank charges again).
- 3) You get up to 56 days additional credit depending on your card supplier.

The system should be running by mid-July. Payments must be on 30 day or under balances due only. Ask for a terms sheet on 0800 2985211.

Web Site Update

Further improvements to <http://www.pennineteaandcoffee.co.uk> make it even more user friendly and you can even purchase certain products online! In addition you will soon be able to register for our monthly e-mail newsletter and receive latest product release details first - look out for the registration slot on our site and enter your e-mail address. So keep us bookmarked because the site is dynamic and new content now appears weekly!

Top 10 countdown

The now infamous top 10.

- 10) Amaretti biscuits (12x85g) £10.85
- 09) Fruit Smoothies (24x340ml) £12.96
- 08) Mocafe Frappe (1.36kg) £11.25
- ~07) Kenya Cafetiere Grind (1kg) £10.15

- ~06) Routin Syrup Pumps (1) £2.99
- 05) 8oz Cappuccino Cups (1000) £38.70
- 04) Brown Sugar Sticks (1000) £9.75
- V03) Speculoo Biscuits (200) £6.25
- ^02) Decaff 1 cup filters (12x10) £18.50
- ~01) Iced Tea Cartons (12x250ml) £5.80

^ - UP, V - Down, - = No Change, ~ = New Entry

As you can see a few changes, but no surprise about the new No.1.

Twinings Organic.

Twinings are continuing there product development with a new range of organic products. Choose from Organic Peppermint or Organic Camomile herbals - Packed only in cases of 2x6x20 for £11.28. Retail organic Earl Grey and English Breakfast tea can now be purchased in cases of 2x6x50 tea bags for £21.05 per case.

Routin Flavoured Syrups.

Proving to be popular with those who have tried them, Routin 1883 French Alpine syrups. All natural, these syrups are manufactured from Alpine water. £5.70 + VAT for 70cl, and if you purchase six bottles in one order (only 1 stand per customer) during July or August you can have a FREE stand worth £7.99. Blackboards to write up your menu £15 + VAT (Colourful routin graphics and easy wipe surface - make your specials stand out!!) along with accurate portion control pumps (£2.99 each) for the bottles. Telephone for details of the flavours available, Or visit our web site!

Take out more....

Offering take out as an option on your food and drinks helps increase your sales capacity beyond just the seats you have. But if you want to present a branded take out image to your disposables - but would rather not buy the pallets of cases required for original artwork - then the new Soho range is for you.

Stylish coffee cup logo and the in vogue black lids that are all the rage in the south - complement this range of paper plates, paper take out bags, food containers and hot cups. Cup prices are the same as the Bisto range (£38.70 + VAT per 1000 8oz),

7 inch plate (£32.25 + VAT per 1000)
9 inch platter (£56.21 + VAT/1000)
6lb block bottomed bag (£56.43 + VAT/2000)
Bakery Bag (70.42 + VAT/3000)
Phone 0800 2985211 for more details.

Lovell Cappuccino.

Corporate Hospitality through cappuccino seems to be popular at the moment - Robert spent the first week in June in Harrogate for the Chartered Institute of Housing exhibition, making Cappuccino's using a 1 group Atlas for visitors to Lovell's stand. Lovell are specialists in Affordable Housing and Urban regeneration - and having just undergone some major rebranding with new logos - they wanted to attract people to the stand and keep them there! Enter Pennine, found through the internet - providing quality Lavazza cappuccinos to eager visitors. The exercise proved to be a great success, with around 1000 cappuccino's served over three and a half days. Our apologies must go out to the in house caterers at the Harrogate exhibition centre - who didn't sell many coffees at all during the exhibition for some reason - sorry!

And finally.....

Fingers crossed that we will see some Sun this Summer!

The next issue will be out at the end of Spetember 2000. **Please can anyone with TRUSTIN Christmas orders please send them in ASAP.**

Kenneth and *Robert*