

Inside this Newsletter

- 1 **New Packaging**
- 2 **Pattersons Biscuits**
- 3 **Fairtrade Products**
- 4 **Summer Drinks**
- 5 **Monbana Chocolate**

Orderline...

Don't forget you can Telephone your orders FREE on the sales hotline **0800 2985211** or Telephone / Fax us on **01422 347734**. e-mail: **sales@pennineteaandcoffee.co.uk**

**Remember our weekly order runs:
Monday Local, Tuesday Gtr
Manchester, Wednesday South
Yorkshire, Thursday York & Hull,
Friday North & West Yorkshire. The
rest of the UK supplied by carrier any
day.**

New Packaging

You will now be receiving our own label wholebean or filter ground coffee in the new case sizes and packaging. To improve our product and service, all our own label espresso beans are being supplied packed in 500g valve bags in the new box size of 18 x 500g. Our filter coffee is in our new own label foil, each sachet has 12% more coffee at 56g, and the new case size is 100 sachets per case. Our new bigger box size has helped us reduce our carbon footprint, the cardboard is made from wood which has been obtained from sustainable forest and is 100% recyclable.

Topa De Coda

Introducing the Topa De Coda brand for all our wholebean espresso coffee. All our blends including the Fairtrade and Fairtrade organic will now be packed in our new 500g valve bags, with 18 bags in the new

box size. We hope you will find the new bags attractive to display to your customers, and with the new 500g bags you will find the coffee will stay fresher as well. Coffee beans will go stale when exposed to oxygen, so the longer they stay sealed in the valve bags the better. We had noticed most people empty a full Kilo of beans into the bean hopper, often meaning the beans then stay there a few days before use. These 500g bags mean you will only have to open a bag for a days or mornings use, providing you with fresher better tasting coffee.



Porcelain cups and saucers are already available branded with the Topa De Coda logo, and we will soon have Topa De Coda point of sale including table talkers, window stickers, counter top displays, loyalty cards and pavement stands. More about this later.

Filter Coffee Sachet

Pennine 3 pint filter coffee sachets for pour and serve coffee machines are now also in new foil, the striking new green sachets will be hard to



miss and feature full instructions for making a jug of filter coffee on the back of each sachet. We have increased the weight of coffee in each sachet from 50g to 56g, which will provide more body and flavour for each brew. The new boxes now hold

100 sachets, with 100 free filter papers to brew them with. New to our filter coffee range is Fairtrade Java, to go alongside our popular Fairtrade Colombian filter coffee.

New Products

These are the new products we are looking at, some will be taken on and others will not. **Monbana** hot chocolate powder, available in a range of sizes and strengths and flavours including Fairtrade, bars of chocolate, chocolate neapolitans, blueberries in chocolate white chocolate frappe. If you do not know Monbana are one of the biggest chocolate manufacturers in Europe. On our visit to recent Speciality Trade Shows we have been noticing super premium teas either loose or in tea bag form, super premium are very large leaf even flowering teas (flowers that open up in the tea pot) The industry hope these teas will do for tea sales what espresso did for coffee sales with a retail price of £2.00 - £4.00 for a pot of tea.

We now have stocks of wrinkle wrap hot paper cups, which are insulated by an outer cardboard layer which is ribbed. Available in 8oz, 12oz and 16oz sizes with drink thru lids.



We have been looking at an alternative packaging to milk portions, the new **Dairystix** is a plastic foil stick which contains a single cup portion of UHT milk. Popular advantages are they take up less box space and are easy to open.

To complement our existing range of counter top biscuits lines, we now stock the **Cafe Bronte** range from Pattersons, giant cookies in stylish packaging that are available in a range of tempting flavours, including chocolate orange, white chocolate and hard dunkin. If you have any comments or require any more information please let us know.

Divine

Fairtrade chocolate brownies, giant cookies and large muffins.

Top 10 countdown

The now infamous top 10.

- ~10) Spiced Chai (1x1kg) £11.95
- ~09) Border Biscuits (100x2) £16.53
- ~08) Mini MalloWS (20x250g) £34.72
- ^07) Zuma Frappe (2kg) 17.85
- ^06) Chocolate Shavings(1x3kg) £25.95
- 05) Fairtrade S&T Tea (1x100) £4.75
- 04) Tw Everyday Tea 2x1100 £38.00
- ^03) Hot Spiced Apple(64oz) £25.00
- 02) Fairtrade Tea (2x1100) £36.00
- ^01) Sweetbird Syrups (1litre) 7.90

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

Web Site Update

Our online store lists all our products with prices and pictures at www.pennineteaandcoffee.co.uk You can also download our catalogue in pdf format.

Fairtrade Products

Filter coffee sachets for Fairtrade Colombian and also Fairtrade Decaffeinated 3 pint filter coffee are now in the new Pennine foil packed 100 x 56g. Fairtrade espresso beans and Fairtrade Organic espresso beans are now packed in the Topa de Coda branded 500g bags, 18 bags per case. Fairtrade hot chocolate and frappe powders in 2kg tubs from Zuma. Fairtrade muffins and biscuits.

Lavazza Coffee

Look out for our striking Lavazza



branded van if we do your local van deliveries. Lavazza window stickers are available in a range of sizes don't forget to ask if you need some more point of sale.



Summer Drinks

Plenty of drinks options are available to keep your customers cool this summer. Twinings offer a range of ready to drink iced teas in 400ml plastic bottles. Twinings have replenished our stock as they have been out of certain flavours for two months. Iced teas are an ideal chiller line the striking packaging of these drinks makes them an easy winner. Flavours like Peach, Green Tea and Lemon and Wild Cherry. For blending with ice Sweetbird Smoothies fruit purees and Zuma frappe mixes for iced coffee are quick sellers and offer a very good profit on return. Dinkum thick milkshakes are available in four powdered mix flavours, Strawberry, Banana, Chocolate and Vanilla and supplied with take out cups, lids and straws. Dinkum cups will be changing from the current foam type cup to a paper cup. The new paper cups are manufactured from wood taken from sustainable forests, and they are 100% recyclable. Don't forget we also stock cappuccino cool.

Plastic Cups

We stock a range of clear plastic cups for frappe and smoothie drinks all with dome lids which feature a hole for the straw. Also in stock are spoon straws, a straw where the end is splayed out so you can use it as a scoop. These are packed in 200's for £1.80 + VAT. A bulk discount case is available of 50x200 for £76.50 + VAT Clear cup sizes are 9oz, 14floc, 16floc & 20floc.

Welcome.....

Once again we would like to take this opportunity to welcome our new customers, both locally in the Yorkshire region and Nationally throughout the UK .

Finally.....

The next issue will be out at the end of September 2007.

Kenneth and *Robert*