

Inside this Newsletter

- 1 **Easter Suggestions**
- 2 **New Premises**
- 3 **Frappechino Summer?**
- 4 **Products Update**
- 5 **Twinings Iced Tea**

Orderline...

Don't forget you can Telephone your orders FREE on the sales hotline **0800 2985211, Telesales (Mornings) 0800 9158230 or Fax us on 01422 347734. e-mail: sales@pennineteaandcoffee.co.uk**

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

Easter Drinks

As the Easter break approaches, we offer more suggestions for special drinks you can tempt your customers with.

Flavoured syrups help you to maximise drinks sales by making exciting variations of you basic speciality coffee drinks.

Whether you use Davinci or Routin flavoured syrups, here are some of our suggestions for Easter drinks:-

Chocolate Egg Latte

1 shot Vanilla Syrup
1 Pump Ghiradelli Mocha Choc
8oz steamed milk
1 shot of espresso

Caramel Cream Egg Latte

1 Shot Caramel Syrup
1 Shot Vanilla Syrup
8oz steamed milk
1 Shot espresso
Top with squirt cream
Drizzle with caramel sauce

Hot Cross Latte

1 Shot Cinnamon Syrup
1 Shot Caramel Syrup
8oz Steamed Milk
1 shot of espresso
Texture the steamed Milk, syrups in cup/glass first, add espresso with good Crema, Pour textured milk into centre of the cups glass slowly so crema rises up the cup. When full use a stirrer to etch a cross - from the centre milk spot pull the milk out to the edge leaving a white line in the crema.

True Nut Cappuccino

1 Shot Hazelnut Syrup
1/3rd Steamed milk, 1/3rd Foamed milk

1 Shot of espresso
Alternatively combine syrups with hot milk for delicious hot steamers.

Ghiradelli sweet ground choc & cocoa has now been renamed Mocha. Ghiradelli Mocha has a slightly different formula which we think you will agree has a better taste and dispenses better. This is a replacement, not an alternative. The price remains the same at £14.00 for 64floz.

Ghiradelli White Chocolate sauce and Creamy Caramel sauce. Mix with hot milk for different style hot drinks, or combine with espresso for latte variation drinks. £15.00 for 64floz. Pumps for all the Ghiradelli Sauces are available on request.

New Premises

We have been struggling for space at our current premises for some time now, and finally have found a new home. At 12,000 square foot, it is quite a bit bigger then our current premises, enabling us to stock more of your favourite products. Once settled, we will be setting up a simulated Cafe to display our products/equipment and late summer should see the opening of our Barista training academy. Please note our new address:- Pennine Tea and Coffee, 6-8 Hall Street, Halifax, HX1 5AY. All phone numbers will remain the same, and the new address will be shown on all invoices, statements and correspondence.



Italy's No.1 espresso coffee continues to be the popular choice for Speciality coffee drinks. Taste consistency and Brand awareness are common reasons we hear for people choosing Lavazza. To illustrate this we are finding a large surge in online sales to offices, doctors waiting rooms and business buildings who are using Bean to Cup espresso machine technology and request Lavazza by name.



Zuma Frappe Mix

Summer 2004 will see a massive surge in both Frappechino and Smoothies we predict. Heavy marketing by the major chains last summer has caused a great deal of interest in these products and given the public a taste for these cooling beverages. Zuma frappe mix are the latest powdered mixes we are stocking to blend with ice and milk. Available in Vanilla, Caffe and Mocha flavours. Each 2kg tub costs £17.85. We are now stocking a range of bar ice blenders to suit all pockets, and also compact bar ice makers. More information on our website or ask for more details.

Product Update

We hope to consolidate our product catalogue over the next few months. This will involve adding new products to our current list, alongside removing poor performing and unpopular line. This should ultimately lead to a comprehensive catalogue backed up by a new style online catalogue and shop with improved interface. New lines will include additions to our take out disposables range, aluminium hand tampers including a wooden handled range, a greater selection of hot chocolate mixes including powder and liquid mixes.

Fairtrade Coffee...



New to our Fairtrade selection, we can offer Fairtrade white or brown sugar in sticks (1x1000 - £11.30) and also fairtrade chocolate (1x1kg - £). Fairtrade Espresso beans and also Fairly Traded Espresso Beans (6x1kg - £59.00) The easy way to offer your customers Fairtrade coffee is by using Pennine Fairtrade Colombian filter coffee (50x3pint) £39.50. Don't forget you only need to purchase one case (500 cups) per month to get a free loan filter machine to make it with.

Web Site Update

A huge amount of work has gone into the web site over christmas and new year, hopefully making it clearer and more tidy. There is a new site map at

<http://www.pennineteaandcoffee.co.uk/aespresso.html> with a pictorial guide of products. By April the new version shop should be out which should be easier to navigate and use.

Twinnings Iced Tea

As the warm weather approaches it is time to start increasing your stocks of Iced Tea. An ever popular ready to drink product, it is equally successful sold to drink out of the container or poured into a glass over ice. Twinnings have changed the packaging and dropped the Wild Blackberry and Apple flavour in favour of. To promote this product we will again be running the Buy three get one Free promotion between.

Latte Art

An Barista technique that was really developed in America to display the quality of espresso extraction and Barista's skill at texturing milk. Textured milk is very different from normal steamed hot milk, it should have a runny consistency a little like custard, consisting of very small fine air bubbles. The technique is to initially start with the steam arm near the surface of the milk as if you were foaming it. As the foam starts to rise start to slowly lower the steam arm

deeper into the milk. Continue to lower the steam arm into the milk until you get the desired temperature. To get the latte art effect you should use a traditional Italian style cappuccino cup with a wide top. With the espresso in the cup, start to slowly pour the textured milk into one point near the edge of the cup so the crema of the espresso rises up the cup. When the cup is nearly three quarters full start to move the jug from side to side across the cup to the far edge and then draw a line straight back down the middle. This should leave a fern pattern on the top of the latte. Alternatively pour the textured milk straight into the centre of the cup, and then etch lines out from the centre using a stirrer.



Top 10 countdown

The now infamous top 10.

- ~10) Aluminium Tamper £9+VAT
- 09) Choc Espresso Beans 810, £18.00
- 08) Iced Tea 12x250ml £5.80 + VAT
- V07) Flapjacks (1x32) £12.37
- 06) Davinci Syrups (1x75cl) £6.40
- ^05) Ciocobon (1x1.5kg) £12.50
- ^04) Iced Tea 12x250ml £5.80 + VAT
- ^03) Wrapped Muffins (1x20) £8.00
- 02) Dinkum Thick Shake (1x2kg) £31.30
- ^01) ISI cream whipper (500ml) £22.40

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

ISI Cream whippers have made a move up the table.

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 should be out in July 2004.

Kenneth and *Robert*