

Pennine Press

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News of our updated selection of cappuccino associated products to make life cleaner and easier. Also news on cafe bar summer ideas.

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3 Up & Down.

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4 The best of the rest.

Other bits of news from the world of hot beverages, including take out cups that can be personalised.

Welcome to our new customers...

We would like to extend a warm welcome to all our new customers both large and small. We would like to remind you something we hope all our established customers already know. If you have any questions on how to further your sales, or need help with planned new developments, do not hesitate to contact us and we will do our best to help.

Cappuccino Complete....

For those of you who lovingly prepare speciality coffee with your espresso machines, it might be a pleasant surprise to hear we have finally managed to produce a product details and price list (including pictures!) for our range of related back up accessories. So if you need

a brass bristled brush to keep the group diffusers clean on your machine, would like a cinnamon shaker or an extra milk frothing jug then this is the list for you. It also includes spare parts details such as backflush plates for cleaning the groups, single & double filter pans, cleaning powder and hand tampers. In addition, our factsheets for espresso machine users are still available - and FREE to our customers, including details on how to make different espresso and cappuccino variations. For example Cafe Latte, where we recommend you steam milk (with froth as well), then pour your steamed milk and froth into a latte glass (glasses help make a distinction between latte and cappuccino and also look fantastic!), then pour a tall (2oz) shot of espresso made in an espresso cup or shot glass quickly into the latte glass to produce the 'stain' through the foam and layering of the coffee and steamed milk.

For those of you yet to be introduced to the wonders of DaVinci flavoured syrups for cappuccino and latte, our bumper bundles provide the top six DaVinci flavours along with different selections of associated items, with a bulk discount of 5% off the separate selling price.

Summer trends.

Our friends in America remain the trend setters for UK Cafe bar culture, even though the basis for traditional espresso and cappuccino can be found in Italy. Continued study of trade press has shown that in order to complement / supplement cappuccino based sales during the summer - smoothies and natural granitas are increasing in popularity. Smoothies are a blended combination of milk, ice cream, ice and DaVinci flavouring - they form a more exciting and different alternative to standard milk shakes. For a natural alternative fruit can be blended with ice to form a chilled, refreshing fruit juice drink that appeals to the more health conscious. DaVinci syrups are available from us for £5.59 + VAT per 750ml bottle, attractive bar top blenders (see picture below) are also available to mix milk shakes,

smoothies and granitas for £46 + VAT.



Front of counter blenders, available in chrome or pastel green, blue, yellow.

Keeping clean - care of your equipment.

At Pennine we encourage regular cleaning of any equipment used to make tea or coffee to remove tannin or oily coffee residues, and while we do encourage care of our free loan equipment to keep it in good order, we equally encourage you to keep your own coffee equipment clean. Our theory behind this is dirty coffee equipment (eg P&S jugs, espresso machine group handles) will taint the flavour of the beverage produced, making it bitter and unpleasant. Second to this is our desire that those of you who have purchased your own equipment (particularly espresso machines) get the best product from your machine, and don't end up paying numerous maintenance costs. While any espresso machine we supply includes details on good cleaning practice, those of you with machines from elsewhere may still be in the dark. We suggest backflushing groups every night, with the group handles & baskets separated and soaked in water, then at the end of each week soak the handles and baskets in cleaning solution to remove oily residue. To help with your cleaning we supply sachets of cleaner for P&S jugs, and we now import from Italy 900 gram tubs of concentrated cleaning powder which can be used with backflushing, group handle cleaning, steam arms and any other steel equipment which suffers from tea or coffee staining. This cleaner is available for £7 + VAT for a 900 gram tub, which is half the price of anything we have come across before with a similar specification.

Cakes and Biscuits...

For those of you who stick to serving drinks while avoiding the complications of full food menus (and hygiene restrictions), we do a full selection of portion wrapped cakes and biscuits for display and impulse purchase on the bar counter. The bakers delight range includes Cappuccino cake, toffee cake, coffee cake and a range of muffins for around 40 pence each (individually wrapped) or the Grandma wilds range includes packs of 2 biscuits wrapped for 11 pence each (available in mixed cases) or Deans supply 2 shortbread fingers wrapped for 11 pence per pack. As a complimentary biscuit to your cappuccino there are Carrousel biscuits (2 long round biscuits with a chocolate centre) wrapped for 6 pence each, Lotus speculoo biscuits (caramel flavour) individually wrapped for 3 pence each or Ratafia Amaretto biscuits (dome shaped) for around 3 pence each.



Getting Personal-

If you currently serve take out coffee, or think you might like to but are put off by the current cup designs - then the new Solo impressions range might be for you. A range of 13 different cup styles can be chosen from including, cafe (pictured below), steam, Italian and deli. The unique feature though is that your name and message can be printed on, FREE, for a minimum order of 25,000 per cup size. 4,8,12,16oz cups are available and are priced the same as the standard Solo take out cups, ie £38.70 per 1000 for 8oz.



Top 10 countdown of our best selling ancillary products

We continue this popular feature to keep you up to date with the movers and shakers of the tea and coffee world.

- 10) Ovaltine Thick Shakes £23.95 ~
 - 09) Hildon Water (12x750ml) £7.20 -
 - 08) 1ltr Foaming Jug £14.50 -
 - 07) Caffe Latte Glasses £4.50 ~
 - 06) Double Dutch Choc Syrup (64floz) £12 ~
 - 05) DaVinci Syrups (75cl) £5.95 - 04)
 - 1 cup t-bags (2x1100) £23.00 ~
 - 03) 8oz Cappuccino Cups (1000) £38.70 -
 - 02) Speculoo Biscuits (200) £6.25 ^
 - 01) Ratafia Biscuits (12x85g) £10.85 ~
- ^ = UP, v = DOWN, - = NO CHANGE
~ = NEW ENTRY

And finally.....

I am so confident that hardly anyone bothers to read this newsletter, and certainly never gets this far, that if anyone reads this and mentions 'free gift' with their next order, I will do a lucky dip of different things to give away to promote products mentioned in this newsletter.

Kenneth and Robert

Next issue will be out at the end of August 1999.

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