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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.**

Summer looms

The summer period fortunately does not affect sales of hot beverages too much, due to our unpredictable climate. Periods of hot humid weather conditions can occur though, where sales of hot drinks can slump dramatically. Make sure you have a sufficiently diverse cold drink selection to supplement your turnover. Later in this newsletter we will go into the hugely popular smoothies and frappe selection - with details of various blender starter packs.

Twinnings Iced tea is popular throughout the year, and is a valuable addition to any chiller cabinet. Choose from Wild Cherry, Raspberry, Peach, Lemon, Green Tea and Lemon, Green Tea and Elderflower. £5.80 + VAT for 12 x 250ml. Mastercafe Iced coffees are in ready to drink cans, an easy to sell thirst quencher. Choose from Colombian

Style, Tiramisu Style or Latte Style. £4.16 + VAT for a pack of 6.

If you have the counter space, then the Frucosol F50 orange juice machine will do the selling for you. Load it with fresh oranges and then at the push of a button it will split them, squeeze out the juice into a cup and deposit the peel into waste bins. £1395 + VAT



Latest Products

Late April saw the release of our new updated catalogue, featuring an enhanced layout and more product pictures. Everyone should receive a copy eventually, but if you can't wait ask for one with your next order. New to our Biscotti range are Pine nut, raisin and Almond biscotti as well as Lemon Coated Pine nut raisin and almond biscotti. Both packed in 24's they are £8.50 and £11.50 respectively.

Our counter top range from Grandma Wild's has also increased, as well as the twin pack range of biscuits (4x25) £12.95 we now stock their muffins in either chocolate chip, cherry or raisin flavours - (1x24) £9.95. The Grandma Wilds flapjack range is extensive - Original Flapjack, Chocolate Flapjack, Banoffee Flapjack, Bakewell Flapjack and Yoghurt Flapjack. Packed (1x40) for £16.50. Giant choc chip cookies are packed (24x60g) for £7.56. New from Zuma are Sticky Toffee Frappe mix and Chocolate Frappe - 2kg tubs £17.85.

Fairtrade Products

We are continuing to support Fairtrade products, which ensures a fair price has been paid to the originating farmer. To add to our espresso bean range (6x1kg) £59.00 and our Filter Coffee sachets (50x50g) £39.50 we have a range of portion sachets. Fairtrade Instant Colombian Coffee Sticks (1x500)

£27.78. Fairtrade Hot Chocolate Sachets (1x100) £14.25. Fairtrade Sugar Sticks (1x1000) £11.30. Also Fairtrade hot chocolate drink (10x1kg) 37.91 and Fairtrade Tea Bags (2x1100) £36.00. New in stock are Fairtrade decaffeinated espresso coffee in pre-ground 7g portion sachets. Empty a sachet into the single group handle, tamp and brew any espresso based drink you require. (1x50x7g) £8.00



Promoting the Lavazza brand can help you to generate more sales. To help push the brand you can purchase Lavazza white or brown sugar sticks, take out paper cups in 4oz, 8oz, 10oz or 12oz all with lids to match. Lavazza table tent cards are available along with Lavazza tri-fold blank menu cards for you to print your own menu on. Lavazza UK in London offer training courses at their premises - ask for more details.

Smoothies & Frappe

Summer drinks don't get much cooler than blended ice fruit drinks (smoothie) or iced coffee drinks (frappe). For making these drinks the robust Blendtec range are cost effective in the long run because they are designed to crush ice and will outlast less expensive low volume equivalents. Our most popular model is the Blendtec Smoother with a noise



reducing hood and 2 mixing bowls. We are currently promoting this model with a fantastic starter kit - 1000 12oz clear cups, dome lids and straws, 1 and a half cases of Frappe and 1

and a half cases of Smoothie. The package costs £850 + VAT, with a large portion of this recovered from the sale of the free ingredient.

Web Site Update

Our online store lists all our products with prices and pictures

www.pennineteaandcoffee.co.uk/shop You can also download our new catalogue in pdf format. In addition our Barista manual has been updated and can be downloaded in pdf format or

requested in hardcopy - an incredible guide to using traditional espresso machines and making espresso based drinks and available for free!

Dinkum Fruit Cool

Quick, clean, easy to use powdered mixes that make great tasting fruit flavoured smoothies. Less mess and no waste. Two great flavours - Merry Berry or Tropical Dream. Can be mixed with either milk or water and used with ice and an ice blender or with the Dinukum spindle milkshake mixer. Packed in 1.75kg tubs for £27.50 + VAT which make 50 12floc portions. Buy two tubs of ingredient and get 100 12oz clear cups, dome lids and straws free. Starter pack with



6 tubs of ingredient, 300 12oz cups, lids and straws, POS and Waring Blender MX1100 (with noise

reducing hood) £660 + VAT or with the JTC Blender £375 + VAT

Cappuccino cool is a cold coffee drink from Dinkum that can be made using the spindle mixer - serve over ice. Available in 500g bags for £7.75 + VAT - buy 5 bags and get free clear cups, dome lids and straws to make all the drinks from the ingredient.

Top 10 countdown

The now infamous top 10.

- 10) Ghiradelli Dark (1x64floc) £14.00
- V09) ISI cream whipper (500ml) £22.40
- 08) Choc Espresso Beans 2kg.£36.00
- ~07) Pine Nut & Raisin Biscotti(24) £8.50
- V06) Fairtrade Sugar Sticks 1000) £11.30
- ^05) Cappuccino Stencils (1x6) £1.99
- ^04) Lotus Biscuits (1x300) £9.25
- ~03) Soho 12oz paper Cups £52.00
- 02) Fairtrade Tea (2x1100) £36.00
- ^01) Smoothie Mixes (12x1ltr) £52.00+VAT

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

Take Out Products

Don't forget we supply a wide range of take out products and accessories. These include Hot paper cups from Benders, Solo, Lavazza and Soho. Also 8oz/10oz and 12oz/16oz Coffee Clutch's. Pulp board 4 cup carriers are ideal for customers who purchase multiple drinks. Carry handle paper bags are available in Kraft Brown or White in Small, Medium or Large sizes and are ideal for a sandwich,

cake and coffee. For environmentally friendly stirring, choose from wooden stirrers in either 5" size or 7.5".

Take Home Goods

Increase your takings by selling goods for your customer to take home. For example espresso pots, cafetieres, Filter or espresso machines for home use even coffee roasters and green beans. Branded retail packs are available from Lavazza, Twinings or Grandma Wilds. Dinkum supply a make at home kit which you can re-sell, and we can supply 8oz retail packs of coffee with your own logo on. This is just a small selection of our take home range.

Coffee Prices

In the last issue we warned of impending price increases on all our coffee range. The new prices are now in place and widespread press coverage has no doubt helped to make this a smooth process. Indonesian coffee's have seen the biggest surge caused by the devastating affects of the boxing day Tsunami. Poor weather conditions caused depressed crops in both Brazil and Vietnam which lead to raw coffee prices to increase based on supply and demand. After studying the current market climate, we feel these will not be the last price increases this year.

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 August 2005.

Kenneth and *Robert*