

## Inside this Newsletter

- 1 Coffee World**
- 2 New Products**
- 3 Web Update**
- 4 Point of Sale**
- 5 Autumn Daze...**

## Orderline...

**D**on't forget you can Telephone your orders **FREE** on the sales hotline **0800 2985211. or Fax us on 01422 347734. e-mail: sales@pennineteaandcoffee.co.uk**  
**Remember our weekly order runs: Tuesday local, Wednesday Sheffield & Leeds, Thursday York and Harrogate.**

## Coffee World.

**T**he coffee market is rapidly expanding, with customers demanding choice and range now more than ever. Cappuccino is dominating the market at present, but not everyone likes the continental taste. So what can you do to upgrade your current coffee service if espresso machines are a step to far?



New from Pritchard Foods, Café Eclipse are flavoured coffee creamers too help give your filter, instant or cafetiere coffee a Speciality Coffee Tastelift! Available in Vanilla, Mocha, Hazelnut or Original flavours - Café Eclipse is unsweetened so it won't make your drinks taste over sweet. Packed in cases of 100x14ml tetrahedron sachets. - Ask for samples. Cafetiere coffee is a popular method to serve a range of coffee's of origin.

Choose from Costa Rican, Colombian, Kenya, Old Java or Decaffeinated. Each box holds 50 sachets which are pre-portioned for a cafetiere for one (2 cup). At £12.00 per box of 50, each cafetiere is great value for just 24pence and no mess or waste! Or add FAIRTRADE Colombian / Costa Rican to your range (100x2cup) £24.00. Filter machine users try offering two different filter coffee's to your customers. Alternatively liven up your filter coffee with flavoured syrups (5.75 for 70cl), or top it with whipped cream (0.5ltr cream whipper / dispenser £19.95 + VAT). To foam milk for hot chocolate or a frothy coffee topping we supply pressure boilers with steam outlet for £819.00 + VAT



Supplement your coffee sales with individually wrapped counter lines - muffins (1x20) £8.00, Carrot Cake, Lemon Cake (1x24) £9.60, range of flapjacks (1x32) £12.37, Twin Pak biscuits (1x100 mixed) £11.28



**Counter pick up lines are great to increase individual sale value. For example the Panforte above (30x40g, £25.20) are an attractively wrapped sweet Italian cake made from orange and lemon peel, spices, almond and lemon. NOW BACK IN STOCK for the end of October.**

## New Products

**C**afé Biscotti are our new selection in the Biscotti range, packed in tubs with 24 biscotti in each tub, 12 almond and 12 chocolate chip. At £6.95 + VAT per tub they are a fantastic price at 29 pence each when

you can sell out for 80 or 90



pence!

From Austria, Vienna Wafers are great to go with coffee or Ice Cream. Packed 24x60g packs of four fingers £7.71 - Chocolate or Vanilla. To go with Mocha or Ice Cream, try Mocha flavour Rolita's - chocolate filled biscuit tubes which are great for a variety of uses. Mocha Rolita Wafers (6x400g) £11.94. Cassata are back at the end of October as well, luxury Wagon wheels! £25.20 for a display box of 30.

## Ghiradelli.....

The popularity of Ghiradelli double dutch chocolate syrup is no great surprise, making the smoothest tasting hot chocolate and mocha. There is now a white chocolate available if you would like to offer something a bit different - each 64floz bottle costs £14.00 + VAT.



Ghiradelli, dark & now white!

## Moving on up

After eleven years trading, Pennine tea and Coffee continues to go from strength to strength. We are proud to introduce Justine Metcalfe to our team, for telesales and order taking. In addition our new van driver/warehouseman will introduce himself shortly as your face to face contact. Please be patient during our staff training processes.

## Water World....

We distribute one of the most exclusive bottled water brands around, Hildon Mineral Water is bottled in Hampshire and looks as

good in the office as it does in a restaurant. Choose from 12x750ml £7.20, 24x330ml £8.50 in either still or carb, or just still 24x550ml Sport plastic bottles £7.80 with drink thru lid.

## Web Site Update

Further additions to <http://www.pennineteaandcoffee.co.uk> are now appearing weekly, so surf on down and get us bookmarked! The shop database is growing, and should soon have a complete product range for you to choose from. There is a shop option for account holders - so rather than entering your credit card details you can charge the purchase to your account. The training section has new features, including the Good Froth Guide to help you get the most from your cappuccino foaming. The Gold Club is finally getting some new content, so if you have not already joined sign in for first e-news on promotions and special offers! Soon our CD rom catalogue will be complete, advantages include big pictures of our products, video guides for making espresso/cappuccino/latte, espresso cleaning, filter machine use/cleaning. Also an offline version of our shop will be on the cd, so you can browse offline then go online to transfer your order or print it out and fax/post it.

## Top 10 countdown

The now infamous top 10.

- 10) Wrapped Muffins (1x24) £8.00
- ~09) Speculoo Biscuits (1x200) £6.25
- 08) Vienna Wafers (24x60g) £7.71
- √07) Lavazza Sugar Sticks (1000) £10.55
- ~06) Herbal Infusions (20) .99p
- ∧05) ISI cream whipper (500ml) £19.95
- 04) Chocolate shavings (1kg) £7.95
- ∧03) Mini Marshmallows (6x200g) £7.99
- 02) Italian Biscotti (24) £6.95
- 01) Ghiradelli ChocSyrup(64FLoz)£13.00

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

Chocolate Syrup is still No.1.

## Point of Sale

We hope to roll out more point of sale including window signs etc over the next few weeks. In addition we will be getting a Caffe Espresso clock produced (rough mock up below),

which will be available for a contribution of £7 + VAT. Availability will depend on how many people would like one, so please let Robert know (0800 2985211).



For Christmas we yet again will be supplying the christmas tree templates - place over your cappuccino and then dust with chocolate powder to leave a festive tree on your drink! Novel and unique!



## Autumn Wamers

For the damp dark autumn days, warm your customers with steamers (A shot of flavoured syrup, mixed with steamed milk)

## Welcome.....

Once again we would like to take this opportunity to welcome all our new customers far and wide, as well as a big thank you to everyone who continues to trade with us. With our expanding customer base now covering a diverse area including Taunton, Somerset; Stanstead ,Essex; Hadleigh, Ipswich, and even as far North as Lerwick, Shetland Isles!

## Finally.....

That's about it for this issue, we will wish you all a very Merry Christmas and a Happy new year now. This year seems to have flown by, and let's look forward to another bumper year next year.

The next issue will be out at the end of December.

*Kenneth* and *Robert*