



# Coffee Break

Brewing up the latest news to you

by Rosie Unger

August, 2011

## Coffee Corner

### The Dreaded-Coffee Price Increase

We have tried to hold the pricing on our coffee and now it has gotten out of control. We will be increasing only one brand of our coffee "House Blend Regular" more than all the other selections. Effective August 15th Café to You House Blend Regular \$29.50 a case. We appreciate your continued support of Café to You by Goodman. We have copied a statement from our coffee roaster below.

*April 2011 price list enclosed.*

*The effective date of the attached price list will be for orders placed on or after Monday April 4th, 2011 and valid for orders placed through April 29th, 2011. The changes in our list price reflect the increased costs all roasters are paying for green coffee beans. Although we were able to hold our prices for March, due to the continued surge in green coffee prices which have risen over 100% in the past 9 months we are forced to increase prices at this time. Most commodity products are experiencing consistent increases and reaching levels not seen for years. Despite the potential bubble that appears to be building as prices continue to surge, there is no clarity or predictability as to when it will burst and when prices could dramatically fall. Therefore our goal is to be in position to lower prices quickly if and when the market retreats. Every one in the distribution channel including roasters, distributors and users are in the same position of having to pass along all commodity related cost increases.*

### Referral Program:

If you refer our coffee services to another business we will in turn give you personally a case of Café to You Coffee. The best way to refer is to email me at [runger@goodmanvending.com](mailto:runger@goodmanvending.com), or you can call the office 1-800-328-3631, or even let our coffee team member know. We sign you WIN!

## Delivery Schedule

August						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## Coffee Humor

A business owner decides to take a tour around his business and see how things are going. He goes down to the shipping docks and sees a young man leaning against the wall doing nothing.

The owner walks up to the young man and says, "Son, how much do you make a day?"

The guy replies, "150 dollars."

The owner pulls out his wallet, gives him \$150, and tells him to get out and never come back.

A few minutes later, the shipping clerk asks the owner, "Have you seen that UPS driver?? I asked him to wait here for me!"



An acquaintance of mine who is a physician told this story about her then four-year-old daughter. On the way to preschool, the doctor had left her stethoscope on the car seat, and her little girl picked it up and began playing with it. Be still, my heart, thought my friend, my daughter wants to follow in my footsteps!

Then the child spoke into the instrument: "Welcome to McDonald's. May I take your order?"

## What's New!

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