

The Grackle View

The Grackle Coffee Company quarterly newsletter.

Quick notes:

- On average, sales are lowest on Tuesday and highest on Saturday, but recently Sunday has begun to overtake Friday (see graph).
- A complete correlation between weather and sales is not yet clear, but when there are more people on the street it's busier!

Highlights:

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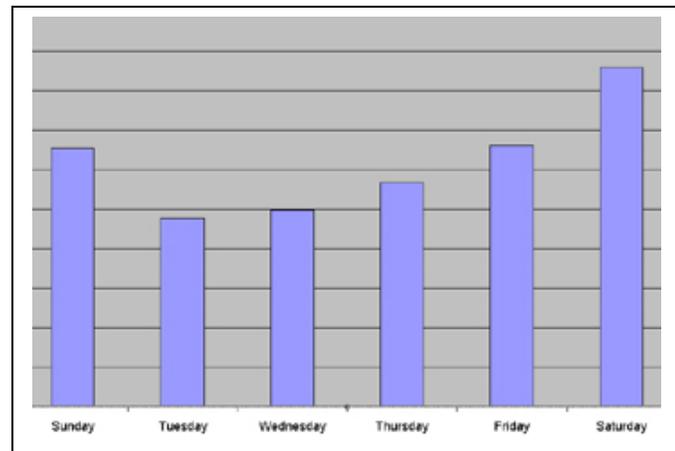
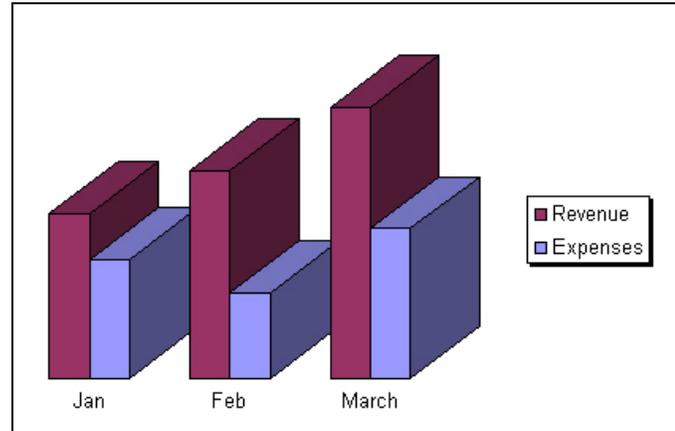
Sales Increase!

The Grackle Coffee Company is pleased to report that sales were up substantially from the \$500 reported for all of 2006.

"They'd damn well better be" responded Bryce Baker, when asked for comment.

In fact, sales increased steadily through the first quarter of 2007, and with the addition of ice cream to the menu the increase is expected to continue through the summer and into 2008 unchanged at time of press.

The ongoing challenge is food; although coffee sales continue to grow steadily the 'food groove' remains elusive!



What I'll do on my summer vacation

The Grackle Coffee Co has many exciting plans afoot for the summer of 2007. Many are none of your business mate, but we can share some with you now.

- I scream! You scream, we all scream for ice cream. Please do it well away from the store, and then come in for some. Through diligent searching a freezer has been located, and a vendor of the frozen treat will be

finalized soon. Metropolitan, Kawartha Lakes and a number of organic alternatives are being considered.

- Outdoor seating will be added to the Grackle experience. Benches are planned for the front of the store by the windows. 'Stump' seating in the courtyard just to the north is planned for the better weather, and final details are under discussion.
- Awnings have been

measured for and will be added before the heat of the season becomes an issue.

- It is expected that additional staff will have to be added once ice cream is available, as Grackle will be the only spot in town to sell ice cream cones.
- A mural is planned for the North side wall
- There will probably be some plants added

“People who buy coffee primarily at drive through windows on their way to work will spend as much as 45 hours a year waiting in line”

“It takes five years for a coffee tree to reach maturity. The average yield from one tree is the equivalent of one roasted pound of coffee.”

“October 1st is the official Coffee Day in Japan”



Coffee: “The 70’s sucked”

Coffee joined automobiles, fashion, food haircuts, music and almost every other era of human endeavor in noting the 1970’s were an abysmal time and are best forgotten, save for the invention of punk rock.

The statement was made on the behalf of coffee during Barista training being undertaken by Bryce and Amanda, employees in the Schomberg location.

“We were talking about the history of coffee, and apparently since the year 600 coffee got better and better, at least until the 1970’s. That’s when a combination of the invention of decaffeinating, flavouring, pre-grinding, and freeze drying coffee, along with chemical fertilization, mechanical picking, mass production and third world agro-business culminated in driving any remnants of good coffee into the

underground, from which it only recently emerged” stated a newly trained Bryce.

With the advent of shade grown (and thus migratory bird friendly), fair trade, dry process bean removal and organic growth methods – along with small run roasting – local coffee shops such as the Grackle Coffee Co are expected to continue to pull coffee from the age of darkness.

Employee of the Month selected

For the third month running, Amanda has been named as the Grackle Coffee Company ‘Employee of the Month’. Amanda was selected based on an informal staff and customer survey and her sunny early morning disposition was noted as a key reason for the win. She is eligible for a Grackle Coffee Co. gift certificate, redeemable for any products currently carried at the Grackle Coffee Co - including Chocobugs and horse mints – but



Amanda chose to keep her final decision to herself. “Stop being weird” she is quoted as saying.

Meet our suppliers

Local whiz-kid Marcia Walters and her Associates have been part of the Grackle Coffee Co stable of trusted suppliers since the beginning.

Marcia, along with roasters Dark City, Saeco,

Greenshift, Madeline’s Cherry Pie and Ice Cream, Euro-Excellence, KIS, and local artisans (including Chris Higgins and Tom Wray photography and Flower Child Chair Company), is

happily welcomed into the Grackle family.

Marcia is a long-time resident of Schomberg, ON. No information was available on her associates at time of press.

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We're on line(s):
See us at:

www.GrackleCoffee.com

Thanks!

This is the area of the newsletter devoted to thanking the people who helped make it happen. This includes our customers – of course – and also both our explicit investors (Jane) and implicit ones (I'll get you that \$20 back, I swear), our suppliers (who put up with last minute requests and a lack of sharp knives

– thanks Marcia), relatives who gave us design and financial advice (Patrick, Ian), our friends (who haven't seen us since September 2006 unless it's in the store, our construction team (Louie, Phil, JP, Justin, Morris, George), our dogs (who really can't understand why this is happening instead of walking in the

woods), and anyone who doesn't fall into any of these categories but helped out – almost everyone we know has added something, and we wouldn't have got this far without you!

Ok, keep reading - don't get all weepy on me now.

Links we like

www.GreenShift.ca

www.DarkCityCoffee.com

www.CoffeeGeek.com

www.GrackleCoffee.com

<http://www.cs.usyd.edu.au/~bob/Coffee/timeline.html>

About Our Organization...

I'm sure you already know more than enough, but if you'd like still more information – or if you're interested in ever another newsletter – please let us know through the usual channels. We can add more graphs next time, too! We like graphs here at the Grackle.

GRACKLE COFFEE CO

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YOUR ADDRESS
CITY, PROVINCE
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