

The Grackle View

The Grackle Coffee Company quarterly newsletter.

Quick notes:

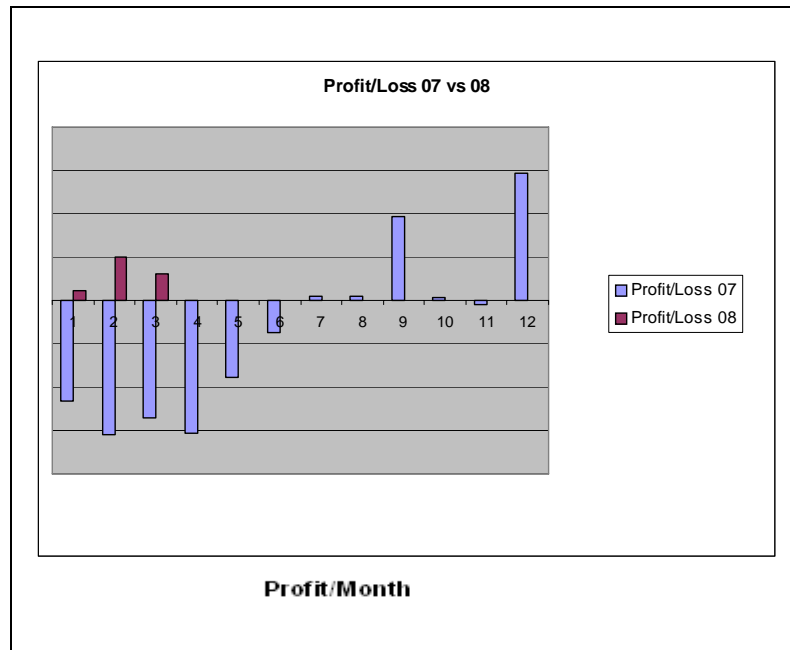
- Winter hours are still in effect. Yes, we know it's not really winter any more, but we don't want jinx it. The store opens at 7:30 Tues-Sun and closes at 6 in the week and 5 on the weekend until we say different.

Highlights:

- Graphs 1
- Survey says 2
- Thanks! 3
- Links 3

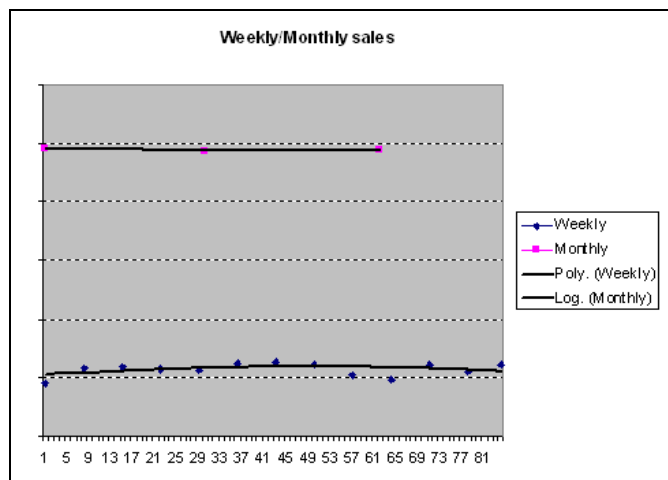
Graph-tastic!

Now that you've all mastered the basic graphs that The Grackle is famous for, we're going to try some more complicated stuff. Comparative graphing! Sure, it doesn't look like much now,



but wait until we get a few more months into it and see how you feel then, smarty-britches. Oh, and did we forget to mention that it shows a massive difference between 2007 and 2008? And that the black line that runs along the middle shows breaking even? Or even that we expected to have lots of 'new year' expenses in early 2008 BUT that even during the slow Schomberg days of Q1 (that's Jan/Feb/March to you) we managed to turn a profit?

Oh course we didn't forget, we were building dramatic tension – just one more thing we're known for here at the Grackle. Not that we're going to let it go to our heads. Anyhow, to come to the point of the thing, graphs are cool.



Next, on the left is the comparison of the weekly and monthly sales for Q1. As you can see, it's pretty linear. In fact, it's insanely linear. Some weeks were better than others but in general they averaged out nicely. Almost frighteningly, in fact. If we were inclined to paranoia we'd think there was something afoot, but that would be crazy..or is that exactly what you WANT us to think?

Employee Of The Month

Bach wrote a coffee cantata in 1732.

The heavy tea tax imposed on the colonies in 1773, which caused the "Boston Tea Party," resulted in America switching from tea to coffee. Drinking coffee was an expression of freedom

The average age of an Italian barista is 48 years old.

The British drink instant ten-to-one over fresh brewed.

Coffee is the most popular beverage worldwide with over 400 billion cups consumed each year

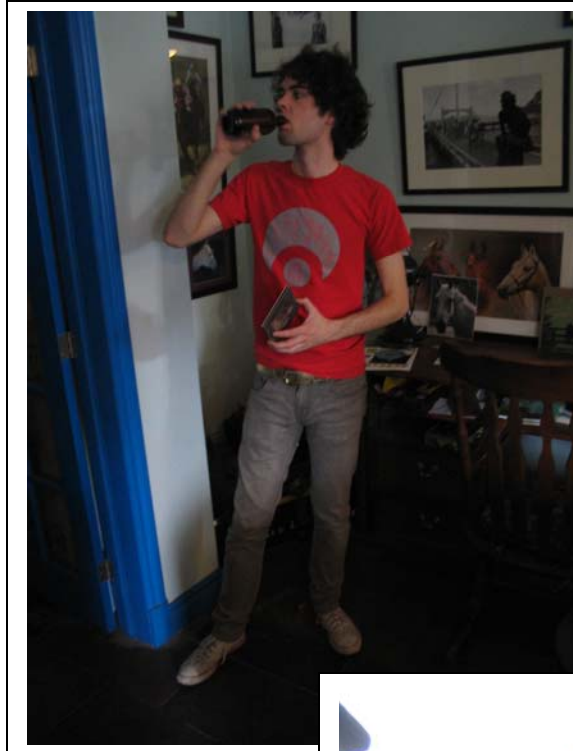
Only about 20% of harvested coffee beans are considered to be a premium bean of the highest quality.

It takes about 4,000 Arabica beans to make a pound of roasted coffee and it takes over 600,000 beans to fill a coffee sack.

Regular coffee drinkers have about one-third less asthma symptoms than those non-coffee drinkers.

Studies tell us the human body will absorb only 300 milligrams of caffeine at a given time. Additional amounts are cast off and will provide no additional stimulation. The human body dissipates 20% of the caffeine in the system each hour

<http://www.coffeenews-4u.com/trivia.html>



New product of the month that isn't ice cream



Celebrity sighting of the month



Sticky fingers sightings increase

The number of sticky finger sightings - and their subsequent gathering into groups and politely requesting frozen treats - has markedly increased in recent days. This is believed to be due to a combination of suddenly warm (well, warmer) sunny weather and the recent

arrival of ice cream at the Grackle. The arrival of "roasted marshmallow" (may be an alias) was noted by sharp-eared Grackle staff as a potential cause, as were the more traditional causes of "double chocolate" and "mango".

The imminent arrival of cookie dough is not expected to improve matters, and in fact Grackle staff expect the situation will only get worse until fall, which coincides with the start of school and the return of "root vegetable from a 100 mile radius" flavour.

Grackle Coffee Co

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We're on line(s):

See us at:

www.GrackleCoffee.com

Thanks!

This issue we wanted to thank everyone. Yet again. Specifically: The Student, The Student's brother, Amy, and of course Marcia for all her work on last minute orders.

We actually managed to go away for a week through the holidays, and although it wasn't nearly enough it was something, so thanks to everyone who helped with the store, the dogs, etc. Next year

we're going away in March as that turns out to be a slow month, but not during March break as we did that to get married and flights just cost a bomb. See what you can learn if you have the patience to read all the way to page 3? And if you skipped straight to the end to look for a coupon or something then you've really missed something great earlier

on, but we're not going to tell you what it is because then you won't learn anything.

For the rest of you, as per usual, it wouldn't be right to end this without a big thanks to the customers. Take a bow!

PS Look for some new staff starting in April to help out through the summer!

Links we like

www.GrackleCoffee.com

www.GreenShift.ca

www.transfair.ca

www.DarkCityCoffee.com

www.CoffeeGeek.com

www.chocosoltraders.com/

<http://www.metropolitanicecream.com/>

<http://www.donsigcones.com/>

<http://www.flowerchildphotography.ca>

<http://www.imagesphotoart.com>

<http://www.chrishiggins.ca>

<http://www.oneredchair.ca/>

About Our Organization...

The Grackle Management Team is made up of driven, clever and good-looking residents of Schomberg. We squeezed in some graphs again this issue, of course. Our quarterly meeting is at Port Soiree, and if you haven't been there, you should go. This quarter everything is running behind but not as much as last quarter, but there's still not much you can do about it so hopefully you took our advice and learned to like it.

GRACKLE COFFEE COMPANY

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YOUR NAME
YOUR ADDRESS
CITY, PROVINCE
V5H 4H9