

The Grackle View

The Grackle Coffee Company quarterly newsletter.

Quick notes:

- Summer hours are not yet here. We're staying open later on weekends if the weather is nice, but don't get your hopes up yet. Do come in for an ice cream, though – it's like summer in a cone. Or something. Really.

Highlights:

- Yep, graphs – 1
- More graphs – 2
- Famous dog! – 3
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Where does the time go?

Sadly for everyone, this issue will have to cover off the events of both the Q4 2008 and Q1 2009. Why? Well, as mentioned previously, we're busy people. Some might think lazy but it's really not the case.

We were quite busy through the fall with an assortment of things which built to a crescendo over Christmas. Then we went away to the Caribbean for two glorious weeks and to be honest you're lucky we came back at all. Then, just to prove the error of our ways the Espresso machine broke, and that cost about 600 espresso's to fix. Sadly they didn't want 600 espresso's in trade and instead required "cash". Nothing like starting the year behind the 8-ball, and not something cool like an 8-ball gear shift on your hot rod or the Eight Ball comic by Dan Clowes.

Also on the minus side milk has gone up TWICE in the last 6 months – lazy cows – so if you don't buy milk and get all your news from the Grackle View you should take this as notice that we'll probably have to do something with the prices of milk-based drinks like latte's, cappuccino's, and milkshakes. Sigh. We sucked it up the first time, but twice? Ouch. Apparently something to do with less milk because of poor quality hay because the summer weather sucked because we as a species have ruined the earth, or something. Like THOSE things are connected.

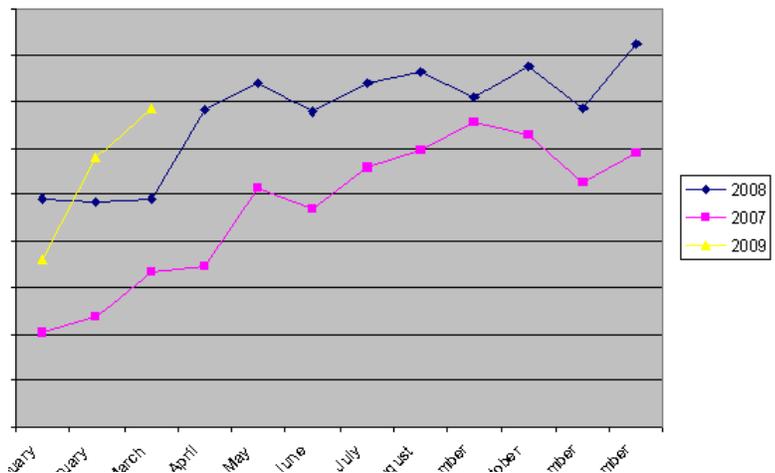
On the plus side, sales have been brisk (I love that word) since we've been back, which has helped improve the whole 'we'll have to eat the pets soon' financial situation. Trust me, the animals are as happy about it as we are.

However, since this has to cover off six months of exciting, Grackle-based events we'd best not dilly-dally any more and instead get right to the graphs.

Sales up!

Sales by Month 2007/2008/2009

2009 started out slow because for the first time ever we were closed the first week – not entirely on purpose – but we've caught up and improved nicely on last year through the first quarter. Good stuff! I wonder what April will look like...



Finally, some (more) graphs!

Here's some more info in graph form. January was, as it always seems to be, terribly unprofitable. Normally that's due to running down our supplies in December as we're going away, then buying lots of stuff in January. That way it's fresh, but it does tend to skew the

This issue's trivia comes from the Coffee News in Houston, Texas, y'all..

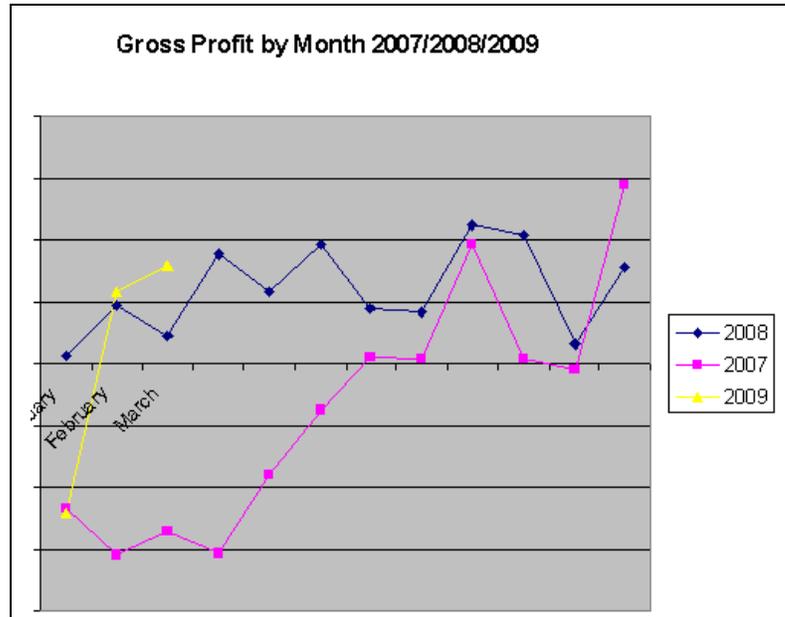
"The prototype of the first espresso machine was created in France in 1822".

"The first commercial espresso machine was manufactured in Italy in 1906"

"Frederick the great had his coffee made with champagne and a bit of mustard"

"The vacuum pack, invented in 1898, made it possible to preserve roasted coffee. Preserved coffee, though, not fresh coffee"

"After the decaffeinating process, processing companies no longer throw the caffeine away; they sell it to pharmaceutical companies"



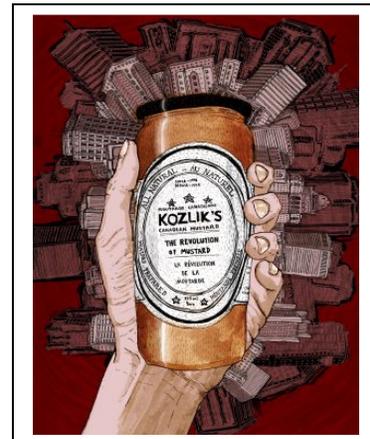
graphs slightly between December and January. This Jan we also had the espresso machine blow up, which didn't help; it cost money to fix and we were closed extra days. You can see from the nasty position of the yellow dot in Jan how that worked out. See it down there, waaaay below the zero line? Yeah, that's not where you want to see your gross profit.

Some more analysis: more sales in Feb 2009 than 2008 but profit was almost the same. We seem to have that almost fixed in March, though; way more sales and profit up almost as much. At this rate we'll be drinking coffee like Fredrick the Great! (see sidebar). Or maybe out of debt before the leaves win the cup.

...and speaking of Fredrick the Great...

We have mustard now! Really good mustard, hand made by Kozlik's in Ontario. 100 miles, baby. So now you can have coffee with a bit of mustard. Savoury mustard, spicy mustard, sweet mustard, you name it we've got it. You'll have to supply your own champagne, though, and keep it under the table.

Details available on that webby thing at <http://www.mustardmaker.com/>



Death and taxes

Apparently we're getting "harmonized" taxes come June 2010, which sucks. It sucks because items that previously only suffered from one tax – which is a lot of our products – will now labour under both taxes. That means we'll have to actually program the cash register, for one thing. For another, it means that everything will cost everyone more and the government gets more money. Wait – what was the up side of this again? Oh right – the government gets more money. Well yaa for that.

Also on the 'bringing me down' tip One Red Chair in Bradford closed. Sadness!

On the plus side, death is still worse.

Source:

<http://www.coffeenewshouston.com/trivia.htm>

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We're on line(s):

See us at:

www.GrackleCoffee.com

Famous dog spotted

Yes, Frank The Movie Dog has been spotted in Schomberg, fresh from his movie debut in "One Week" with Josh Jackson. Apparently he's quite approachable, particularly if you have liver treats. Frank, not Josh.



Links we like

www.GrackleCoffee.com

www.GreenShift.ca

www.transfair.ca

www.DarkCityCoffee.com

www.CoffeeGeek.com

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

www.chocosoltraders.com/

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

<http://www.flowerchildphotography.ca>

<http://www.imagesphotoart.com>

<http://www.chrishiggins.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 even more than last quarter, which essentially was un-reported.. There's still not much you can do about it so hopefully you took our advice and learned to like it.

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YOUR ADDRESS
CITY, PROVINCE
V5H 4H9**