

The Grackle View

The Grackle Coffee Company quarterly newsletter.

Quick notes:

- Summer hours are finally here! The store still opens at 7:30 Tues-Sun but now closes between 8 and 9 PM in the week and between 5 and 6 on the weekend. This will last until it gets cold again.

Highlights:

- Not graphs this time! – 1
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It's official – The Student rocks!



Yes, we have news so exciting that the graphs were pushed off of Page 1: The Student is among the Top 6 Barista's in Central Canada! You always knew he pulled a good coffee, and now we have empirical proof. He made it through qualifying at the CNE on July 18th and was only defeated in the finals on Saturday July 19th when cowardice and treachery overcame his small town naïveté. Well, not exactly, but it was his first time and he was competing against people who are full time baristas (not full-time guitar playing students) and those owners have won the Canadian Championship before.

We here at Grackle World Headquarters love a Schomberg boy done good, and we will attempt to rectify his snubbing by the mainstream media shortly, but in the interim you can see his name here (<http://www.canadianbaristaacademy.com/barista.htm>). Theoretically you can see his performance on the Internet (it was also streamed live) but we don't know where to find it either.

Want to know what a barista competition is exactly but too embarrassed to ask? Well, read on. The rules are: "Each competitor must prepare and serve 12 separate espresso beverages: 4 espresso, 4 cappuccinos, and 4 "signature" drinks of their own creation, and present them to a distinguished panel of judges. Competitors have only fifteen minutes to prepare all twelve drinks and are judged on station cleanliness, taste, beverage presentation, technical skills and total impression by a distinguished panel of judges."

Good news/bad news department

So...we have good news and we have bad news. Which do you want first? Oh yeah, this isn't "new media" so you can't answer. Good news it is.

The good news? On top of the award-winning, we aren't making our coffee any smaller to trick you into paying more per unit (unlike Hellman's Mayonnaise), nor are we going to be switching to lower quality products. You can see where this is going...

The bad news? The Ontario Milk Board are changing their pricing as of September 01. Do you think they'll lower prices? Us neither. In fact, we here at Grackle World HQ expect we're going to have to raise some prices. Not much and only on some things – those with lots of milk in them, mostly – but we wanted to warn you. That's because stuff is costing us more and trust us, we're not happy about it either.

However, it's difficult to serve amazing coffee with our trademark good humour from debtor's prison, a tax haven or the morgue, so we're doing our best to stay out of all of those (although that tax haven thing sounds good) and keep it real on the streets of the 'Berg. We apologize profusely in advance for any inconvenience our attempts to remain solvent may cause.

Finally, some graphs!

Well, we have to apologize in advance for the delay on the newsletter. The daily torrents of mail pouring in clearly show how vital this news is to everyone, but we feel that it's worth waiting for, particularly when we're busy. Which we were, and are – just look at those graphs!

37% of coffee drinkers drink their coffee black.

Cappuccino is so named because of the drink's peak of foam which resembles the cowl of a Capuchin friar's habit.

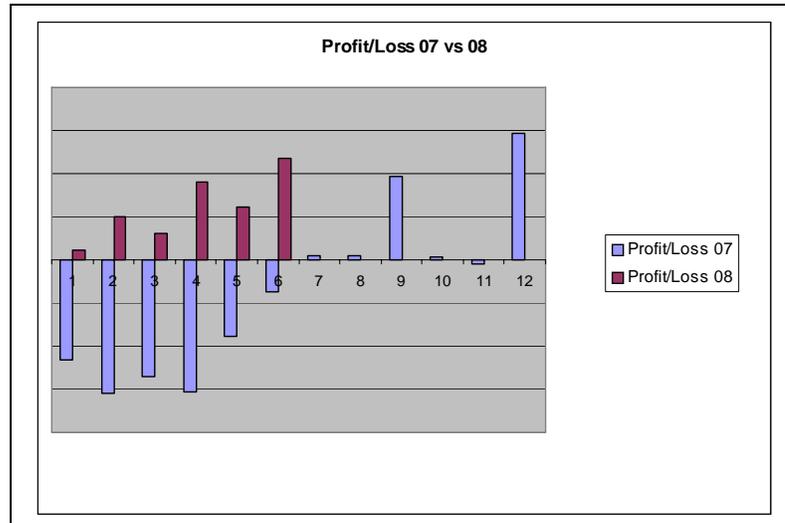
Where did "Cup of Joe" come from? The US Navy used to serve alcoholic beverages on board ships. However when Admiral Josephus "Joe" Daniels became Chief of Naval Operations, he outlawed alcohol on board ships, except for very special occasions. Coffee then became the drink of choice, hence the term "Cup of Joe".

A more boring but probable suggestion is that it is a modification of java or jamoke for coffee, perhaps under the influence of one or other of the many expressions at the time that contained the word Joe — for example, "an ordinary Joe". It is significant that an early example appears in 1931 in the Reserve Officer's Manual by a man named Erdman: "Jamoke, Java, Joe. Coffee. Derived from the words Java and Mocha, where originally the best coffee came from".

The French philosopher, Voltaire, reportedly drank fifty cups of coffee a day.

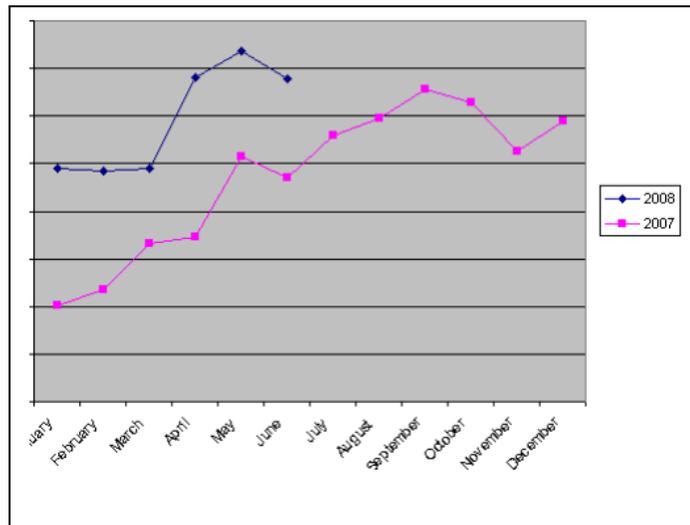
Turkish law makes it legal for a woman to divorce her husband if he fails to provide her with her daily quota of coffee.

<http://www.theoriginalcoffeecompanyonline.com/coffeetrivia> and <http://www.worldwidewords.org/ga/qa-joe1.htm>



On the left, you can see that while during Q2 of Year 1 we were starting to lose less money, in Year 2 things were improving even more. (Of course, I should point out that this, unfortunately, is gross profit, and it's so gross because it's so large it's disgusting, it's because it doesn't take into account all those nasty other expenses, like rent, hydro, heat, phones,

insurance, vehicles, or taxes. In fact, best we don't talk about taxes – believe me, you don't want to get me started. So suffice it to say that we aren't all going out and buying matching Ferrari's or anything (although according to Toronto Life the Pusateri's boys did, but then again we don't charge \$35 for 6 muffins. But I digress)). However, despite the lack of Italian sports cars this is good! Plus where would I park a Ferrari, and what about the insurance? Just a hassle – I'm better off really.



Anyhow, on the left is the comparison of the monthly sales (as opposed to gross profit) to date. Interesting pattern – 2008 saw a large sales increase from March to April, a month earlier than in 2007. March 2007 was kind of cold and crappy; March 2008 started that way but got nicer earlier. Could be the answer was blowing in the wind...<insert groan here>. Now unfortunately sales dropped somewhat in June, but I sneaked a peak and July didn't continue this trend. Good thing, that.

Jazz squeezed in

There was a Sunday jazz night in July that seemed cool so we'll be doing more in August, plus we're going to try and organize some kind of party or something. We'll let you know more about that as we get closer to it happening.

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We're on line(s):

See us at:

www.GrackleCoffee.com

Thanks!

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

In 2008 we're going away over the holidays and boy are we looking forward to it, so thanks in advance on that one. Don't worry, we'll remind you closer to the day. Still hoping to go away in March of 09 as that

turns out to be a slow month with bad weather, but not during March break as we did that to get married and flights south 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 Did you spot the new staff? Say hi to Ben or Elarie if you see them – they're nice.

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.conspiracyarchive.com/>

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 about 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.

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