

March, 2013  
Volume 7 Issue 2

# The Grackle View

The Grackle Coffee Company “quarterly” newsletter.

## Quick notes:

Summer! It is here. I can feeeel it.

Hours are changed!

Tues-Fri we're open 7 to 5:30  
Sat 7 - 5  
Sun 7:30-5

## Winter, it doth retreat

As semi-promised in the previous newsletter – which was undoubtedly going to be on your summer reading list, along with that one by that guy who writes poorly but sells a zillion books and that other one that was all about sex and was apparently written at the teenage blogger level, but then you realized how much of a waste of time all that would be – it's hot!

And you know what they say – when the going gets hot, the hot get air conditioning. So, we got air conditioning. It's cool, har har. We also got a wicked cool display fridge, moved the espresso machine, and changed tons of stuff in the back. But you noticed that, right? Adding all that gear didn't help the temperature situation either, so that was another reason for the AC.

Still in the spirit of moving things we also built a (very small) split rail fence so that bicycles can lean up against it. Go us!

## Graph-tastic!

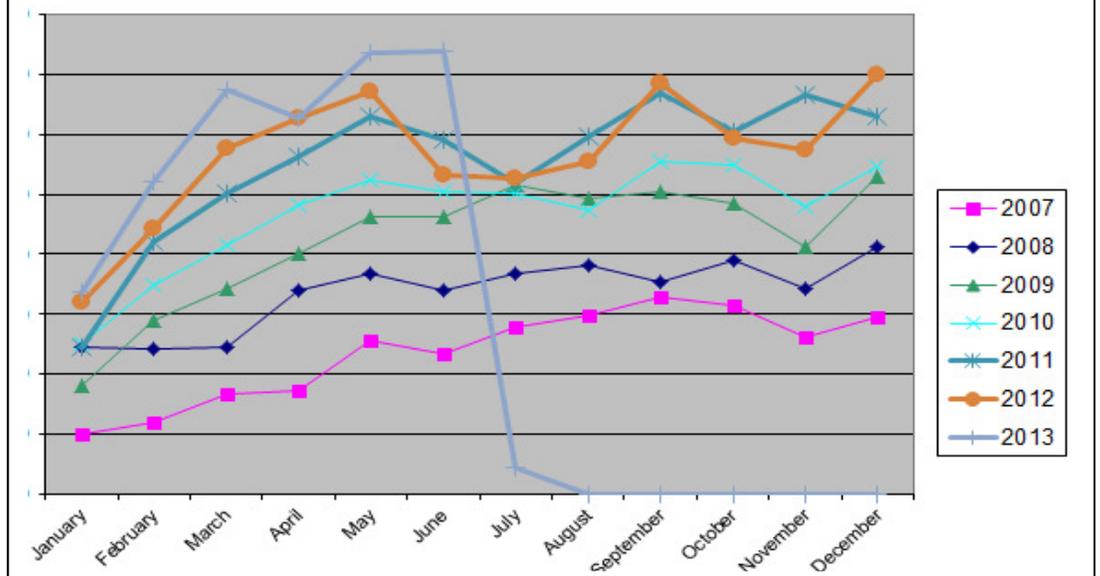
Blake: Put. That coffee. Down.  
[pause]  
Blake: Coffee's for closers only.

Glengarry Glen Ross. Great movie about sales. And speaking sales, sales of what we sell are up. Give yourselves a round of applause! (<http://www.imdb.com/title/tt0104348/quotes>)

## Highlights:

- “News” – 1
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- Staff photo – 3
- Links – 3

Sales by Month 2007 - 2013



## Shiny graph time

Once again, it is that time.

After you glance below – take your time – we will answer your inevitable question about what exactly we were thinking about in the month of May, that’s when we had to pay for some of the good stuff that we bought during our capitalist frenzy. Hence the downward drop there. But check out June! June was surprisingly good.

Now we expect two months of ‘kinda slow/steady’ until the burst of energy that is September; then October slows down, November we load up on stuff, December you buy the stuff, then we get very tired and go on holiday. Let’s stick to the plan, people!

PS Everyone remembers what Gross profit means, right? Good, just checking.

Previous trivia of dubious quality has been replaced with new (to us) trivia. The quality has not noticeably improved. (Note all spelling and grammar errors are theirs).

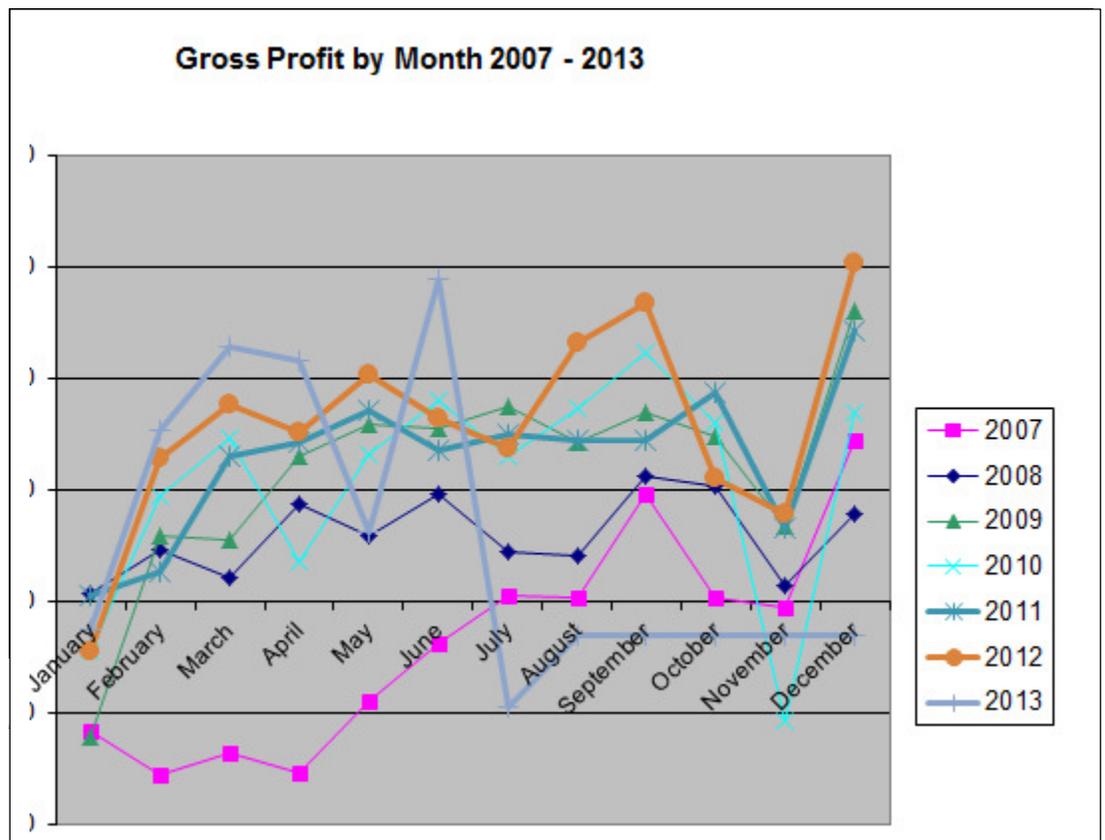
<http://www.essentialwonders.com/servlet/the-template/coffeefacts/Page>

In the 17th century when coffee came to Europe Pope Clement VIII banned coffee stating it was the "Devils Tool". This changed shortly after the Pope had a cup and pronounced coffee legal again.

Cowboy Coffee originated from Cowboys using there dirty socks out on the trail as coffee filters. They filled there sock with coffee beans, immersed the sock in boiling water then squeezed the coffee into there cups.

A regular 6oz cup of coffee contains about 150 milligrams of caffeine, most physicians call this a "therapeutic dose".

It takes five years for a coffee tree to reach full maturity, coffee trees can live up to 100 years old.



And in case you were wondering what “coffee is”, here’s what Google (they’re some ad company) says:

Google search results for "coffee is":

- coffee is for closers
- coffee is for closers
- coffee is good for you
- coffee is bad for you
- coffee is a drug

## Grackle Coffee Co

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FACEBOOK:  
[www.facebook.com/Grackle  
Coffee](http://www.facebook.com/GrackleCoffee)

We're on line(s):

See us at:

[www.GrackleCoffee.com](http://www.GrackleCoffee.com)

## Employee of the month

Well, as anyone diligent enough to get to the last page will know from previous Grackle newsletters, it is tradition to ignore the Frosty Biscuit. However, this is it - the newsletter where we include her! So she's leaving. Say hi to Butcher Rachel, as she will – for the most part – no longer be Coffee Rachel. Sadness! But good for her – we always had a sense that butchering was more than just a hobby.



### Links we like

[www.GrackleCoffee.com](http://www.GrackleCoffee.com)

[www.GreenShift.ca](http://www.GreenShift.ca)

[www.transfair.ca](http://www.transfair.ca)

[www.DarkCityCoffee.com](http://www.DarkCityCoffee.com)

[www.CoffeeGeek.com](http://www.CoffeeGeek.com)

<http://gailletaylor.com>

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

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

[www.chocosoltraders.com/](http://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. We regularly meet at Port Soiree, in the rooms where women come and go and talk of Michelangelo, and if you haven't been there, you should. Meetings over Mexican food from Mexicanada in Bradford are also sometimes required. This quarter our reporting is running pretty well almost on time, but don't freak out. 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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