

The Grackle View

The Grackle Coffee Company quarterly newsletter.

Graph-tastic!

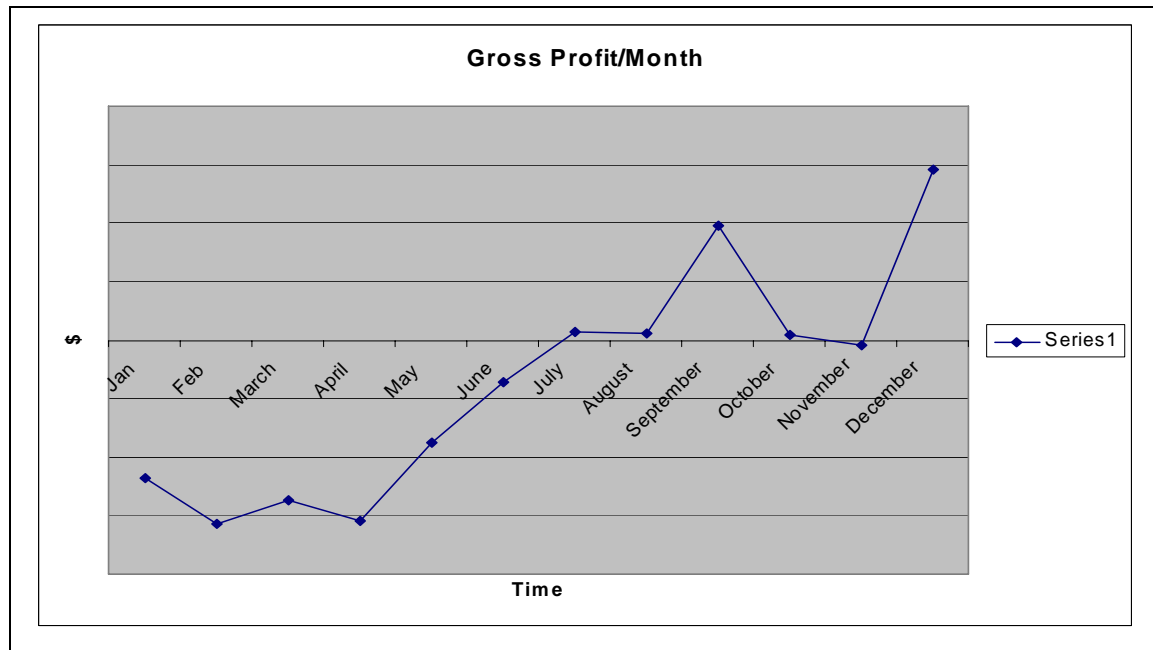
As promised – and delivered on – in every issue to date, the Grackle Coffee Company presents graphs. On time. Lots of them. And they're useful! Or at least colourful.

Quick notes:

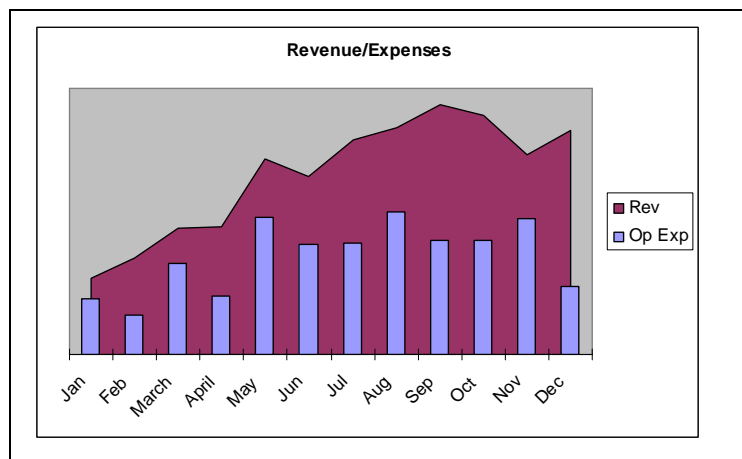
- Winter hours are now in effect. Because, after all, it's winter. We open at 7:30 Tues-Sun, closing at 6 in the week and 5 on the weekend

Highlights:

- Graphs 1
- Chocolate 2
- Thanks! 3
- Links 3



Well, ok, **the above** isn't colourful, either. But it contains good news! Gross profit (i.e. after cost of sales are removed, before business costs are included) increased through the year. And that's the idea! Seems like not everyone was asleep in our quarterly meeting, despite all evidence to the contrary.



Next, on the **left** is revenue compared to operating expenses by month. The idea is for the revenue (the purple) to be higher than the expenses (the blue) each month, and the higher it is the better. As you can see, we started out a little rough but got the hang of it eventually. Around June, actually. From there we seemed to stay on track for the year, with some fluctuation due to where orders fell around the end of some months.

Let's talk a little more about me

Two coffeehouses opened in 1554 in Constantinople.

The first Parisian coffee cafe opened in 1689.

By 1763 there were over 200 coffee shops in Venice.

The first commercial espresso machine was manufactured in Italy in 1906

Lloyd's of London began in Edward Lloyd's coffeehouse
www.koffeekorner.com/trivia

The Women's Petition Against Coffee (WPAC) was formed in London in 1674. They complained that their men were always at the coffee houses, and not being at home as needed during domestic crises.
www.cocoajava.com/java_trivia

Since this is the year end issue we'd like to talk more about us.

Around 25% of small businesses in Canada fail in their first year, so we're already ahead of where some predicted. Go us!

In fact, as anticipated – and requested through pagan sacrifices to ancient deities the nature of which gentle folk such as yourself need not contemplate – the business behaved like a business that is about to be successful should.

Media whores

Yes, that's us. How much so? For a start, do a [search](#) on Grackle Coffee and the first 11 are about us! It's 'new media', but still. Want some more evidence of how low we'll sink?

We had an article and pictures published in the winter edition of Sideroads magazine (click [here](#) if you can).

There were set up costs in the first 6 months that declined after that, and at the same time sales started to build. They increased through the summer, and thanks to our extensive database of charts and graphs we were able to address concerns early on. Finally, we had a base of customers who both supported us at the start and more importantly told other people, and that's invaluable. Through events like the Mayor's Soiree, Main Street Christmas, a minor amount of

We provided coffee to the Duffrin Marsh Committee activities ([link](#)), and we were in a local paper several times in '07, including serving coffee at the mayor's soiree (click [here](#); there's even a picture of Bryce looking like a dork). We were given a percolator and through a comic mishap ended up not being able to use it, so we used a home machine to prepare

advertising, and a couple of newspaper articles (see below for more on that) we continue to see new customers come in, and we expect to see even more return come ice cream weather. Plus we have soup now!

For our part we will continue to maintain the quality as well as the pricing, and we'll strive to continually reduce the number of times we set the dogs on people.

Thanks to everyone for your support!

several dozen espresso's and even cappuccino's, until it decided it didn't like that game any more.

We also had some fliers in mailboxes in the 'berg in the summer, an ad in the winter edition of Caledon Living and. we'll continue the media blitz in '08.

In the soup

Yeah, yeah, I know, but we **finally have soup**. It's good soup, too. Our main source is the Rusty Red Can, a new soup place in Nobleton, but we have some other

vendors to provide some options. Plus we get these cool little stuffed buns, and they come with bread. What more can I say? Only that "the word

soup originates from "sop", a dish originally consisting of a soup or thick stew which was soaked up with pieces of bread". So there.

Blank of the month

We're still looking for suggestions for a ____ of the month. If you know someone – or something - who would be specially qualified, we've

been told by our lawyers to say that we'd love to hear your suggestions for customer, employee, or pet of the month. You can email

coffee@gracklecoffee.com, or whisper it in our ear. There may even be a prize!

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

www.GrackleCoffee.com

Thanks!

This issue we wanted to thank everyone. Again. Specifically: The Student, The Student's brother, and of course Marcia for all her hard work.

During Main Street Christmas – by far our busiest day – both the Student and Amy worked like dogs, and not like lazy hound dogs, either. We'd like to send a shout out to them, as we understand that's what the kids are all doing these

days. Word, homie!

We also got a great deal on a Saeco home machine so we were able to spread the good word of coffee to the Caribbean. Do I smell a franchise opportunity?

As per usual, it wouldn't be right to end this without a big thanks to the customers. Take a bow!

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>

About Our Organization...

The Grackle Management Team is made up of driven, clever and good-looking residents of Schomberg. We squeezed in some graphs this issue, of course, and have plans to put more up on the web site. If you don't see them immediately, check back – I do have a day job, you know. Our quarterly meeting is at Port Soiree, and if you haven't been there, you should go.

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YOUR NAME
YOUR ADDRESS
CITY, PROVINCE
V5H 4H9