

Oct, 2011

Volume 5 Issue 2

The Grackle View

The Grackle Coffee Company “quarterly” newsletter.

Quick notes:

Fall hours are now
all the rage!
Depressing.

Tues-Thurs we'll
be open to 7:00!
Fri 7:30 to 6,
Sat & Sun 7:30-5

Highlights:

“News” – 1

Graphs – 2

Staff photo – 3

Links – 3

Some things change

Hola, Amigos! It's been a long time since I rapped at ya, but I've had a lot of stuff goin' down.

Well, if you read The Onion back in the 1990's – yes, we had the Internet then, kids, it just wasn't quite as shiny – then you remember when The Onion was 1) free and 2) featured Jim Anchower's columns. And 'he' (or whoever wrote as him) started all his columns like that. Maybe 'he' still does, but now that I have to pay I don't wasn't sure any more. Then I used my phone! In the 90's our phones weren't aware of the Internet, and I think mine is actually more powerful than my first computer.

Anyhow, we have some catch-up efforts required here. In no particular order...

- Lunch is awesome. We have sandwiches, we have soup. Sometimes chili. No meat but lots of crazy vegetables.
- We have muffins sometimes. I know, but some people like muffins and those people WILL care.
- Have you seen the new espresso machine? Of course you have. It stands like a shiny god at the front of the store.
- We're still getting bread! Local grown, milled and baked by our customers.
- Sprouts, too, from the marsh. Made by marshians. (Ha! Ha!)
- We have monsters. See p. 3 for more details.
- We're on Facebook. I know, but now we have slightly more regular updates and such. And perhaps even do away with newsletters? Go to www.GrackleCoffee.com to “like” us. It would actually be handy if you did.

Grackles with clothes

As you can see, off to the right is our ~~first~~ second run of shirts – like those but Yellow. We're going to get some more long sleeve and hoodies made. See – we do listen! Next year we'll remember our anniversary too, we swear.



Stop – graph time!

Everyone's favorite section!

First up is sales by month. Sales through the second and third quarters of 2011 continued to stay around higher on average. Except in July, which was just weird. Too hot I guess? Sometimes you people are pretty hard to understand. Anyhow, we're still closed Monday and that's working out for both revenue and staff satisfaction. Phew.

This issue's highly dubious trivia are repeated from last issue, and they come from: <http://www.alltrivia.net/facts/coffee.htm>

"On East Coast U.S. flights "regular" coffee is with milk and sugar; on the West Coast, "regular" coffee is black."

"The bubbles in coffee can tell you what the day's weather will be".

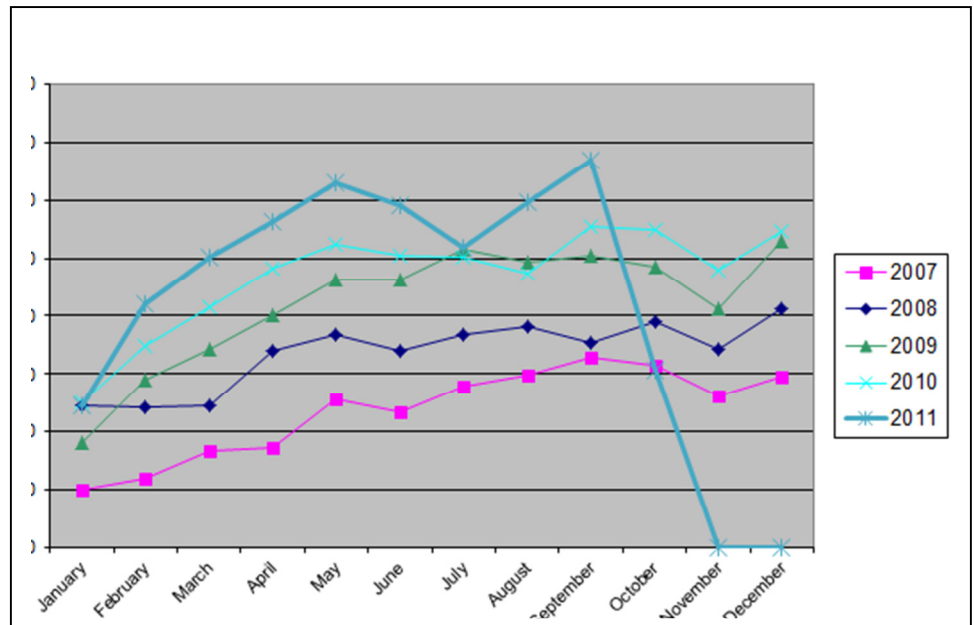
"In Turkey, in the sixteenth century, anyone caught drinking coffee was put to death."

"It takes 42 coffee beans to make an espresso".

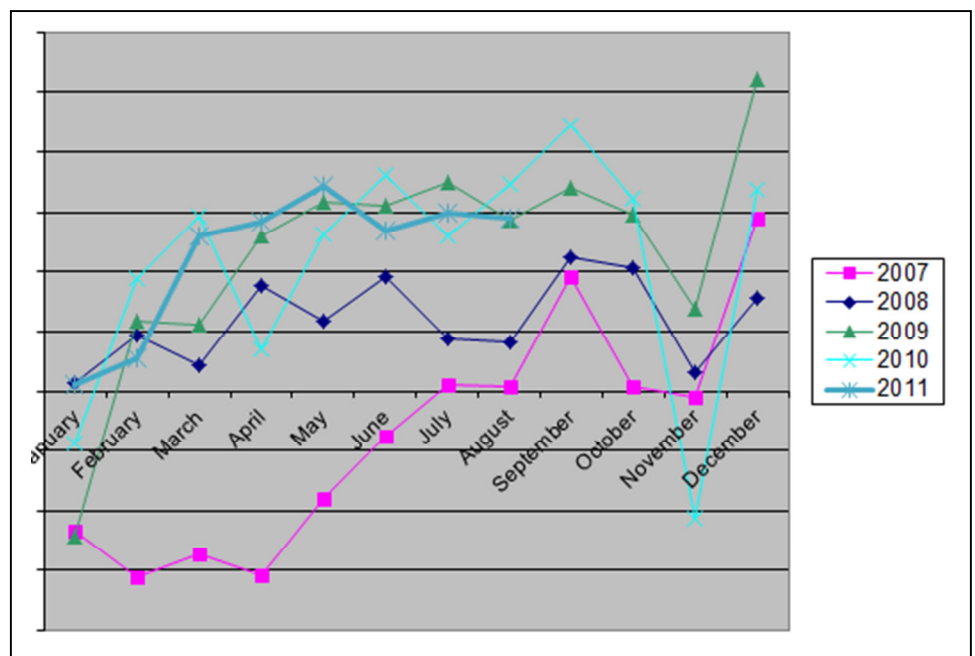
"Cappuccino is named for the resemblance of its color to the robes of the monks of the Capuchin order."

This looks like a parody of a good web site but I fear it may be real. Very, very poor. <http://dennylyon.hubpages.com/hub/25-Weird-Coffee-Trivia-to-Astound-and-Amuse-You>

E.g."5 - What is consumed so much in the United States that it represents 75% of all caffeine consumed? Duh, Coffee. We all could have answered that one before our first morning cup. I thought you needed an easy job over the net. Good. wasn't it?!"



Gross (i.e. including cost of goods sold and business expenses but not rent, vehicle, taxes, salary (like there is one!) etc.) profit is below. Not a 'real' picture of how things are going but useful for relative comparison purposes if not for actuals. And actually, we aren't making more per dollar received. We're working on that...



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We're on line(s):

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www.GrackleCoffee.com



Monster spotting

Our staff picture of the month is the newest little monsters that have been hanging around. Hand made by a demented urban planner, they will soon have company. Worth checking out. Some are fuzzy, too. Mmmm, fuzzy.



Links we like

www.GrackleCoffee.com

www.GreenShift.ca

www.transfair.ca

www.DarkCityCoffee.com

www.CoffeeGeek.com

<http://gailletaylor.com>

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

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

www.chocosoltraders.com/

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

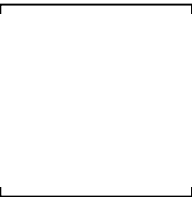
<http://www.flowerchildphotography.ca>

<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. 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 was also required. 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 NAME
YOUR ADDRESS
CITY, PROVINCE
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