

MUDD MADDERS

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Barista of the Month
November '07

Dan Wolfe

Longtime barista, Dan Wolfe, of the Laurel Mountain Mudd Kiosk is our November Barista of Month. A very hard working, but laid back gentleman, Dan is a Harley enthusiast & was recently promoted to kiosk manager.

Great job Dan!

Mountain Mudd has matured! We have taken our great concept of training, support, contemporary kiosk & equipment, and supply & distribution, and now offer Mountain Mudd in a franchise package. Mountain Mudd Franchises are now available in 48 of the 50 US States and North Dakota and Virginia are expected soon. We offer the same great package, but have met scrutiny of the Federal and State regulations regarding franchising. We are dedicated to continue to be the innovators and offer the best drive-thru coffee concept in the Nation!



Our Christmas parade float riders keeping warm!



Cuppy!

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Mountain Mudd Welcomes Lori Wolff, New Area Manager

Lori joined Mountain Mudd in September; bringing 20 years of experience in the Food & Beverage-Hospitality industry (she started very, very young). A Billings native, Lori loves spending time with her grandchildren and her Cat, a Great Tabby named Shiraz. She also loves dogs, the color purple, and any coffee drink. We are lucky to have her on our Mountain Mudd team. That's Lori above on the far left of the float.

Free Mountain Mudd Drinks for a Year !

As we are discontinuing the Club Card promotion we will provide one lucky winner per kiosk free Mountain Mudd for a year! Entries are made by the customer printing their name and phone # on the back of each club card they turn in (as many as they have). Each kiosk manager will randomly select 1 winner during the first week in February.

All 16 winners will be called and also announced in the February issue of Mudd Matters.

Limit 1 drink per day. Winners may only use their free drink card at the kiosk the winning card was drawn. Employees of Partnered Beverages LLC and their family members are not eligible to win.

Barista of the Month
December '07

Janet Barnhart

Barista and Airport Kiosk Manager, Janet Barnhart is our December Barista of the Month. Janet is an outgoing and hard working barista, whose team was responsible for a phenomenal increase in sales over last year.

Marvelous job Janet!

Quote of the Month

"We love our competition like they like their coffee: Pale, weak & bitter"

Send Us Your Ideas!

We want to hear everyone's ideas about how we can promote Mountain Mudd Espresso locally. Send us your marketing, advertising, or special promotion ideas. If a charity or group you volunteer with is having an event let us know & maybe we can help too. Email your ideas to: pete@mountainmudd.com

Brown & Bigelow

Brown & Bigelow is our exclusive retailer for apparel, gifts, merchandise and franchise marketing materials. Go to www.shopmountainmudd.com or click on "Mudd Store" at www.mountainmudd.com. The featured item of the month is the 16 oz. stainless steel vacuum bottle with 8 oz. tumbler & condiment storage. The perfect gift for the on the go coffee drinker and outdoors lover, only \$15.85!



Featured item of the Month!

Coffee Tastes of 2008 Candidates

WASHINGTON (AP) — Hold the sugar. Presidential candidates who drink coffee prefer artificial sweetener or no sweetener, for the most part.

AP asked candidates a series of questions about their personal side. What do they take in their coffee? The answers:

DEMOCRATS:

- New York Sen. Hillary Rodham Clinton: Sometimes black, sometimes with cream.
- Former North Carolina Sen. John Edwards: Doesn't drink it.
- Illinois Sen. Barack Obama: Black, but rarely drinks it
- New Mexico Gov. Bill Richardson: Cream

REPUBLICANS:

- Former NY Mayor Rudy Giuliani: Splenda, Sweet'n Low or Equal, whichever is available
- Former Arkansas Gov. Mike Huckabee: Splenda
- Arizona Sen. John McCain: Cappuccino or coffee with cream and sugar
- Former Massachusetts Gov. Mitt Romney: Doesn't drink it, has been known to have hot chocolate
- Former Tennessee Sen. Fred Thompson: Cream



Christmas Parade!



"It might be that caffeine could slow the dementia process"

**Dr. Karen Ritchie
French National
Institute for Health
and Medical Research**

Coffee 'protects female memory'

Caffeine may help older women ward off mental decline, research suggests.

French researchers compared women aged 65 and older who drank more than three cups of coffee per day with those who drank one cup or less per day.

Those who drank more caffeine showed less decline in memory tests over a four year period.

The study, published in the journal Neurology, raises the possibility that caffeine may even protect against the development of dementia.

The results held up even after factors such as education, high blood pressure and disease were taken into account.

Caffeine is a known psychostimulant, but this study appears to suggest its effects may be more profound.

However, lead researcher Dr Karen Ritchie of the French National Institute for Health and Medical Research warned against jumping to premature conclusions.

She said: "While we have some ideas as to how this works biologically, we need to have a better understanding of how caffeine affects the brain before we can start promoting caffeine intake as a way to reduce cognitive decline.

"But the results are interesting - caffeine use is already widespread and it has fewer side effects than other treatments for cognitive decline, and it requires a relatively small amount for a beneficial effect."

The study, which involved 7,000 women, did not find that caffeine consumers had lower rates of dementia.

Women 'more sensitive'

Dr Ritchie said: "We really need a longer study to look at whether caffeine prevents dementia; it might be that caffeine could slow the dementia process rather than preventing it."

She said it was not clear why the protective effect did not seem to apply to men.

"Women may be more sensitive to the effects of caffeine. Their bodies may react differently to the stimulant, or they may metabolize caffeine differently."

Rebecca Wood, chief executive of the Alzheimer's Research Trust, said that with no cure for Alzheimer's disease yet available, research into possible protective factors was important, particularly as the disease is expected to become more common.

She said: "This study does not suggest that caffeine actually lowers rates of dementia in women, but since memory seems improved, it may be that it is slowing it down.

"However, research over a much longer period is still needed to establish fully what the affects of caffeine are in both men and women and whether it could reduce a person's risk of dementia or slow down its progress."

Dr Susanne Sorensen, head of research at the Alzheimer's Society, said drinking coffee and tea had both been tipped as possible ways of delaying the onset of dementia.

However, she said: "These types of studies are complex because coffee and tea drinking can be linked to so many other social and life style factors."

Story from BBC NEWS:
<http://news.bbc.co.uk/go/pr/fr/-/2/hi/health/6930114.stm>

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Merry Christmas & Happy New Year

Season's Greetings to our hard-working partners at Cenex. President Don Olson, Dan Ostendorf, Rick Cummings, Gary Braaten, Shelly Nauman, Kelly Silvernagel, and Sally Froelich, and the CHS Reps: Bob Gumatz, Bob Christopherson, Steve Haase, Bruce Illies, Bill Klug, Joe Rodriguez, Rick Rykal and Byron Witzel, as well as all of the hard working folks at CHS, Inc.

As a token of our appreciation Dana and Wayne made over 170 specialty coffees at the Cenex Refinery office in Laurel.

Barista Appreciation Breakfast & Cookies

To show our sincerest thanks, the folks at the corporate office got together to make breakfast for the morning baristas and bake cookies for the afternoon baristas. Everyone made it in at 4:30 am to



Jim's surprised that Geno is awake, much less able to cook eggs for the Baristas, while Wayne tries not to burn himself cooking the hash browns.

provide delicious breakfast burritos, hand made by Jackie & Dana. The cookies were delivered in the afternoon & on Saturday.

Thanks Baristas!



Jackie & Dana still smiling at 4:30 am!



Thank You for Your Generosity

All of us here at Mountain Mudd Espresso would like to extend our thanks to all of the individuals that generously donated their time and money this holiday season to the charities we have chosen to support.

The Toys for Tots bins have been filled by our generous customers and staff. A special thanks to all the CHS, Inc. employees that made so many gracious donations to Toys

for Tots, word has it their bins were over-flowing with toys.

The Family Services Adopt-a-Family also generated many considerate gifts for a disadvantaged family in need. Special thanks to Dana, Jackie & Jill for shopping and wrapping all of the wonderful clothes and gifts.

Thank you to Rene and Dan Albert for supplying and driving the Christmas Parade Float, it was great!



Tell Us your Story!

We would like to include an anecdote about funny, odd & unusual events that happened while you were working in the kiosk.

Email your story to :
pete@mountainmudd.com

Stories with crude language will be edited, and warning: all objectionable material will be emailed around the internet!

Special Thanks & Seasons Greetings

We at the corporate office would like to extend our thanks and season's greetings to the baristas and the guys in distribution and manufacturing that make us so successful. We appreciate all of your hard work and the professionalism you present to our customers. A special thank you to Kim & Alisha for hosting our guests from Mexico, they were very impressed. A particular "Thanks" also goes out to Andrea Rice, Dana & Jackie for the hundreds of tasty cookies they baked to say thanks to the afternoon baristas. I would like to add a thank you to Connie, Chuck & Lori by name but have ran out of ways to say "special" thanks. And to all employees for your efforts continuing to add efficiencies to make our company run more smoothly.

Mountain Mudd Espresso

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Pet of the Month



Bruno is a 6 month old of unknown ancestry, but believed to be 1/2 border collie, 1/2 blue heeler and 1/2 German Shepherd. He is full Junk Yard Dog!

Send in your favorite pet's photo to pete@mountainmudd.com and he or she too may become the featured Mountain Mudd Pet of the Month.

