

# mudd madders

VOLUME 1, ISSUE 3  
MARCH 2008



Barista of the  
Month  
February '07

Mary Alice Jaksha

Mary Alice not only makes a great drink, she also always goes the extra mile to help out whenever needed.

Mary Alice has also recruited several new and dependable employees, and is a good example to all.

Thanks for all of your hard work and dedication!

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## March 17th is Mountain Mudd's 14th Anniversary!

Fourteen years ago two sisters-in-law decided to go into the drive-through coffee business, opening on St. Patrick's Day 1994. Gladly they chose to name their business Mountain Mudd Espresso over "2 Dumb Blondes". The drive-thru concept was fairly new, the Winter Olympics were going on in Lillehammer, Norway, *Ace Ventura: Pet Detective* was in theaters, and Grunge music was at it's peak. To celebrate our anniversary, our Research and Development team has been working tirelessly to develop a special drink. I am proud to announce "The Freckled Leprechaun". This delightfully festive concoction is a fusion of White Chocolate Granita, Oreo pieces and green peppermint syrup, topped with a dollop of whipped cream and drizzled with thick chocolate sauce. You will be dancing an Irish jig when you get a taste of this!

Recipe: Add 1 tsp. green food coloring to full bottle of Muddslide Peppermint Syrup.

For a 12. oz Freckled Leprechaun, use 3/4 oz. peppermint syrup, 3/4 scoop of Cookies & Cream, fill with White Chocolate Granita, stir & top with whipped cream & drizzle of Chocolate sauce.

16 oz.— 1 oz. Peppermint Syrup, 1 scoop of Cookies & Cream, Fill with White Chocolate Granita, stir & top with whipped cream & drizzle of Chocolate sauce.

24 oz.— 2 oz. Peppermint Syrup, 2 scoops of Cookies & Cream, Fill with White Chocolate Granita, stir & top with whipped cream & drizzle of Chocolate sauce.

Don't forget other great March recipes like the Irish Rose, (Irish Cream & Raspberry Syrup Latte) and the Irish Nut (an Irish Cream & Hazelnut latte).

Order your Mudd Dudds Malted Milk Balls for Easter baskets! It's always a good idea to make Easter Baskets filled with Mudd Dudds, Mudd Buddies, Coffee & travel mugs for your customers!

## Featured Retailer: Brandy & Aaron Schafrath Mountain Mudd Espresso Wooster, OH

Mountain Mudd in Wooster, OH is owned by Brandy and Aaron Schafrath. This month Brandy & Aaron are having a "Luck of the Irish" drawing. They are collecting club cards from February 18<sup>th</sup> to March 17<sup>th</sup> for the drawing. The lucky winner will receive one week worth of Free Drinks. They are advertising the promotion in the local *Wooster Money Saver* with a dollar off drinks on St. Patrick's day. The Schafraths are also involved with their community, recently donating to the Junior Service Club of Wayne County, a dinner and auction fundraiser for college scholarships for local women returning as "non-traditional" students. The Schafraths are giving all attendees a coupon for a Free 12 oz. Drink to all attendees. Brandy was a recipient of this scholarship twice on her way to earning a degree in Early Childhood Education. Brandy informs us that the locals favor the Chai Latte and the Caramel Macchiato and White Chocolate Mocha. Brandy herself enjoys a White Chocolate Mocha with Caramel sauce, while her husband Aaron prefers the boldness of a Coffee Americano. Daughter Devon likes the White Chocolate Granita and Son Isaiah enjoys variety, but one of his favorites is the Vanilla Nut Steamer. Keep up the hard work & thanks for being part of the Mountain Mudd family. If you are ever in Wooster, OH look for their kiosk at 419 E. Liberty St.





## TRAINING TIPS BY WAYNE LEBLANC

Our new section commencing this month will focus specifically on training and how poor training can rapidly cut into profits and overall sales. As we ponder how to increase sales volume we first have to go back to basics before we start on new marketing campaigns. The best advertisement for your business starts right back at the kiosk; there is no substitute for **EXCELLENT** drink preparation. If you experience a downward spiral in sales one first needs to address drink preparation. In this regard we must all hold ourselves to a higher standard and not cut corners in any way. The second part of this equation and closely related is the issue of customer service, if you are not nice or courteous to your customers you will lose them!

Wayne LeBlanc is the National Trainer for Mountain Mudd and travels the country imparting his wisdom & passion for great coffee and great customer service.



### Quote of the Month

“ I never drink coffee at lunch. I find it keeps me awake for the afternoon ”

Ronald Reagan

### 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](mailto:pete@mountainmudd.com)

Customer service has been the cornerstone of Mountain Mudd since its inception and it is what should separate us from our competitors. Here are a few gems that we have gleaned over the years that should become biblical in your operation:

- Every customer should be greeted with a smile and a warm good-day
- Listen to your customer regarding their drink so you don't have to be questioning repeatedly about their drink
- Do not close the window on your customer, this is akin to virtually turning your back to them
- Continue to engage the customer with small talk as you prepare their drink
- If you can learn their name, greeting them by name assists in cementing an informal relationship with them
- Be cautious of certain topics you discuss with the customer: religion and politics are topics that can alienate them
- Be mindful of your language
- Ensure that your discussion with the customer doesn't impede the speed in which you should be preparing their drink especially if you have multiple customers in line
- Keep track of the order in which customers line up at your windows, attempt to serve them in the order in which they pulled up
- Always present yourself well and ensure that your uniform is clean and unwrinkled
- When handing the drink to the customer ensure that the lid is on firmly, you don't want it flipping open and burning the customer or sullyng their clothes
- If the drink is too hot to hold for you then it will really be hot for the customer, make sure it is sleeved or double cupped
- Finally, thank them for their business (with a smile) and give them expectations of seeing them soon.

A final thought for you this month. Most customers don't have a bad day and then decide to go and take it out on the barista! Your customers may be having a bad day and with skill you can turn that around where their experience with you "saves the day". If you personalize customers' moods you could be having many frustrating days and certainly conflicts that you could have avoided.



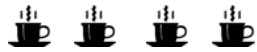
## Mudd Store by Brown & Bigelow

The featured item of the month is the good ol' dependable 16 oz. White Acrylic Tumbler with black swivel lid.

The perfect on the go travel mug, at this price your customers can get one for every day of the week, only \$2.40 ea! MSRP \$5.00 or \$7.50 with a drink!

Go to [www.shopmountainmudd.com](http://www.shopmountainmudd.com) or click on "Mudd Store" at [www.mountainmudd.com](http://www.mountainmudd.com).





### Questions from the last Mudd Madders:

Lois from Circleville Oil, (OH) asked:

*How did the Manager of the Year, Renee Albert, keep her Cost of Goods down?*

Great Question, complicated answer.

Renee and her crew are the utmost professionals, so many factors are involved, such as limiting waste, performing daily and/or shift cup counts, and total inventory control. Inventory Control is maintaining inventory at appropriate levels and keeping the stock rotated and organized to limited waste, shrinkage and spoilage.

Thanks for the question Lois!

Please send any questions you may have and we will get the appropriate expert from Mountain Mudd to answer it for you.



## FACTS ABOUT CAFFEINE

(Noun) ká fēen: a stimulant found in coffee, tea, and cola nuts. Use: in soft drinks, medicine, and painkillers

By peter byorth

Information derived from <http://en.wikipedia.org/wiki/Caffeine>

**C**affeine is often the motive for drinking coffee, mine anyway. Have you ever wondered how much caffeine you are drinking in your coffee or soda? I did a little investigating and thought I would pass on some interesting tidbits.

People have been using caffeine since the earliest times of human history. Stone Age people discovered that consumption of certain plants had the effects of easing fatigue, stimulating awareness, and elevating mood. Caffeine is the most widely consumed psychoactive substance, but unlike most other psychoactive substances, it is legal and unregulated in nearly all jurisdictions. It is a central nervous system stimulant, temporarily warding off drowsiness and restoring alertness and increasing metabolism. It is an ergogenic substance, meaning that it increases the capacity for mental or physical labor. Like alcohol, nicotine, and antidepressants, caffeine readily crosses the blood brain barrier. Once in the brain, the principal mode of action of caffeine is as an antagonist of adenosine receptors found in the brain. It basically reverses the normal mechanisms, opening the blood vessels in your heart which increases blood flow, heart rate, blood pressure and oxygen consumption. Acute usage of caffeine also increases levels of serotonin, causing positive changes in mood.

The precise amount of caffeine necessary to produce effects varies from person to person depending on body size and degree of tolerance to caffeine. It takes less than an hour for caffeine to begin affecting the body and a mild dose wears off in three to four hours. Consumption of caffeine does not eliminate the need for sleep: it only temporarily reduces the sensation of being tired.

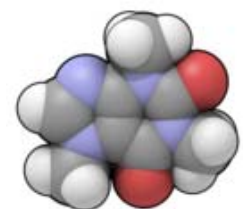
The time required for the body to eliminate one-half of the total amount of caffeine consumed at a given time, the half-life of caffeine, varies widely among individuals according to such factors as age, liver function, pregnancy, some concurrent medications, and the level of enzymes in the

liver needed for caffeine metabolism. In healthy adults, caffeine's half-life is approximately 3–4 hours.

If you have more questions about the specific effect of caffeine on your condition, please consult your doctor. Enjoy your Mountain Mudd Espresso, always available in decaffeinated espresso & a very tasty decaffeinated coffee.

Item	Amount	Amount of Caffeine
<b>Brewed coffee (drip method)</b>	<b>8 ounces</b>	<b>115–175 mg</b>
Coffee, Instant	8 ounces	65-100 mg
Red Bull	8.3 Ounces	80 mg.
Iced tea	12 ounces	70 mg
Excedrin	1 gel tab	65 mg
Tea, brewed, imported brands	8 ounces	60 mg
Mountain Dew	12 ounces	55.0 mg
<b>Espresso (single shot)</b>	<b>1 ounce</b>	<b>50 mg</b>
Diet Coke	12 ounces	45.0 mg
Tea, brewed, U.S. brands	8 ounces	40 mg
Pepsi	12 ounces	38.0 mg
Coca-Cola	12 ounces	34.0 mg
Dark chocolate	1 ounce	20 mg
Hot cocoa	8 ounces	14 mg
Chocolate, Milk (Hershey Bar)	1 bar	10 mg
Coffee, Decaf, brewed	8 ounces	3 to 4 mg

Caffeine molecule



# FEATURED EMPLOYEE: PAT BYRD

## Billings skateboarding pro to head to Spain to film video

Article Reprinted from: <http://www.billingsgazette.net/articles/2008/02/23/news/local/38-skate.txt>

By CATHY ULRICH Of The Gazette Staff

"It's like flying," Pat Byrd says. He's talking about skateboarding. "It's unexplainable. It's the best feeling in the world. We literally defy gravity."

The 28-year-old recently went pro for Folio, a skateboard company owned by former Billings resident and skater Victor Hernandez of Missoula. Hernandez used to own Boanerges skateboard shop in downtown Billings.

A 1998 Senior High graduate, Byrd is part of a team that consists of mostly Montana residents and one North Dakotan. "We've got a really unique team," Byrd said. "Everyone has their own styles. That's just something you don't see too much these days."

Byrd started skateboarding in 1991, borrowing the board of a friend. "On my way to basketball practice, I'd stop and mess around on his board," he said. "I thought it was a cool sport - individual, no coaches telling you what to do." Then, in his early teens, Byrd became an true aficionado. "I just started skating basically every day," he said. "Just started and couldn't stop."

Thanks to his unbreakable habit, Byrd will travel to Barcelona, Spain, next week to film a video for Folio. He's looking forward to the trip, because skaters have free run of the streets in Spain. "It's legal over there," he said. "It's the skateboard capital of the world."

Hernandez has featured Byrd in films before, in projects called "Sons of Thunder" and "Project 1." The two have been friends since high school. Although he did win a competition in Missoula this past summer, Byrd doesn't compete a lot. "To each his own, I guess," he said.

Byrd keeps in shape by skating five to 25 hours a week. He's not a big fan of the Billings skate park, describing skating there as "monotonous." "Think of golf," he said. "It's like golfing the same golf course every day and you get a ticket if you golf somewhere else."

So Byrd hits the streets, mostly downtown and on the West End. Sometimes he skates alone, sometimes with friends, many of them buddies from his high school days. "Basically, everyone that I skated with still does it," he said. But not all of them take skateboarding quite as seriously as Byrd does. "I don't look at it as a hobby," he said. "I look at it as my exercise. It's what keeps a smile on my face. It helps me out mentally tremendously. If I didn't skate, I'd probably be dead by now. It's the hardest sport I've ever tried, and I've tried everything except for hockey. People say football is hard. Trying falling on pavement for 17 years."

Byrd does have hobbies: He loves woodworking and painting, and being outdoors, backpacking, fly-fishing and hunting. And although he has gone pro as a skater, Byrd has kept his job at Mountain Mudd, where he works in fabrication. "I fix the machines, build the kiosks, do all the maintenance," he said. "You name it, I've done it, except for sales and barista." Byrd used to travel quite a bit for his job, which gave him the opportunity to take his board out on unfamiliar streets. "I almost get depressed if I don't do it," he said. "If I don't get on my board for a couple of days, I go kind of stir crazy. I just love it. It's my second love in this world."

His first love is his family: fiancée Dana, 2-year-old daughter Ava and a baby on the way. His daughter is why he gave up the frequent travel. "I remember specifically coming back one time and her hair had grown while I was gone, and I thought, it's not worth it," he said. The 10 days in Spain won't be as bad, Byrd thinks. "It'll go by so fast," he said. "It's going to be work, but it's the best work in the world."



### 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, or while you pursue your hobby or past-time.

Email your story to : [pete@mountainmudd.com](mailto:pete@mountainmudd.com)

Stories with crude language will be edited, and all submissions

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Photos by CASEY RIFFE/Gazette Staff

