

MUDD MADDERS

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PHOTO BY PETER B. WORTH



**MOUNTAIN
MUDD**
ESPRESSO

Barista
of the Month
March '08

Mary Goldhammer

Mary started with Mountain Mudd as a weekend barista at the age of 15! Legend has it that she has not missed a day of work in the 7 years she has been here. Mary is known as one of the best baristas, and the sweetest and most quiet of the bunch.

Congratulations Mary & thanks for all you hard work!

What's New at Mountain Mudd

New Packaging for our Chai Tea

We are getting "greener". We have changed our Chai Tea packaging from the plastic tubs to 2 lb bags to cut down on waste. The new packaging comes 6 to a case (12 lbs).

Mountain Mudd Espresso has joined the IFA

Mountain Mudd is now a proud member of the International Franchise Association. The trade association of franchising. Visit the IFA at www.franchise.org.

International Franchise Expo

Mountain Mudd will have a display and personnel on site, April 13-15, at the Walter E. Washington Convention Center in Washington, D.C. If you are interested in tickets to the trade-show, please call Pete at 800.218.6833 x107.

P.O.S. Wireless Solution

Mountain Mudd has recently chosen Verizon Wireless as the local solution in providing telephone service to our corporate owned kiosks equipped with Point of Sale terminals. If you do not have telephone lines this may be a simple solution for you too.

Ground & whole bean coffee to-go

Mountain Mudd has always modestly made our coffee available to go, but now we are making it easier to remember. We are currently testing the acrylic holders, which displays 4 bags of coffee. The displays should be available to franchisees soon.



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Earth Day is Tuesday April 22, 2008

Mountain Mudd Espresso is giving away coffee grounds for organic gardening and providing brewed coffee to road cleaning crews

Mountain Mudd Espresso invites local customers to pick up a free bag of used coffee grounds from any of its 15 Billings kiosks (19th –26th) as part of its Earth Day celebration. Coffee grounds can be mixed in soil around acid-loving plants or mixed into compost. Coffee grounds have approximately a 20:1 carbon to nitrogen ratio, so they are considered a "green" like grass clippings when mixing compost. To achieve a good mix, blend 1 part "green" (or coffee grounds) with 2 parts "brown" material, with leaves being the most common. You can also go 4 parts "green" to 1 part sawdust if it's handy. Great for organic gardening!

Mountain Mudd will also be giving free cardboard alarm clocks of brewed coffee to any group doing road clean up on Earth Day, April 22nd, or any day that week.



Wayne LeBlanc is the National Trainer for Mountain Mudd and has been busy traveling the country, imparting his wisdom & passion for great coffee and great customer service. We hope to track him down for a better picture soon.

Quote of the Month

A morning without coffee is like something without ... something else.
~ Anonymous

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

Training Tips by Wayne

THE RIGHT ROAST + THE RIGHT GRIND + THE RIGHT TAMP & FLOW = THE PERFECT SHOT

As you all remember from your days at "Coffee College" and when the Corporate Trainer came to your site to set up your operation, excellence in drink preparation must always be strived for and expected. With that in mind this month we need to review some basics. We at Mountain Mudd provide you with one of the most excellent espresso blends in the industry. Currently our coffee profile utilizes some nine different beans in our blend. To refresh our collective memory a coffee bean is almost 99% water, consequently roasting depletes this moisture and can "char" the bean leading to a bitter or harsh taste. Our roaster nurtures our blend by utilizing several techniques. Most roasting operations use gas fired roasters at an approximate temperature of 440 degrees Fahrenheit. Our roaster extraordinaire uses oak wood with a high moisture content to roast our beans; on occasion this wood is often imported to ensure that the moisture count level is appropriate for his method of roasting. Our beans are roasted slightly longer at a lower temperature compared to more inferior methods of roasting.

The task now for you is to ensure that your grinder and espresso machine are up to the task of not nullifying what our roaster strived so hard to produce. As you recall the grind setting is of critical importance! To "pull" a perfectly "extracted shot" takes into consideration these four factors: the right grind, in the right dose, with the right tamp, with the right rate of flow. The rate of flow should be between 18 to 25 seconds in length. Once the machine has been set up the flow rate will remain constant so the chore is to "get the grind right". In regards to the grind one needs to remember that once the grind has been set it is not going to just "go off". Most causes of poor shot extraction are the result of "operator error". Remember when filling the porta-filter to go above the fill line with a

"mounding" of the grind so that when it is tamped it ends up at the fill line.

The opposites of a "perfectly extracted shot" are the "under extracted shot" and the "over extracted shot." The under extracted shot will be a rapid flow of short duration with light colored crema which dissolves rapidly, this means that the porta-filter was under packed and under tamped. The over extracted shot will be a long running shot which results in a bitter shot of espresso, primarily because the porta-filter was over packed and over tamped. The recommended pressure is approximately 30 pounds of pressure. Practice this on a scale, 30 pounds of pressure is actually a great deal of pressure.

You must be able to observe the following: the initial flow of dark liquid which is the heart of the shot, followed by the body of the shot and finally the crema. This flow should resemble the "tail of the mouse" as the Italians call it.

There are two tests to ensure that the crema is sustainable. The best method is to pour a small amount of granulated sugar on the crema. A positive result would be that the sugar would be held on top of the crema briefly before dissolving. The second test is to place a small amount of grind on a counter and then sprinkle granulated sugar on it and then with your fingertips pat both materials together and the consistency should be very similar.

Finally, folks, don't attempt to set your grind during peak hours as this will prove disastrous. Do this early in the morning or at closing. The secret to this as well is that only one individual should be tasked with this project so the results are always the same. Once the grind is close to where you want it don't make yourself crazy by trying to "fine tune" it better!



Mudd Store by Brown & Bigelow

The featured item of the month is the baseball cap. Just in time for spring, the "sandwich cap" is one-size fits most, comes in green with embroidered logo, or is \$7.80 ea.

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.



Featured item of the Month!





“Besides keeping you alert and awake, coffee has been linked to an increasing number of potential health benefits, including protection against liver and colon cancer, type 2 diabetes, and Parkinson's disease, according to some recently published studies. But there's also a downside: Java can make you jittery and cause stomach pains, while some studies have tied it to elevated blood pressure and heart rates. More research is needed, particularly human studies, to firmly establish its health benefits.”

Joe Vinson, PhD
University of Scranton, PA

Coffee and Your Health

Interesting tidbits of interesting, absurd & unproven, by Pete Byorth

I read a lot of “news” on the internet, some believable, some absurd, but mostly funny. Lately I have come across some that I need to let people know about, and coincidentally I need to fill up some space in the newsletter.

Have you heard coffee is the number one source of anti-oxidants in Americans diet? Serving size and frequency of consumption gives coffee the blue ribbon.¹

Did you know people rub used coffee grounds to “Reduce Cellulite”². I'm not sure if the author known as DIY-Maven, shares with me the same understanding of what cellulite is. Anyway, she suggests mixing coffee grounds with some olive oil, apply the mixture to problem areas, and wrap with shrink wrap. “Repeat this procedure twice a week for best results”, she says.

The winner of the most ridiculous use for coffee is to, “reduce the stockpile of chemicals and toxins from the body in order to maintain or regain health.”³ Sounds too good to be true, doesn't it? Well in order to “provide a multitude of health benefits to the ailing body”, one must not drink the beverage, but place it...anyway, follow the link below at natural news if you really want to know.

Coffee has been around for a long time and most likely tried for many things. The old saying goes, “Necessity is the mother of invention.” If you have any G rated uses for Coffee or used grounds please let me know and I'll pass on the word.

1. Vinson, Joe, PhD. U of Scranton, presented at The American Chemical Society, Symposium “The Potential Health Benefits of Anti-Oxidants.” August 23, 2005
2. <http://www.curbly.com/DIY-Maven/posts/1881-Top-1-Uses-for-used-coffee-grounds>
3. <http://www.naturalnews.com/022905.html>



Employee of the Month



Yes, she really takes her turn cleaning the bathrooms!

Calendar Of Events

April:

April 22: Earth Day
April 25: Administrative Professionals Day

May:

National Arthritis Month, Bike Safety Month, National Stroke Awareness Month, National Mental Health Month, ALS Awareness Month.

May 1: School Principles Day
May 2-5: US Barista Championships in Minneapolis, MN
May 6: Nurses Day
May 8: Teacher Appreciation Day
May 11: Mother's Day
May 28: Memorial Day

Mountain Mudd has the largest selection of Sugar-Free Flavors available!

Low-Fat & Low Calorie Options: 12 oz. Sugar-Free Skinny, hot or cold

Cafe Latte: Our most popular drink. Espresso (Caffeine or decaf) with steamed fat free milk, 1 oz. SF Syrup (any flavor), topped with a thin layer of foam. *102 Calories; Fat: 0g; Carbs: 15g; Protein: 10g*

Sugar-Free White Chocolate: Sweetness, delicious and nearly guilt-free indulgence. Latte or by itself as a treat. *172 Calories; Fat: 4g; Carbs: 23g; Protein: 10g*

Mocha Mudd: A cafe latte blended with sugar free chocolate with steamed fat free milk dusted with sugar free chocolate sprinkles. *172 Calories; Fat: 4g; Carbs: 23g; Protein: 12g*

Cappuccino: Espresso, steamed skim milk with mountains and mountains of thick dense foam. A stronger coffee flavor than latté. *69 Calories; Fat: 0g; Carbs: 10g; Protein: 7g*

Americano: Shot of espresso poured over hot water. *1 Calorie; Fat: 0g; Carbs: 0; Protein: 0g*

Coffee Americano: Espresso poured over freshly brewed coffee. A real eye opener! *1 Calorie; Fat: 0g; Carbs: 0; Protein: 0g*

Italian Soda: Gourmet Sugar-Free flavoring of your choice served on the rocks, hand stirred with club soda. *0 Calories; Fat: 0g; Carbs: 0g; Protein: 0g*

Italian Cream Soda: Our Italian soda with 1.5 oz fresh fat free milk, topped and sprinkled with sugar free sprinkles. *17 Calories; Fat: 0g; Carbs: 2.5g; Protein: 1.7g*

Almond
Caramel
Chocolate-Macadamia Nut
Coconut
Hazelnut
Irish Cream
Javalua
Mocha Mudd*
Raspberry
Vanilla
White Chocolate*



Coffee Grounds "Fossils"

Create your own fossils to display or for science projects.

How to make it:

- Stir the together the coffee grounds, cold coffee, flour, and salt until well mixed.
- Knead the dough together and then flatten it out onto the waxed paper.
- Use the can to cut out circles of the dough or use the dull knife to cut slabs large enough to fit your "fossil" objects.
- Press your objects firmly into the dough. When you take the object out, you have your "fossil". If you want to hang the fossil, poke holes into the edge to hold the string.
- Let the fossil dry overnight and then hang it if you wish.

Hint: You may have to bake the fossils for a short time to get them to solidify.

What you'll need:

- 1 cup of used coffee grounds
- 1/2 cup of cold coffee
- 1 cup of flour
- 1/2 cup of salt
- Wax paper
- Mixing bowl
- Small objects to make impressions
- Empty can or a butter knife
- Toothpicks, optional
- String to hang your fossil, optional



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.

The Gentlemen of Distribution & Supply

Larry & Tom provide all of the muscle in the Distribution & Supply center at Mountain Mudd.

Larry loves to spend time with his son Zach, and watching his favorite TV shows Survivor and LA Ink. Larry collects tattoos and is a heavy-metal and rock music aficionado. His favorite recent concerts were Rob Zombie & Ozzy, as well as last summer's Papa Roach show at the county fair. A former gun-show enthusiast turned homebody, Larry never misses work and is a dependable part of the company.

Tom is Larry's hard-working sidekick in the warehouse and at rock concerts. Tom is single, an avid snowboarder, soccer player, and outdoorsman, and is nearing pro status on the local FOLF circuit. Tom is a scooter enthusiast and proud and long time supporter of public transportation. Always quick to smile & laugh, Tom brings his positive attitude to work every day.

Thanks Tom & Larry!



From top l: Larry; Tom; and Both with Tom's ex-girlfriend*
* he wishes

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Featured Employee Connie Clarke

Connie Clarke started with Mountain Mudd Espresso in July, 1998. Our eldest, and oldest employee, and definitely the most endearing employee, Connie has been overseeing cash operations for our retail business for almost a decade. She has also performed most jobs at Mountain Mudd. She's been a barista, delivered milk, worked in the warehouse, and served as Weekend Manager & Regional Manager.

If she isn't traveling to Australia, Connie spends her spare time doting over her grandchildren & great-grandchildren, and her dogs Griz & Feller.

Thanks for all your hard work Connie!

