

MUDD MADDERS

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Mountain Mudd Declares Franchise Expo a Huge Success

The International Franchise Expo, sponsored by the International Franchise Association, was held in Washington D.C. April 11-13th. Over 13,000 attendees were expected, with nearly 1,200 international participants. The trade-show was presented in partnership with the US Department of Commerce's International Buyer Program and the US Commercial Service. Support also came from each country's US Embassy/Consulate, over 60 international delegations were escorted to the show.

Mountain Mudd Espresso's booth centered around our fully-equipped mobile kiosk, a sight we are all very familiar with. However, many people at this show had never seen such innovation before! We were represented by founders Brenda and Dennis Burkhardtmeier; Jill Mason, Franchise Consultant; and Gary Braaten, CHS Inc. Retail Support Manager. The Mountain Mudd Espresso franchise concept created a huge "buzz" at the convention center and kept everyone busy from 10 am to 5 pm all weekend. People were thrilled to see a "new" and exciting business offering. One IFE trade-show representative said that the Mountain Mudd booth was the most frequently visited booth by attendees, out of over 350 exhibitors. Brenda stated, "It was hard on our feet, but great for business." Although no one thought it was possible, Brenda spoke so much her voice became hoarse.



Photo by Dennis Burkhardtmeier

The Mountain Mudd Espresso concept drew strong interest from international business people from many different countries, including Bulgaria, Dubai, India, Japan, Saudi Arabia, Turkey and Vietnam.


An overwhelming amount of US interest was also shown, primarily individuals and corporations from Virginia and Maryland. Though the expo itself has ended, follow up from this venue will keep our staff on their feet for weeks and months to come!



Mountain Mudd and the Billings Mustangs

Mountain Mudd Espresso has become the preferred coffee of the Billings Mustangs, a local minor league baseball affiliate of the Cincinnati Reds organization. The professional vending staff of the new ballpark will provide coffee and specialty drinks at all of this year's home games. Mountain Mudd will be featured on the back panel of the 2008 pocket schedule as well as on an 8' x 16' outfield fence billboard.



The Home opener is the evening of Tuesday July 1, against the Great Falls Voyagers. Dehler Park, in its debut season, was formerly known as Cobb Field. The old stadium stood for 60 years, housing not only Mustangs games, but many Legion and most recently NCAA Division II MSU-Billings baseball games. Cobb Field was originally named for the same gentleman that owned the Brown Derby Restaurant in Hollywood, the reported inventor of the famous Cobb Salad. 

Time for Iced Drinks!



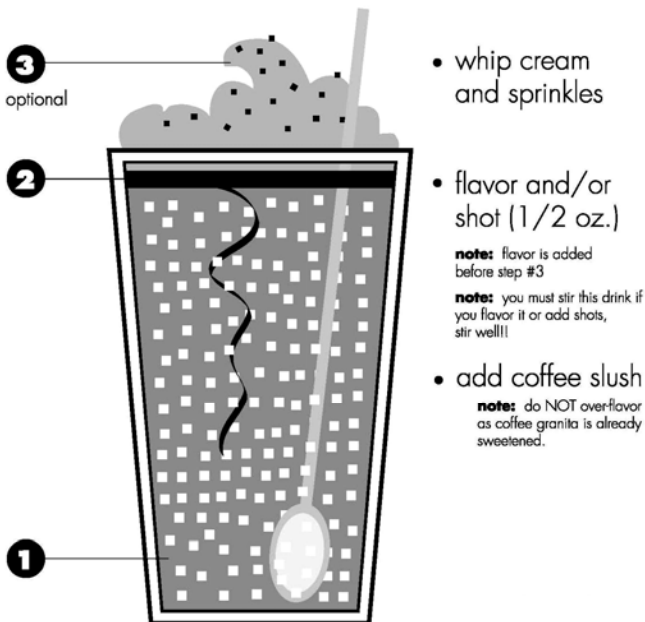
Mountain Mudd Espresso Loves May! April showers have turned to May flowers, and it is time to trade in the usual hot latté for an enjoyable iced latté or granita. Any hot drink can be made even more refreshing to beat the heat of the coming months. Don't forget to let your customers know how pleasing an iced version of their favorite latté can be. It's a great afternoon pick-me-up! A White-Chocolate, Java Muddslide or Cookies & Cream granita make a wonderful treat any time of day, and can be "tricked-out" by adding more of your favorite flavors like real strawberries or almond, coconut or orange syrups!

Cleaning & Maintenance of the Granita Machine

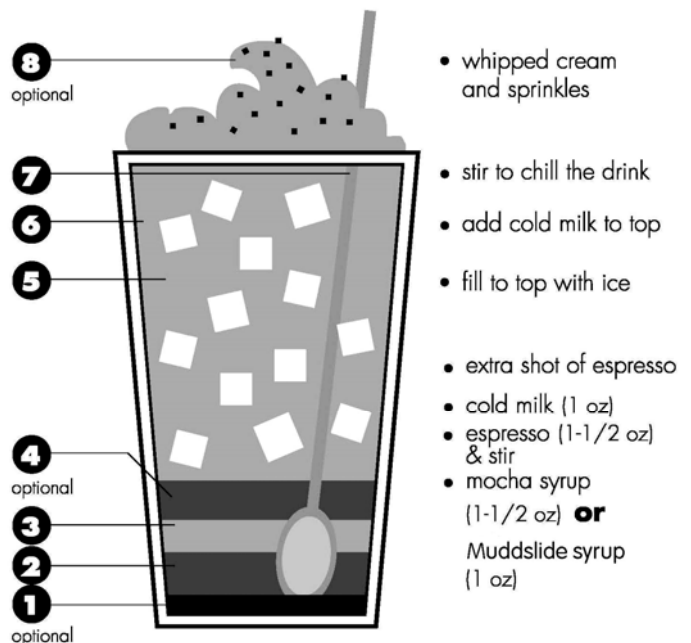
Cleaning the granita machine is essential for its durability and conservation. It is therefore advisable to clean the parts in contact with foodstuffs regularly. Before carrying out any procedure, turn off the main switch and disconnect power supply.

1. Use a solution of cold water and bleach in the proportion 10 grams (1/2-tablespoon) for every liter of water. Rinse immediately with cold water. NEVER use abrasive powders.
2. Empty the containers by opening taps.
3. Remove the luminous domes, pour water into the containers then drain them.
4. Take out the bowl for collecting condensation.
5. Dismantle the rotary blade with the service key, take it out and rinse with cold water.
6. Clean the tap with a small nylon brush.
7. Soak the dismantled parts in the solution of bleach and water.
8. Dry the parts and reassemble.
9. Reconnect the machine to the electrical supply.

GRANITA



ICED LATTE/MOCHA



Londoners pay \$100 for a shot of coffee

Rare beans and objectionable processing method make money for Charity

Send Us Your Ideas!

We still want to hear everyone's ideas about how we can promote Mountain Mudd Espresso in your town. 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 pete@mountainmudd.com

David Cooper, of Coopers Coffee based out of Huddersfield, England was asked by the Italian company DeLonghi, to craft the world's rarest and most exclusive coffee blend of all time. They wanted the coffee never to be out done. Well, he took the challenge very seriously and found the most expensive raw coffee beans on the market.

The blend, called Caffé Raro, is considered the world's rarest and most premium coffee. It consists of two rare beans, the Kupi Luwak, native to the Indonesian Archipelago, and the Jamaican Blue Mountain bean which is also the flavor base for Tia Maria coffee liqueur. Caffé Raro is sold at the London department store, Peter Jones, with all proceeds going to charity.

Kupi Luwak beans sell for about \$1,000 per kilo, (2.2 lbs) and the Jamaican Blue Mountain bean have historically also been one of the most expensive coffee beans traded.

What makes the Kupi Luwak bean so rare, is how it is selected. The wild Asian Palm Civet, a 7 lb cat-sized creature closely related to the raccoon, only forages and selects the best coffee cherries to chew and digest. Several days later, presto, the rarest coffee bean in the world is excreted by the Civet and is ready to be cleaned, dried and roasted.

Unfortunately, the Asian Palm Civet has also been implicated for introducing the SARS virus into the human population. Maybe untrue, but definitely not on their own accord, apparently someone thought it was a good idea to capture these critters and eat them without properly cooking them first.

May I suggest an economical and doody-free coffee? Our meticulously selected beans, are roasted to perfection over Oakwood embers under the watchful eye of an Italian master roaster. There is no compromising mediocrity for consistency. Our blend is a crafted using up to nine poop-free beans from three different continents, resulting in an espresso with great crema, beautiful deep amber color, and sweet aroma. Its predominant flavor characteristic is of dark chocolate but it also has notes of roasted hazelnut, slight smokiness, and sweetness of caramel. These intense flavors are balanced by a rich, viscous body and smooth, long lasting finish. ☕



An Asian Palm Civet

Calendar Of Events

April:

- April 22:** Earth Day
- April 25:** Administrative Professionals Day

May:

- 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

June:

- Gay & Lesbian Pride Month, Student Safety Month, Skin Cancer Awareness Month, and National Rivers Month
- June 6-8:** Take a kid fishing weekend
- June 13:** Sneakers at Work Day
- June 14:** Flag Day
- June 15:** Father's Day; National Prostate Cancer Awareness Day

Introducing the 12 x 12 Kiosk

The Research and Development team at Mountain Mudd Espresso is always coming up with innovative ways to meet our Franchisees demands. This time it comes in the form of an impressive 12 foot by 12 foot kiosk. The 12 foot square, steel-framed structure may be outfitted with two equipment packages, to utilize each side window for high-volume locations. The kiosk can be customized with a bathroom, for developments that do not have one available, or a full-size cooler for perishables. The anticipated price for the 12' x 12' kiosk Franchise Package is \$150,000. The impressive size of the frame alone has prompted the nickname Moby, as it really is a big white whale.



The 12' x 12' framed is unloaded after powder coating



The frame is prepped for electrical



May Marketing: Mother's Day & Geranium Fest



Mountain Mudd Espresso in Billings is celebrating Mother's Day by offering \$5.00 off "Pay Day" cards from May 7th - 11th. They make an excellent gift for Mommy and can be purchased alone or with Cuppy Love travel mug, made especially for the woman that made you possible.

Quote of the Month

" Mothers are those wonderful people who can get up in the morning before the smell of coffee." ~Author Unknown

We are also providing free coffee in a promotion with Sylvan Nursery on Shiloh Road on Mother's Day. Typically the beginning of the planting season here in Billings, it is one of the busiest weekends at the nurseries & green houses. Sylvan Nursery is giving away Free Mountain Mudd Drink Cards to the first 50 customers. Sylvan Nursery has also been one of our local landlords since Valentines Day, 2005.

For the 6th year, Mountain Mudd Espresso will be selling specialty coffee drinks at the Geranium Fest on May 17th, a local fundraiser at Zoo Montana. All proceeds will be donated to the Zoo, including product & volunteer Barista time. Come out & join us for a wonderful day at the Zoo that includes an arts & crafts fair as well as many beautiful Geraniums for sale.

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.

Featured Employee: Jackie Ludden-Mota

Since 2001 Jackie has worked her way from kiosk sales to "Sales Manager" which barely describes all that she does. Jackie oversees the entire sales process involving everything to the Grand Opening and beyond.



Jackie Ludden-Mota

Jackie coordinates logistics for Mountain Mudd, including the huge job of state & local permitting,. She also manages the kiosk build schedules and orchestrates the state inspections, all the while ensuring that each kiosk is built to the exact specifications for the location. She is not only is our expert on site plans, she also supervises the sales, franchise compliance and real estate departments. Jackie is always available to give helpful advice and encouragement, even when some of us constantly bother her for guidance.

Jackie also often contributes using her creative side, inventively coming up with some of our best product names, including Javalua and most recently the Freckled Leprechaun. Her daily contributions to this company are so immense. All of her responsibility and expertise would be difficult to describe, and even then it would not do her justice.

Outside of the office, Jackie's time revolves around taking care of her family, including husband Anthony and her youngsters Aidan and Sam, and teenage stepson Darius.



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Mudd Store by Brown & Bigelow

The featured item of the month is the Mountain Mudd Visor, just in time for summer! The green visor with embroidered logo is only \$7.25 each, and one-size fits most.

Brown & Bigelow is our exclusive retailer for apparel, gifts, merchandise and franchise marketing materials. Go to www.shop.mountainmudd.com or click on "Mudd Store" at www.mountainmudd.com.



Featured item of the Month!