

# MUDD MADDERS

VOLUME I, ISSUE 6  
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## “Great Coffee, Great People”

### What makes Mountain Mudd Espresso Taste So Good?

Have you ever been asked why coffee from Mountain Mudd tastes better than other brands? Well we thought we would try to explain why. Of course having the best baristas handcrafting the drinks to perfection is a good start, but like our motto, “Great Coffee, Great People”, it always starts with the coffee.

Mountain Mudd’s espresso blend is modeled after the espresso that is served in Naples, an ancient city in Southern Italy founded by the Greeks. Naples is known for its many culinary exports, the most famous being pizza, and is recognized as a city with a very strong coffee culture. In fact, the coffee culture is so strong that they have their own coffee maker called the “Napoletana”. Naples has a long standing reputation for producing an intense, delicious espresso that is not bitter or over roasted like some of its neighbors further south. We at Mountain Mudd have modeled our espresso in the Neapolitan tradition to produce a flavorful espresso that not only tastes great on its own, but also comes through in today’s espresso and milk layered drinks.

Consistency is really the challenge of any serious specialty coffee roaster- seeking the best rather than compromising mediocrity for consistency. Coffee is an agricultural product which changes from crop to crop. The raw coffee will also change throughout the year, trading intensity and aroma for smoothness and body. Our roaster maintains consistency by meticulously selecting the beans purchased and then cupping them routinely after they are roasted.

The Mountain Mudd complex blend is crafted using up to nine different coffees from three different continents, including coffee from Brazil, several Central American countries, and the Far East. The result is a blend that produces an espresso with a 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. Most of all, this is an espresso that simply tastes delicious and does not challenge you to drink it. Instead, it leaves you eagerly anticipating the experience of your next cup!



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## Montana Women’s Run



The 27th Annual Montana Women’s Run, held in Billings, MT drew a record 6,441 participants this year, including 2,001 runners and 4,400 walkers. The proceeds benefit local services, including the YWCA, and local wellness services and scholarships. The effort is supported annually by Mountain Mudd.

## Tips by Wayne LeBlanc Air Conditioning & Granita Machine



As summer starts to bear down on us, our May flowers and our kiosks will start to wilt unless we prepare ourselves in advance to deal with the oppressive summer heat. Our topic this month is proper operation of the air conditioner and effective operation of the Bunn Granita machine.

The Air Conditioner is one of the most misunderstood

pieces of equipment in the kiosk and in fact the most abused. Actually, the air conditioner needs to be used well before it is needed! Our natural instinct is to turn the unit on “crank it up” as high as you can and wait for it to cool off. In actuality the reverse will happen if you do this. A wise sage at Mountain Mudd states repeatedly “the thermostat is a timer not a throttle”! For effective operation the unit must be run so that it “cycles”. For the uninitiated this means it will have periods of coolness and then stop and when the temperature rises the cold cycle will start again. The settings should not be set higher than a quarter to a half turn on the circular dial system. The fan should be set on high. If the temperature setting is set too high the end result will be that the unit will freeze up and blow hot air.

Research done at Billings Corporate Headquarters using computerized thermometers evaluated 24 hour cycles in the kiosk. An hour after close at 6PM the temperature leveled at approximately 72 degrees Fahrenheit. This temperature remained constant for the next 12 hours until 6AM when the morning Barista arrived. The temperature spiked immediately, indicating the air conditioner was turned off and the windows were opened. Throughout the day the temperature climbed steadily and even after the unit was turned back on the high temperature could not be reversed. Later that day at 7PM the temperature significantly dropped to a range near 72 degrees when the kiosk was closed for the night. In warm weather the air conditioner must remain on overnight.

The lesson to be learned is that in periods of oppressive heat the air conditioner must be left on to do its job, windows need to be closed as soon as sales are made. Attempts to “crank the unit up” will result in overwork of the unit which results in a rise in temperature and the eventual failure of the unit. If used effectively the temperature will remain bearable, but, remember you are not going to be able to turn the kiosk into an icebox!

The second topic this month is the Bunn Granita Machine, and in order to operate this machine to its maximum potential you first have to understand the product that it prepares and dispenses. The term Granita is derived from the Italian word “Grainire” which when translated means to make grainy or to granulate. In Italy this describes a granular desert ice with sugar-base syrup, usually flavored with fruit puree, coffee or wine. When this product is dispensed it should be free-flowing but have a firm granular consistency.

The machine, according to the manufacturer operates most efficiently at temperatures of 80 degrees or lower. Once you have the Granita product to the right consistency the machine should not be raised above that thickness level. The thickness level is controlled by depressing the hidden button under the “Gourmet” sign on the front of the machine. This action will bring up the menu which you can scroll through to set the thickness. This control scale runs from 1(no thickness) to 16(extremely thick). Our experience has shown us that the right consistency is achieved at a setting of 9 through 11. What always has to be kept in mind

is the compressor on the machine only has one speed, so turning up the thickness level only serves to over-work a machine that is attempting to overcome the ambient temperature within the kiosk.

Remember the thermostat is a timer and not a throttle. In addition the heat generated from the compressor gets sucked back into the machine and starts an upward temperature spiral. Similar to the air conditioner the Granita machine must be able to “cycle” so that it gets a respite. Turning the controls for thickness up is really a self defeating coping mechanism. One of the main reasons for machine overheating is a clogged filter. Clean the filter at least once a week.

There are some measures that you can take to ensure that you will have a continually viable product throughout the day. First set the machine in a fashion that it “can breathe”, don’t put it too near the cabinet or windows. Never let the product get too low, after every 2<sup>nd</sup> or 3<sup>rd</sup> cup that you dispense more product needs to be added. However, don’t dilute the existing product with new product. Always adequately chill product before it is added to the hopper. Another issue with low product levels is if left too long the auger will “churn” the product so that it becomes filled with air, this makes the product light and cannot be used as most of the liquid is removed.

Finally, remember that these two machines have to be working in sync in order for the granita to remain viable. The air conditioner running effectively will ensure that you don’t overheat! Having product will ensure that your customer’s won’t overheat because they can’t get their favorite granita drink. Stay cool and keep your cool!



# Fathers Day

## Send Us Your Ideas!

We want to hear every-one'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

Who started Father's Day? Fairmont, WV or Spokane, WA? Although those in Fairmont claim they "invented" the holiday in 1908 to honor the fathers that died in a tragic mining accident one year earlier, credit often goes to Spokane's Sonora Smart Dodd, who arranged a service honoring fathers in June 1909, and it was a Washington Statewide Holiday in 1910.



Grace Golden Clayton is said to be the originator in Fairmont, WV. Since Fairmont was first, they win. Spokane also wins because they held father's day on it's current third Sunday of June, whilst the West Virginians held theirs on July 5th. The Fairmont-ites share some of the glory with the fine folks of Grafton, just up the road, that held the first Mother's Day services a couple month's earlier. This year the town of Fairmont, and all of Marion County West Virginia are celebrating the 100th Anniversary of Father's Day.



In 1972, Richard Nixon signed the law that made Father's Day a National Holiday. Rumor has it that President Nixon could not resist the strong lobby by the ugly tie manufacturing industry. Since then, father's everywhere have been receiving ugly ties, heartfelt greeting cards, electric razors and cologne's like Hai Karate, Brut by Faberge, & Aqua Velva.

## Calendar Of Events

May 26: 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

### July:

July 4: Independence Day

Mountain Mudd has chosen to celebrate Father's day with the free oil changes and the creation of the "Monkey Wrench". A delicious granita made with java granita, Mocha Mudd, and Banana Muddslide syrup.

We are also offering discounts on pay-day cards. For each payday card purchased the customer is entered into the contest to win one of thirty free oil changes at Masterlube!



## Mudd Store by Brown & Bigelow



Featured item of the Month!

The featured item of the month is the **Men's Black Polo Shirt**, any father would love. It has our small cup logo on left chest and Mountain Mudd on left sleeve. Available in SM, MD, LG, and XL.XXL is available for an additional \$2.00. Price: \$25.30

Brown & Bigelow is our exclusive retailer for apparel, gifts, merchandise and franchise marketing materials. Go to [www.shopmountainmudd.com](http://www.shopmountainmudd.com) or click on "Mudd Store" at [www.mountainmudd.com](http://www.mountainmudd.com).

## Quote of the Month

I believe humans get a lot done, not because we're smart, but because we have thumbs so we can make coffee. ~Flash Rosenberg



# Congratulations Natalie Everhart

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Natalie Everhart, a senior at Osseo Sr. high, has received the “Star Student Award for Employment skills”, from Channel 12, Northwest Community Television in the Twin Cities. Natalie is the daughter of Les & Mary Ellen Everhart, owners of Mountain Mudd in Maple Grove & New Hope, MN.

The award was based on her hard work in the family business, and her social competence & problem solving skills. Natalie is not only a barista, but also prepares food for the café along with the less popular chores of sweeping & mopping. Natalie was nominated for the award by her teachers at school for all of her hard work in the family business. Natalie's teachers describe her as a determined, resilient young business leader. Congratulations Natalie! See the video at:

[.http://www.twelve.tv/news/newsitem.aspx?newsid=458&newsitemid=6391](http://www.twelve.tv/news/newsitem.aspx?newsid=458&newsitemid=6391)

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

Stories with crude language will be edited.

## Take-Home Coffee Kits

Mountain Mudd is proud to announce a completion in development of a the **Take-home coffee kit**. This kit includes two plastic display merchandisers with a slide in graphic panel. The unit attaches to each service window with four suction cups, and displays four bags of take home coffee, including Whole bean espresso, Whole bean Villard Viennese, Ground Villard Viennese, and Ground Decaf Espresso. The kit includes 2 bags of each coffee and graphic panel and is available to Mountain Mudd retailers immediately. Call Distribution at 800-218-6833 x113.



Coffee shown is not actual coffee in kit

## Mountain Mudd Espresso

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Distribution 113

## Coffee Trends

Just one look at your high-school yearbook and you may agree that Americans in general are usually a little susceptible to trends. Lately though, the Canadians have followed the trend of animal related coffee, this time using the Rhesus Macaque monkey. Although not quite as gross as the kopi luwak coffee previously reported, the Canucks are proud to offer the coffee from monkeys that eat the berry and spit out the bean. These belligerent monkeys like to eat the ripest berries grown in shade protected areas producing a reportedly amazing coffee. In case you are wondering, the beans are washed and dried twice to remove all traces of monkey-spit. If interested, go to the 49th Parallel Coffee bar in Vancouver, B.C. and pay your \$1.75 Canadian for a cup of drip, or \$25 for a 12 oz. bag, or \$2.36 for an espresso.



[http://www2.gsu.edu/~wwwvir/VirusInfo/pages/rhesus1\\_jpg.htm](http://www2.gsu.edu/~wwwvir/VirusInfo/pages/rhesus1_jpg.htm)