

**COFFEE TALK** *September 2008*  
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Since 1988 — in our 21st year

**Stop the Coyotes  
in their tracks...**

...communication  
in the coffee lands

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TRAFFICWAY

# Marketing in tough times...

*The Smart Solution*

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**FEATURING ETHIOPIA**  
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**News from the Coffee and Tea World for May 22, 2008**

**Currency Rates Of Coffee Producing, Consuming Countries**  
Forex.com The Foreign Exchange Market, Spain  
Currencies that are quoted in US dollars per unit of currency. All other currencies are quoted in units of currency per US dollar. ...

**Gold jumps higher, copper slips**  
The Australian, Australia  
An ICE Futures US, July arabica coffee settled US\$ 45c higher at \$151.4045 a pound, and July cotton futures rose US\$ 21c to finish at US\$5.96 a pound. ...

**Starbucks buys Coffee Vision**  
The Quebec (Quebec), Canada  
Starbucks Coffee Co.'s push for growth in Quebec and Atlantic Canada now is in the hands of the multinational's Canadian subsidiary. ...

**Green Tea May Help Brain Cope With Sleep Disorders**  
U.S. News & World Report, DC  
THURSDAY, (HealthDay News) — Green tea may counter the cognitive problems that come with obstructive sleep apnea (OSA), a new study suggests. ...

**Breakfast coffee bad for blood sugar**  
Hindustan Times, India  
Regular coffee with a cereal breakfast is bad for your blood sugar levels, as their study reported in the May issue of the American Journal of Clinical ...

**Barnie's announces first specialty coffee since founder ...**  
Orlando Sentinel, FL  
Barnie's Coffee & Tea Company said Thursday it will launch its first specialty coffee line since being re-acquired by the company's founder Phil Jones and ...

**Setting Recycling and Web 2.0 Community with Coffee**  
Daily Green  
The company is also embarking on a campaign of invite to

# Marketing in Tough Times...

## What is the secret?

- Always keep your brand foremost in your current customers' minds! It is better to run smaller ads with more frequency than spotty splashes that question your business stability in tough economic times.
- Always be certain that new customers are aware and updated about your brand and products
- Examine your marketing programs to make sure they are achieving the above for the most reasonable cost possible

# Marketing in Tough Times...

- **But times are tough... we can't afford marketing!**
  - It doesn't have to be expensive or complicated
  - More ***sales*** help you get through the tough times

# Marketing in Tough Times...

You can get this exposure  
for less than \$500  
using  
CoffeeTalk's  
Multi-Media Package!

*The Smart Solution*



# Solve the Marketing Puzzle

## Get all this with CoffeeTalk and the Daily Dose

Complete packages starting at \$417

FREE ad design and marketing consultation!

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*The Smart Solution*



# Marketing in Tough Times...

## What is included...

- 2.4 x 4.6 full color print ad professionally designed and mailed to 16,000 + readers and 10,000+ pdf subscribers
- Your 150 word Press Release about a new product, service or event
- 21 consecutive ads in the September issues of the Daily Dose with a live link to your website!
- Free Editorial Trade Show Highlight with your full color logo, company information, booth # and up to a 100 word Branding Statement

# Marketing in Tough Times...

## It really is easy...

1. Send us your logo, an image, and basic company information
2. We will create an ad proof for both the print ad AND the Daily Dose ad
3. Just tell us what you'd like us to change to make your ad perfect!
4. Send us your 100 Word Branding Statement\*
5. Send us your Press Announcement\*

*\* we can provide samples to give you and idea on how to write.*

**The Smart Solution**

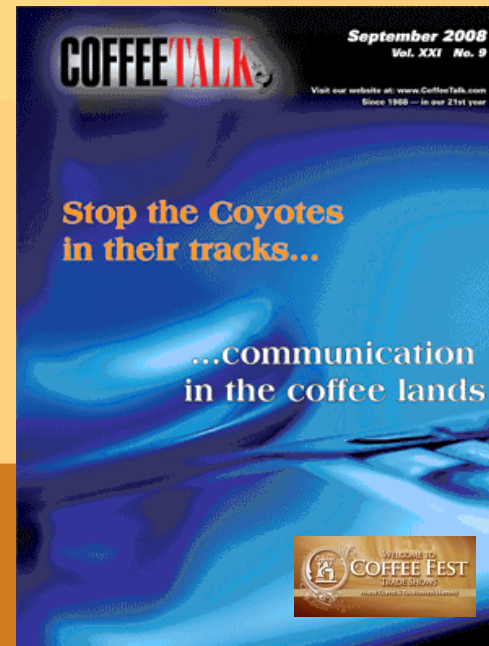


# Marketing in Tough Times...

## Why now?

1. Coffee Fest Seattle is the largest trade show in the world for coffee retailers. This is a once a year opportunity to reach this target market along with our established 16,000+ print readers AND 10,000+ Online/PDF readers.
2. Follow up in October with special distribution at NCA Fall Retailer Conference in New Orleans AND the Canadian Coffee & Tea Expo.
3. This Multi Media Package Includes 21 Daily Dose Ads to over 6,000 Readers. (126,000 Impressions!)

**The Smart Solution**



# Marketing in Tough Times...

## What next?

Email [Libby@CoffeeTalk.com](mailto:Libby@CoffeeTalk.com) for more information  
Or call her at 206.686.7378 x251

Deadline is fast approaching!

Placement deadline is August 15<sup>th</sup>  
and art deadline is August 22<sup>nd</sup>

# Marketing in Tough Times...

## What next?

Email [Kerri@CoffeeTalk.com](mailto:Kerri@CoffeeTalk.com) for more information  
Or call her at 877.426.6410

Deadline is fast approaching!

Placement deadline is August 15<sup>th</sup>  
and art deadline is August 22<sup>nd</sup>

# Marketing in Tough Times...

## What next?

Email [Trudy@CoffeeTalk.com](mailto:Trudy@CoffeeTalk.com) for more information  
Or call her at 206.686.7378 x242

Deadline is fast approaching!

Placement deadline is August 15<sup>th</sup>  
and art deadline is August 22<sup>nd</sup>

# Marketing in Tough Times...

## What next?

Email [Tamera@CoffeeTalk.com](mailto:Tamera@CoffeeTalk.com) for more information  
Or call her at 206.686.7378 x245

Deadline is fast approaching!

Placement deadline is August 15<sup>th</sup>  
and art deadline is August 22<sup>nd</sup>