

COFFEE TALK *September 2008*
Vol. XXI No. 9

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Since 1988 — in our 21st year

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

...communication
in the coffee lands

WELCOME TO
COFFEE FEST
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Marketing in tough times...

The Smart Solution

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FEATURING ETHIOPIA
The Birth Place of Coffee

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\$ 65c higher at \$151.4045 a pound, and July cotton futures rose US\$ 21c to finish at US\$5.86 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

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Networking Support!

Complete customer service and support

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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!)

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TRADE SHOW**
October 1-3, 2008 at the Westgate Convention Center

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The new Smart Top coffee cup is now available at JavaStock. It's a smart choice for your business. www.java.com

INTERNATIONAL PAPER
ecofairer
Now Available at JavaStock

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Daily Green

Marketing in Tough Times...

What next?

Email Trudy@CoffeeTalk.com for more information
Or call her at 206.686.7378 x242

Deadline is fast approaching!

Placement deadline is August 15th
and art deadline is August 22nd