

ú Secrets To Creating a Great Promotion

ú Direct Marketing Techniques for '95

ú MACROBUTTON HtmlReAnchor [Volcano Sales Report](#)

ú How To Participate in the Volcano Vacation Raffle

ú Coffee: It's Not Just Another Breakfast Drink!!!

ú The Best Mocha Grande this side of the Tiber

CoffeeTalk

Spring Campaigns Bring New Success to Volcano

New Offers add value and convenience without increasing costs

*The Newsletter of
Inspired Coffee
Lovers
Volume 1 (Issue 7
September 1995*

Sales Explode!

This document outlines the various campaign components put in place over the Spring that have made Volcano Coffee Company the new coffee and cafe of choice. Thanks to a lot of hard work from our individual cafe owners, fantastic ideas, and hard work from every part of our organization, Volcano enjoyed it's most successful two consecutive quarters yet.

We are grateful to all who made and continue to keep the dream and mission of Volcano alive and well. How do we customize this design for our own use? I have a color printer and would like to print in color.

The richest beans in the World
High Quality Coffee is the Key

Having a good product alone does not ensure success. That is why we have documented the full spectrum of campaigns and marketing ideas used in our cafes around the world throughout this Spring.

You can pick the idea that works best for your particular needs and environment. See the end of this document for how to get more information Volcano's success begins at the core with quality product.

Campaign Specifics: A Spring Beyond Compare

With the experience they garnered purchasing for premier coffee manufacturers in Germany and Switzerland, Pedro and Dalia Carrerra have become two of the world's

foremost experts in bean selection and purchasing. **The CoffeeTalk** september 1995

They examine everything from the manner in which the beans are harvested to the average temperature of the region for whichever particular aroma and flavor they are seeking.

Quality begins with hand-picked care

Volcano owes a lot of its success to the hard work and keen sense of Pedro and Dalia's team. With the experience they garnered purchasing for premier coffee manufacturers in Germany and Switzerland, Pedro and Dalia Carrerra have become two of the world's foremost experts in bean selection and purchasing. No doubt, Pedro and Dalia are two of Volcano's most dedicated coffee aficionados.

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1 The CoffeeTal september 1995

Downtown Morning Campaign Endears Volcano to Young Professionals. One of the great surprises of the Spring was the success of the Downtown Morning campaign. Major cities across the United States made local and national newspapers complimentary and added home-baked goods to their pastry counters. Some of the larger cafes also added typical European simple breakfast fare. The result was a huge surge in repeat customer patronage. People loved the comfortable atmosphere, good food and excellent selection. Some cafes and now toying with the idea of extending the same idea to late evenings, including adding live jazz one night of the week.

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n Call us direct at 1-111-222-3333

- 1 The CoffeeTalk September 2005
- n Mail us at our headquarters
 - n Contact your local sales representative
 - n Contact your local supplier
 - n Send email to “ moreinfo”
 - n Make sure to read our bi-weekly company newsletter
 - n Periodically check our new on-line bulleting boards for news

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buy

Buys

buying

Bought

Volcano Coffee Company' s long term product strategy is grounded on extensive market research indicating that only 3 out of 10 people grind their own coffee at least once a week.

Idea	Time
Specialty baked goods	3-4 weeks
Frequent purchase card	1-2 weeks
Theme week	2-3 weeks
Live morning jazz	3-4 weeks
Change coffee mix	1-2 weeks
Local mail campaign	5-6 weeks
Market research	4-6 weeks
Promotional offers	3-4 weeks

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