



COFFEE BREAK

PICK YOUR PERFECT BLEND



Inside this Issue:

EMPLOYEE SPOTLIGHT

Duane McCoskey

Beverage Specialist

How long have you been with M.J. Kellner?

November 2023 will mark 4 years.

What was your first job? How long have you been in the Food-service & Beverage Industry?

First real job was working in the Proof Department at a local bank (balanced the day's total transactions). Started in Food-service/Beverage in 1986 with a local coffee distributor operating their first computer. Over the next 35 years, I have managed coffee programs throughout the US and Canada, learned to roast coffee, taught food & beverage cost management classes in a local culinary program, and had the opportunity to give a lecture on the history of coffee at the Missouri Museum of History in Forest Park, St. Louis. The last four years have been great as we work to establish a comprehensive beverage program for MJ Kellner's customers.

What is your favorite part of your job?

Meeting with the customers and learning why coffee is (or is not) important to their business. No two are the same in the way they approach coffee for their individual operations.

What is your best advice you give your customers?

Always break your cost down to the cup. Their customers don't drink coffee by the case or by the pound, so those numbers are irrelevant. At the end of the day, the difference between the most expensive cup of coffee and the least expensive cup of coffee is 10 cents. When a customer is willing to pay over \$2.00 for a coffee, give them the best cup you possibly can.

What keeps you motivated?

The coffee industry is constantly changing so staying on top of the latest trends within the coffee category keeps me motivated.

What happens in your day to stamp it a good day?

Anytime I can talk to the customer in-depth about their beverage offerings, it's a good day. I love hearing about what they do with their coffee & tea & then taking up the challenge to see how we can help them make it better, more effective & profitable!

What do you enjoy doing in your free time?

Spending time with family & friends, reading just about anything I can get my hands on.

Do you have any hobbies?

Reading & writing; baseball, golf (making an effort to take it back up again), tinkering on the computer.

Since this issue is about coffee, how do you like your coffee?

What kind of coffee do you drink as a "treat"?

Coffee is simple – fresh, hot & black. A good pour-over or French Press is nice too! In terms of a "treat", I hate to admit it but my go to here is a Flat White – non-fat, extra hot!



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Testimonials

“My husband and I have dreamed of opening a business for years and our dream came to fruition when we found an old grocery store for sale. But as everyone knows dreams take a lot of hard work and good mentors to come to reality. As a nurse and retired soldier, my husband and I had no functional knowledge of running a coffee house with a bakery. Tom, Joy and the entire MJ Kellner staff have been far more than a food product supplier. They have been key in teaching us about the world of food services. Joy has met with me with on several occasions to discuss menu options that would be viable for our small coffee shop. Tom has, on several occasions, bailed us out when we have not had enough syrup or cups. Tom and Joy have just been amazing and kind as we learn how to be successful in this new world of food services. We are very thankful for the entire staff at MJ Kellner.”

Mike and Kelly Donaldson
Yellow Bird Coffee House



“MJ Kellner isn't a vendor, they're our most valued partner. We very much appreciate the service and attention to detail that only a locally owned business can provide. They care about our success almost as much as we do and it shows in their attention to detail. We have great working relationships with everyone from our sales rep, to management, to our delivery drivers. Meanwhile, their culture of local, knowledgeable, and friendly service shines at every level. They are quick to help us find unique solutions, even when that means creating an outside-the-box process to fit our needs. On numerous occasions, we've come to them with a challenging issue, and their response at every turn has been "I'm sure we can figure that out, let us see what we can do." only to then receive timely follow-up with a well thought out solution. With MJ Kellner, we're treated as friends & neighbors instead of just another account number.”

Bill Legge
Grab-A-Java



BIG TRAIN FRAPPES



CARAMEL FRAPPE



This mix uses Arabica coffee, rich caramel, and a little bit of cocoa to create a creamy base. All you need is some ice, and a blender!



COOKIES & CREAM

This mix uses some crunchy chocolate cookies, and silky cream.





FRUIT LOOP



This mix uses Arabica coffee, rich caramel, and Madagascar vanilla bean, for a sweet and creamy drink.



MOCHA

This mix uses Arabica coffee, and has a heavy chocolate flavor.



ON TOP® SOFT WHIP POURABLE TOPPING

This Soft Whip Topping is a ready-to-use cold foam with a sweet cream flavor and light texture. On Top, Soft Whip is great to use for topping coffees.

ON TOP® WHIPPED TOPPING

This product is pre-whipped and made with both dairy and non-dairy ingredients. It comes in a 16 oz pastry bag with a decorator tip for easy use. On Top also comes in oat milk, sugar-free, and mallow.



HOW TO COLD BREW

What's the difference between cold brew & regular coffee?

The difference between these two types of coffee comes down to how they are made. Regular coffee is prepared by hot water immersion brewing, while cold brew coffee is made using cold water extraction (steeped in cold water and utilizing coarse ground beans). With the cold brews brewing method, it tends to be less acidic and more smooth. Cold brew also tends to be stronger than regular coffee, and the longer the cold brew sits, the stronger it will get.

Brew Yourself

Brew cold brew yourself with Red Diamonds Fitz™ Cold Brew. You only need two 1 lb bags of cold brew, the 3.5-gallon urn, and the toddy coffee strainer. To get started, place the toddy coffee strainer into the urn, then place the cold brew bags in, next fill with 2.5 gallons of water, put the lid back on, let steep for 12 hours, remove the toddy with filter bags inside, fill the remaining space with water, and your ready to serve. The Fitz™ Cold Brew is a way to ensure consistency when brewing; this way also makes preparation simple and easy.





Coffee-mate in stock:

31008 — 180/0.38 oz — HAZELNUT LIQUID

31009 — 180/0.38 oz — IRISH LIQUID

31010 — 180/0.38 oz — NON DAIRY LIQUID

31015 — 360/0.38 oz — NON DAIRY LIQUID

31017 — 180/0.38 oz — FRENCH VANILLA LIQUID

31037 — 2/1.58 QT — ORIGINAL PUMP SWEET

34006 — 2/1.5 L — CONCENTRATE FRENCH VANILLA



Torani Sugar Free Flavored Syrups
750 ml: Salted Caramel

The perfect blend of salty and sweet. With the flavors of buttery caramel and saltiness you'll be sure to enjoy.



Torani Classic Flavored Syrups - 750 ml:
Toasted Marshmallow

This toasty marshmallow flavor is perfect for making a smores specialty drink.



Torani Flavored Syrups -
750 ml: Vanilla

The perfect vanilla flavor.



TEA TIME

Tea is the second most consumed beverage on earth, behind water. Tea is a good beverage to market to people under 40; it's a healthy and generally good item for you. A way to sell this product and generate sales would be to appeal to the artisan part of tea. You can create a separate tea menu or have interesting tea drinks on the menu.

“Teagarita”

This cocktail is a unique mix of a margarita and classic iced tea. Adding a sweetened tea concentrate of Red Diamond Tea® and agave nectar gives you a nice refreshing twist on a regular drink.

Cucumber-Melon Iced Tea

This is the perfect drink for a summer day.

- 6 Thin slices fresh cucumber
- 6 Honeydew balls (made using a melon baller)
- 6 Leaves fresh mint
- 1 Tbsp. honey
- 7 oz Iced green tea

Mango Infused Green Tea



Open Brew Raspberry Tea



GET PUMPED

What is Lotus Plant Energy?

Lotus was originally founded because of the principles of the iconic flower, the lotus. This flower has a historical reference to awakening the mind, body, and spirit. This leads the company to travel the world, and in doing so, they found seven of the earth's most powerful plants. These plants led to the creation of their proprietary formula (called Plant Energy 7).

How does it work?

Just add soda water, Pump-Stir & Enjoy! Lotus Energy's proprietary blend, Plant Energy 7, features coffee fruit elevated with nature's elite organic "adaptogenic" botanicals, super fruits, amino acids, B vitamins, natural flavors, and sweeteners.

Shark Bite

- 3/4 oz Torani Blackberry Syrup
- 1 oz Blue Lotus Energy
- 8 oz Club Soda

Garnish with gummy sharks

MJK Stocked Lotus:

64 oz:

- Blue
- Purple
- Pink
- Blue Skinny
- Pink Skinny
- Purple Skinny
- Cascara Gold
- Power Up
- Super Cream

3 gal:

- Blue Bib
- Pink Bib
- Purple Bib
- Gold Bib
- White Bib
- Diet Blue Bib
- Diet Pink Bib
- Diet Purple Bib
- Diet Gold Bib
- Diet White Bib



Energy Spritzer

Lotus Plant energy with ice & soda water.

Beverage Size	16oz	20oz	24oz	32oz
LOTUS (1oz = 1 pump)	1.5oz	2oz	2.5oz	3oz

Energy Whips

Lotus Plant energy with ice, water & super cream.

Beverage Size	16oz	20oz	24oz	32oz
LOTUS (1oz = 1 pump)	1.5oz	2oz	2.5oz	3oz
Super Cream	2oz	2.5oz	3oz	4oz

"Shark Bite" Drink





Yellow Bird Coffee House is veteran owned and operated by Mike and Kelly, who have over 48 years of combined military service. The name Yellow Bird is dedicated to all veterans who marched singing a cadence about the fate of a Yellow Bird. Yellow Bird Coffee House's vision is to serve the highest quality products while providing an awesome custom coffee house experience to all!

Thank you Yellow Bird for hosting us to take the magazine photos at your cafe!

Make sure to swing by at:
1001 N 1st Street
Springfield, Illinois 62702
(217) 670-2825

Monday 7:00 am - 12:00 pm
Tuesday 7:00 am - 12:00 pm
Wednesday 7:00 am - 12:00 pm
Thursday 7:00 am - 12:00 pm
Friday 7:00 am - 12:00 pm
Saturday Closed
Sunday Closed

BIRD EE HOUSE

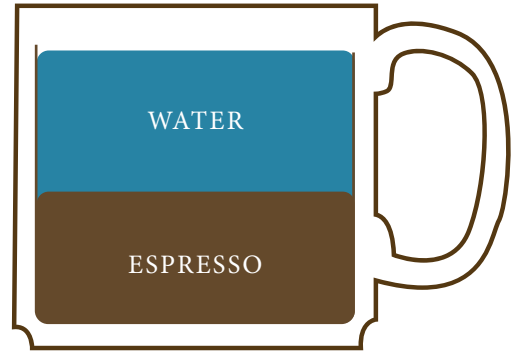


DIFFERENT TYPES OF COFFEE

Espresso



Americano



Latte



Mocha



Cappuccino



Flat White



MILK ALTERNATIVES

Soy

Soy Milk is made from soybeans or soy protein. This milk alternative works best with coffee due to its mild and creamy flavor.

Almond

Almond Milk is made from whole almonds or almond butter with water. This alternative has a lighter texture and a sweet, nutty flavor.

Coconut

Coconut Milk is made from the white flesh of brown coconuts and water. It has a creamy texture and a sweet coconut flavor.

Cashew

Cashew Milk is made from cashew nuts or cashew butter mixed with water. This alternative has a sweet and nutty flavor.

Rice

Rice Milk can be made from white and brown rice mixed with water. Rice milk has a mild flavor and a watery consistency.

Oat

Oat Milk is made by mixing oats and water. This milk has a more subtle flavor, but it is still sweet.

Milk alternatives are often easy to make. All you need to make oat milk is a blender, strainer, bowl, and storage container.

Rolled oats are the best for oat milk; they make a creamier texture than steel-cut oats. You can make this gluten-free simply by getting gluten-free oats. Adding other ingredients for different flavors, such as maple syrup or cocoa powder, is simple. To make it:

1. Combine one part oats with three parts water in the blender and blend until smooth.
2. Pour the mixture through the strainer.
3. Put the strained oat milk into a covered container; you can keep this for up to five days.
4. Stir before using.

No time to make a milk alternative? Check out whats available to you below!

Milk alternatives in stock:

11852 - 12/32 oz - OATLY - MILK OAT BARISTA TETRA SLIM PACK

11851- 6/48 oz - CALIFIA - MILK ALMOND ORIG CALIFIA FARMS

11850 - 6/32 oz - CALIFIA - MILK OAT BARISTA BLEND CALIFIA

11848 - 12/32 oz - PACIFIC - MILK ALMOND ORIGINAL

11842 - 12/32 oz - PACIFIC - MILK ALMOND ORIGINAL BARISTA

11841 - 12/32 oz - PACIFIC - MILK SOY ORIGINAL BARISTA

11840 - 12/32 oz - PACIFIC - MILK COCONUT ORIGINAL BARISTA

11831 - 24/8 oz - KIKKOMAN - MILK SOY CHOCOLATE PEARL

11830 - 24/8 oz - KIKKOMAN - MILK SOY CREAMY VANILLA PEARL

A HOT WAY TO SELL COFFEE



Hot beverages are profitable “must-haves” everywhere, in the office kitchen or a hospital cafeteria. It’s important to remember that they won’t sell themselves. Like anything else, they must be menued, marketed, and prepared. Here are some tips to keep in mind when you’re selling hot beverages:

01 GOOD SWEETENERS AND CREAMERS ARE KEY

Sweeteners and creamers are great because they allow you to create signature hot beverages and let guests customize their coffee, tea, or cocoa. You can also offer on-trend plant-based creamers. The most popular include: almond, oat, soy, coconut, and rice.

02 HAVE HOT BEVERAGES PAIRED WITH FOOD

While a hot beverage can be savored by itself, one paired with food can be a better experience. 40% of specialty away-from-home coffees are consumed with food. Sweets are ideal for these situations like brownies, cookies, & pastries.

03 A HOT BEVERAGE PROGRAM CAN HELP TO DRIVE TRAFFIC

This can be a rewards program or a hot beverage special. These special promotions that give back to customers can help to drive traffic. For example, offer a free medium coffee to loyalty members on the national coffee day.

THE DIFFERENCES BETWEEN ARABICA & ROBUSTA

Arabica

Arabica coffees are descended from the original coffee trees discovered in Ethiopia. They produce fine, mild, aromatic coffee, representing approximately 70% of the world's coffee production. The beans are flatter, more elongated than Robusta beans, and lower in caffeine.

On the world market, Arabica coffees bring higher prices. The better Arabicas are high-grown coffees – generally grown between 2,000 to 6,000 feet above sea level – though optimal altitude varies with proximity to the equator. In today's coffee industry, these are the beans that are considered to be specialty coffees.



Robusta

Most of the world's Robusta is grown in Central and Western Africa, parts of Southeast Asia, including Indonesia and Vietnam, and Brazil. Production of Robusta coffees is increasing, though it accounts for only 30% of the world market. Robustas are primarily used in blends and instant coffees. The Robusta bean tends to be slightly rounder and smaller than an Arabica bean.

Compared with Arabicas, Robusta beans produce a coffee with a distinctive taste and about 50-60% more caffeine.



MEL--CREAM



THINK OUTSIDE THE CUP

Adding a healthy granola snack to your day doesn't have to be difficult. Some unexpected ways to use granola are salad toppings, pie topping, mixing with ice cream, make granola bars, trail mix, and adding it to your pancake batter for an added crunch.

Chunky Monkey Trail Mix

- 2 Cups Granola Clusters
- ½ Cup dried bananas
- 1 Cup honey roasted peanuts chopped
- ½ Cup dried cranberries
- ¼ Cup sunflower seeds
- ¼ Cup raisins
- ¼ Cup chocolate chips
- 1 Tbsp canola oil or coconut oil
- ¼ Cup peanut butter
- ¼ Cup honey
- ½ Tsp cinnamon
- ¼ Cup mini M&M's

Line a large cookie sheet with parchment paper. Add granola clusters, bananas, peanuts, cranberries, raisins, sunflower seeds, and chocolate chips in a large bowl. Combine.

Over low heat, add oil, honey, peanut butter, and cinnamon in a medium saucepan. Stir and allow to melt.

Pour mixture over dry ingredients. Toss to coat. Add more honey if needed. It should be sticky and clump together. Add mini M&M's. Spread onto cookie sheet. Refrigerate for 20 minutes. Break into clumps.

Store in a sealed container. Enjoy within a week!

No time for prep? Offer Nutri Grain bars or Cinna Mania instead!

The Kellogg's logo is written in its signature red, cursive font.

RICH'S GLUTEN FREE COOKIES

Rich's Gluten Free Cookies are individually wrapped to ensure your safety, as well as prepared so that there is no cross contamination. These cookies are made with zero grams of trans fat and no artificial sweeteners.

RICH'S ULTIMATE BREAKFAST ROUNDS

These have all the nutrients for a healthy breakfast, so that they can be your easy on-the-go breakfast replacement.





Bridor pasteries are ready to bake and always prepared with the finest ingredients.

Nut-toned coffees are the perfect drink to go along with milk chocolate. These two work so well together because the nuts help balance the chocolate's sweetness. For dark chocolate, look for a dark roast coffee. With a dark roast, the flavor of the coffee bean is more muted. If you have a citrus pastry, pair it with a lighter coffee.



PILLSBURY MUFFIN TUBESETS

These muffin tube sets come in a pack of three frozen batters. With these, you can thaw and portion the batter directly from the tube without mixing, measuring, or making a mess.

Each tube set is 3 pounds, and the packaging has 86% less plastic than the 18-pound pails.

These can make a wide range of baked goods, such as muffin tops. And, of course, the batter contains no artificial flavors and are PHO free.



Available Cup Options:

- 92313 - Clear Cup 16 oz
- 93141 - Clear Cup 20 oz
- 92164 - Clear Cup 24 oz
- 93150 - Lid Strawless
- 99476 - Lid Dome w/hole 1' Clear
- 93478 - Lid Clear Strawless
- 96506 - 12oz Hot Paper White
- 96507 - 16 oz
- 96508 - 20 oz
- 96509 - Lid Traveler Black
- 94301 - 12oz Thermaguard - Brown
- 94302 - 20 oz Thermaguard - Brown



BUNN COFFEE EQUIPMENT TO GET YOU STARTED



GVH-3, 120V

Some Features:

- Fast grinding – three pounds (1.36kg) in about 90 seconds – maximizes speed of service
- Ergonomic clamp for holding smaller size bags and containers in place for hands-free operation
- Bag switch prevents grinding before bag/container is in place



ITCB DV HV Dual-Volt High Volume, Platinum Edition™

Some Features:

- Large 3gal (11.4L) tank provides back-to-back brewing capacity
- Tea brewing capability built-in with integrated dilution nozzle, software and Quick Brew tea brewing funnel
- Brews into 1.5 gallon and 1.0 gallon BUNN ThermoFresh® servers for coffee and TD4T, TDO and TDO-N tea dispensers



ITCB Twin HV High Volume Platinum Edition™

Some Features:

- Includes both coffee (Stainless) and tea (Plastic) funnels
- 4.3" Color Touchscreen aides in customizing recipes, brewing options and control
- Large 5.6gal (21.2L) tank provides back- to-back brewing capacity at 120/208-240V applications



ICB Twin

Some Features:

- Pre-infusion and pulse brew for maximum flavor extraction. Cold brew lockout & digital temperature control further ensure top-notch brewing.
- Brew counter keeps track of how many batches are brewed
- Large 5.6 gallon tank provides back-to-back brewing capacity



BEING A BARISTA – WHERE COFFEE IS ART



Being a barista requires a lot of skills and knowledge. For example, it is knowing the importance of grind size for the different brewing methods. It is a requirement to have skills in latte art. Regarding latte art, remember that milk alternatives are often harder to steam and don't make the art as nicely. This is a skill where practice makes perfect. Try this out in different-sized mugs and master the basic ones: hearts, tulips, and rosettas.



There is a yearly barista competition called the United States Barista Championship (USBC). The baristas must prepare multiple drinks during this competition, including a drink they designed, in 15 minutes. These drinks are served to a panel of four judges. While they are judged on the quality of the drinks, the barista is also judged on the preparation of the drinks by two other technical judges.



SAVE THE DATE

For our
New Product Show
“Grand Slam of New Ideas”



Monday, May 8th, 2023

12 pm – 4pm

The Crowne Plaza
3000 S. Dirksen Parkway
Springfield, IL 62703

MjKellner
Exceeding All Your Food Service Needs