



Roasters of Fine Coffees in the Italian Tradition  
& So Much More...

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## Be the First to See NEW Items [www.pasadenacoffee.com](http://www.pasadenacoffee.com)

The website will be the place you will see the new items first.. We will also try to send you an email with details about specials that may not make it into the newsletter. We are always on the look-out for great new items that we can make available to you.

**Fruit Crème Smoothies** are first on the list of up-coming newbies. Strawberry, Strawberry Banana, Mango, Peach, Pomegranate, Mai Tai and Piña Colada all complete. just add water, ice and a blender ~ Delicious! Watch the Website or Details.

We will be introducing a couple of new flavor treats. Along with Spiced Cocoa, we will have **Dulce de Leche**, a New blended drink that reminds us of old fashioned caramels. We will also have a new **Horchata** drink - A traditional South-of -the-Boarder thirst quencher. Watch for **NEW Rooibos Thai Tea**, a new addition to our family of exotic teas.

**Recipe Contest** So many of you have told us of the fun things you do with our drinks. Now we want to share those ideas. We are holding a Recipe Contest. Send us a recipe using one of our drink mixes. (Mail, fax, email or just tell us when you call in to place an order.) We will try them here in our testing room. The five top recipes will be published in our Newsletter acknowledging you as the creator, and we will send you a Special Gift.

### Recipes for You to Enjoy

#### CAFÉ BANANA FLAMBÉ

3 Tbsp of Coffee Toffee Frappe Freeze mix  
1/2 cup milk  
1/4 banana  
1 cup ice or vanilla ice cream  
Add to blender and blend 30 seconds or until smooth.



### Rewards Points Program

In our next issue we will be introducing our NEW Rewards Points Program. Each purchase will add points to your account which you will be able to cash in for great FREE stuff. Many of you have been with us for years. This will be our way to say thank you for all your loyalty. Watch for details.

#### 50/50

2 scoops Vanilla Frappe Freeze  
6 oz Orange Juice  
16 oz cup of ice  
Add to blender and blend 30 seconds or until smooth



#### Did You Know...

In the year 1763, there were over 200 coffee shops in Venice. A shop on nearly every corner. Sound familiar?

Turkish bridegrooms were once required to make a promise during their wedding ceremonies to always provide their new wives with coffee. If they failed to do so, it was grounds for divorce!

The Italians drink their espresso with sugar.

The Germans and Swiss with equal parts of hot chocolate.

The Mexicans with cinnamon.

The Belgians with chocolate.

Moroccans drink their coffee with peppercorns.

The Ethiopians with a pinch of salt.

Coffee drinkers in the Middle East usually add cardamom and spices.

Whipped cream is the favorite amongst Austrians.

The Egyptians are extremely fond of pure and strong coffee. They seldom add sugar to it, nor milk nor cream. They serve unsweetened coffee to mourners and sweetened coffee at weddings.

The Italians are the unrivaled World Masters of Espresso.

# COFFEE BUZZ

Volume 14 Issue 1

Summer 2008

## SUMMER GUIDE 2008

### Hot Weather Cold Drinks

The heavy coats are put away and the grill has been brought out from the garage and the blender from under that kitchen counter. This is the time of year when we begin to find creative ways to stay cool.

We have a number of choices to help in your creative quest. So many of you are already familiar with **Frappe Freeze**. You may not be familiar with how big the Frappe Freeze family has grown over the years.

It's hard to believe that we first offered our most popular drink mix in the summer of 1996 - 12 years ago! With just 3 flavors, **Vanilla, Mocha and Mocha Fudge**, our little mail order company was changed forever.

Now we have 28 different flavors and varieties under the familiar "Frappe the Bear" logo. We have the very popular "**Crunch Coffees**": **Coffee Toffee, Cookies n' Cream, Toasted Coconut and Chocolate Chunk**.

We have **vanilla smoothie** mixes for those who want **luscious fruit smoothies** or drinks without coffee. The choices are as wide as your imagination. How about a chocolate raspberry smoothie, or a strawberry banana smoothie all made at home by you for a fraction of the cost that you would pay at a shop.

We have drinks made especially for kids or for the kid in all of us. With flavors like **Totally Bananas and Frosty**



### Keeping Cool with a Flair ~ Frosty Frappe Freezes ~

**Bubblegum**, already you can see the smiles.

For those who are looking for lighter fare, we have **Skinny Frappes**. Available in single serve packets, they are tasty and convenient.

We even have a **Green Tea Smoothie** for those of you who want refreshing great taste as well as the benefits of the anti-oxidant in the tea.

For 12 years Frappe Freeze has been quenching your thirst and keeping you cool - Now in more ways than ever.

! SUMMER SPECIAL !

PURCHASE 2 OR MORE

3LB FRAPPE FREEZE (ANY FLAVOR)

AND WE WILL INCLUDE FREE! OUR BEST

**BELLAGIO ESTATE COFFEE COLLECTION**

Including 1 ea Venetian, Italian, Tuscan and Tuscan Decaf coffee packets (each makes 1 pot).

For on-line purchases use code ESTATE.

(Expires 10 August 2008)

**Did You Know...**

Tea is the second most consumed beverage in the world, playing second fiddle only to water. It is in almost every culture, and there are literally thousands of varieties.

Some historical notes suggest that tea has been a warm beverage companion to man for over five thousands years! Other recordings state only three thousand...but either way, that is a long time.

There are four main types of tea which are, white, green, oolong, and black, all which are born from the same species of plant.

Common health facts about tea show us that it is rich in antioxidants, can shield our immune systems, stop infection, and even help us shed some pounds!

Tea is a beverage that is enjoyed in the morning, afternoon, or evening, whether feeling ill or good, and can be consumed hot or cold.

**The BUZZ is Back!**  
The best way we have of keeping in touch with you, is the Coffee Buzz Newsletter. So we are bringing it back. We will send you a Buzz several times a year. We can share drink news, recipes and stories as well as letting you know about new products and specials.

# Tea and More ...

Ten years ago we had the chance to bring a new tea line into the PCC family. It was called Chai Amore®.

Well, the first question was obvious - What is Chai?

Chai, an aromatic spiced tea, has been the Indian drink of choice for hundreds of years. It is the perfect blend of teas, freshly ground spices like ginger, cinnamon, cardamom, nutmeg and cloves, and sweet cream to make a hot, delicious, satisfying beverage. We later found out that it was also great iced and frozen.

Since introducing Chai it has become a mainstay of the PCC Family. Chai is consistently in the top 5 in popularity. Of course, the reason for this is the taste.

**Chai Amore®** was a novel concept. Very few of our customers had any knowledge of tea except what was made with teabags. To be honest, we weren't quite sure what we were getting into ourselves. But we all decided to try it and WOW, the next thing you know it was flying off the shelves. Long time coffee drinkers loved the new spicy flavors.

Soon after came **Chai Serenity®** the ultimate contemporary Chai Tea Latte blend, specially blended to help you find peace-of-mind with every cup.

It was followed by **Green Tea Smoothie™** which not only had a great taste, but had health enhancing anti oxidants as well. Good health never tasted so good.

Now Keep Your Eyes Open for  
**Rooibos Thai Tea**

with TWICE the antioxidants of green tea.  
Coming Soon.

The journey into the deliciously exotic continues.



Waring 2-Speed

## The Best Smoothies with The Best Blenders

Make your smoothies at home just like the pros do at your favorite shop. We are very please to make available to you professional quality bar blenders. The Waring 2-speed (shown left) is the workhorse of the beverage industry. The Vitamix is a master-blender with a 2 hp motor and a heavy duty blade.

**Waring 2-Speed Blender**

**\$ 79.95**

**VitaMix Blender**

**\$495.00**



Vita-Mix



**CHAI AMORE®**



**CHAI SERENITY®**



**GREEN TEA SMOOTHIE**

## The Barista Collection Joins the Family

The artisan skill of Caffe D'Amore's years of experience has been put into this exceptionally rich collection of specialty mixes. Designed as bases to showcase your imagination, they are also great by themselves. Available in a 2lb can for only \$16.95 Create you own hot, iced, or frozen masterpieces just like the baristas do.



## EASY ORDERING!

**ORDER DESK:** (800) 888-3414  
**ONLINE:** www.pasadenacoffee.com  
**24-HOUR FAX:** (626) 358-9215

**MAIL ORDER FORM TO:**

Pasadena Coffee Co.  
1107 S. Mountain Ave.  
Monrovia, CA 91016

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

**PERSONAL ORDER**

QTY	CAT#	ITEM NAME	PRICE	TOTAL

SUB-TOTAL \_\_\_\_\_

SHIPPING & HANDLING \_\_\_\_\_

SALES TAX\* \_\_\_\_\_

TOTAL \_\_\_\_\_

\*CA RESIDENTS ONLY:  
add 8.25% to nonfood items only

**GIFT ORDER**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL \_\_\_\_\_

QTY	CAT#	ITEM NAME	PRICE	TOTAL

SUB-TOTAL \_\_\_\_\_

SHIPPING & HANDLING \_\_\_\_\_

SALES TAX\* \_\_\_\_\_

TOTAL \_\_\_\_\_

\*CA RESIDENTS ONLY:  
add 8.25% to nonfood items only

**SHIPPING & HANDLING  
CONTINENTAL U.S. ONLY**

Merchandise Total:	Please Add:
\$ 1.00 – \$ 10.00	\$ 4.95
\$ 10.01 – \$ 15.00	\$ 6.75
\$ 15.01 – \$ 25.00	\$ 8.95
\$ 25.01 – \$ 40.00	\$10.95
\$ 40.01 – \$ 55.00	\$11.95
\$ 55.01 – \$ 70.00	\$13.95
\$ 70.01 – \$ 90.00	\$15.95
\$ 90.01 – \$ 99.00	\$17.95
\$ 99.01 – Over	Call for Quote
Alaska/Hawaii/Intl.	Call for Quote
UPS Special Service	Call for Quote

**ALTERNATE SHIPPING ADDRESS**

Please attach a separate sheet with any alternate shipping addresses.

**GIFT ORDERS**

Please attach recipient address and any gift message (birthday, anniversary...) to a separate sheet.

**UPS SPECIAL SERVICE**

UPS 3rd Day, 2nd Day and Overnight Express Service are available at extra cost.

**PAYMENT METHOD**

AMEX

VISA

MASTERCARD

DISCOVER

CHECK/MONEY ORDER

CARD # \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

ORDER DATE \_\_\_\_\_

The issuer of the card identified on this item is authorized to pay the amount shown as TOTAL upon proper presentation. I promise to pay such amount (together with other charges due thereon) subject to and in accordance with applicable law and the agreement governing the use of such card.

All orders are shipped UPS or similar carrier. A physical address is necessary. Shipments to multiple addresses will be treated as multiple orders, and charged accordingly. We do not ship C.O.D. For rush delivery, UPS 1, 2, or 3 day and Saturday delivery are available at an extra cost. Orders to Alaska and Hawaii are shipped by the U.S. Postal Service or UPS 2nd day. For international orders, Purchaser is responsible for any imports, duties or other added taxes. Orders are usually shipped within 24 hours subject to product availability. To guarantee holiday delivery, please order no later than ten (10) business days prior to that holiday.

We pride ourselves on prompt, friendly service. If a product fails to meet your expectations, call us within thirty (30) days of purchase (10 days for whole bean or ground coffee). We will replace your product, or refund the purchase price upon receipt of returned product; the choice is yours. If you have any questions, please feel free to call our office toll-free at (800) 888-3414. Prices and costs are subject to change without notice. Sale items may not be combined with other discounts.

## CAFFE D'AMORE CLASSIC CAPPUCCINO

This exceptional drink was at the forefront of a beverage revolution that continues today. We are pleased to offer the many fine flavors of Caffe D'Amore to you.

### **3-lb. FAMILY-SIZE TUB \$19.95**

800	Original Mocha
800D	Mocha Decaf
803	Caramela Mocha
805	Belgian White
805D	Belgian White Decaf
806	Classico
810	Original Unsweetened
810D	Unsweetened Decaf
812	French Vanilla
820	Hazelnut Decaf
821	French Caramel Latte Decaf

## BOTANICA® FRUITEA

100% *Natural* liquid fruit concentrates infused with black tea - *a powerful anti-oxidant*. It is a blend of fruit, fruit puree, and soy protein. Botanica is non-fat, non-dairy, and all-natural so the fruit flavors are vibrant and fresh. Blend 6 oz. of Botanica and a 16 oz. cup of ice into a refreshing, great-tasting fruit smoothie.

### FRUITTEA SMOOTHIES \$15.00

BF101	Just Peachy
BF102	Mango Tango
BF103	Strawberry Banana Rama
BF104	Strawberry Rave
F105	Very Wild Berry
BF110	Piña Colada

## BOTANICA® BOOSTS

Unique blends of nutrients for body and mind. The specially blended boosts were created as add-on nutrition for the on-the-go consumer. Botanica® Boosts are dietary supplements, perfect for adding to your juice, frozen coffee drinks, or fruit smoothies. Each boost is a special combination of nutritional additives and herbs to give your day a lift.

### NUTRITIONAL SUPPLEMENTS

BB101	Energy Boost	<i>Fight fatigue &amp; increase endurance</i>	\$12.50
BB102	Vita Boost	<i>All essential daily vitamins with fiber</i>	\$16.25
BB103	Immunizer	<i>Blend of echinacea &amp; goldenseal root</i>	\$14.75
BB104	Memory Surge	<i>Improve mental alertness with ginkgo biloba, bilberry leaf and choline citrate</i>	\$22.50
BB105	Fat Burner	<i>Enhance your metabolism with vitamin B6 potassium &amp; chromium picolinate</i>	\$18.50
BB106	Calcium Blend	<i>Maintain good bone health with calcium and folic acid</i>	\$11.00
BB107	Protein Power	<i>Helps build muscle</i>	\$16.25

## RoBOOSTo®

Boost your day with the energizing taste of RoBOOSTo™, the Italian energy drink! A delicious supercharged caffeine experience with the flavor of a traditional Italian Coffee Latte!

Get a BOOST with RoBOOSTo®!

### **18ct per box**

R100	1.5oz Roboosto Packets 18 ct.	\$16.20
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## FRAPPE FREEZE® (FROZEN MOCHAS & MORE)

Without a doubt, this is the most popular drink line ever introduced by Caffe D'Amore. Make the same delicious frozen mochas and fruit smoothies at home that you can get at a specialty shop.

### BLENDED ICE COFFEES

<b>13-OZ. GIFT SIZE \$5.95</b>	<b>3-lb. FAMILY-SIZE \$19.95</b>	<b>FLAVOR</b>
591	891	Mocha Freeze
	891D	Mocha Freeze Decaf
	891SK	Mocha Freeze <i>SKINNY*</i>
	892	White Chocolate
	892D	White Chocolate Decaf
593	893	Mocha Fudge
	893D	Mocha Fudge Decaf
	894	Latte Freeze
	894D	Latte Freeze Decaf
	894SK	Coffee Freeze <i>SKINNY*</i>
	900	Chocolate Freeze
	900SK	Chocolate Freeze <i>SKINNY*</i>
580	880	Coffee Toffee
581	881	Cookies n' Cream
	882	Chocolate Chunk

### SKINNY FRAPPE PACKETS 25ct per box \$16.95

145	<i>SKINNY*</i> Mocha
146	<i>SKINNY*</i> Chocolate
147	<i>SKINNY*</i> Vanilla

### FRAPPE FREEZE® SMOOTHIES (COFFEES FREE)

<b>13-OZ. GIFT SIZE \$5.95</b>	<b>3-lb. FAMILY-SIZE \$19.95</b>	<b>FLAVOR</b>
	890	Vanilla Freeze <i>dairy</i>
	890SK	Vanilla Freeze <i>SKINNY*</i>
599	899	Vanilla Smoothie
	854	Totally Bananas <sup>+</sup>
	855	Chocolate Marshmallow <sup>+</sup>
	856	Vanilla Cookie Doodle <sup>+</sup>
	857	Frosty Bubblegum <sup>+</sup>
	958	Funky Monkey <sup>+</sup>
	859	Rainbow <sup>+</sup>
565		Green Tea Smoothie with Matcha

*\*SKINNY is dairy based and contains SPLENDA®*

## ESPRESSIMO® (ICED COFFEES)

A unique coffee beverage mix, this first of its kind is made with a sweet blend of cream and 100% real espresso, always smooth and never bitter. Delicious served hot, on the rocks and frozen - OR- express your individual taste by adding a shot of your favorite syrup or dessert sauce and shake Martini style.

### BOX OF

<b>25 PACKETS 1.25 oz.</b>	<b>10-OZ. GIFT CAN</b>	<b>FLAVOR</b>
\$16.25	\$5.50	
EP115	EC515	Regular
EP115D	EC515D	Decaffeinated
EP115SL	EC515SL	Sugar-LESS
3-Pack Gift Set contains Regular, Decaf and Sugar-LESS	\$15.95	

## BELLAGIO® COCOA AND CAFFE MOCHA

Bellagio Gourmet Cocoas and Caffe Mochas take you back to a more elegant age. Their classic flavor is likened to the lush richness of an Italian court. You can enjoy the elegance that is Rome at home with just hot water and a spoon.

### BELLAGIO® COCOA

<b>BOX OF 25 PACKETS one flavor only \$16.25</b>	<b>7-OZ. GIFT CAN \$4.95</b>	<b>3-lb. FAMILY-SIZE TUB \$17.95</b>	<b>FLAVOR</b>
150	270	870	Chocolate Truffle
151	271	871	White Chocolate
152	272	872	French Vanilla
153	273	873	Raspberry Parfait
154	274	874	Caramel Praline
155	275	875	Holiday Spice
156	276	876	Orange Pecan
BELLGB	Cocoa Gift Book includes all cocoa flavors except Holiday Spice*		\$14.95
240	3-Pack Cocoa Gift Set*		\$15.95

### BELLAGIO® CAFFE MOCHA

<b>BOX OF 25 PACKETS one flavor only \$16.25</b>	<b>7-OZ. GIFT CAN \$5.50</b>	<b>FLAVOR</b>	
160	240	Caffé Cioccolato	
161	241	Caffé Francaise	
162	242	Caffé Hazelnut	
163	243	Caffé Bianco	
164	244	Caffé Caramella	
CAFFGB	Caffé Mocha Gift Book includes all Caffe Mocha flavors		\$14.95
270	3-Pack Caffe Mocha Gift Set*		\$15.95

## BELLAGIO® BARISTA COLLECTION (COFFEE FREE BASE MIX)

### **2 LB. CAN**

<b>\$16.95</b>	<b>FLAVOR</b>
340	Dark Chocolate
341	White Chocolate
342	Caramel
343	Vanilla Bean

### SIPPING CHOCOLATE

Chocolate lovers travel to coffee houses and chocolatiers of Europe just to drink this. Caffe D'Amore used the best of their exceptional Bellagio cocoas, and refined them even further to produce a more luxurious, velvety chocolate.

### BOX OF

<b>25 PACKETS 1.25 oz.</b>	<b>9-OZ. GIFT TIN</b>	<b>FLAVOR</b>
\$16.25	\$7.95	
SP850	SC850	Original
SP851	SC851	Mint
SP852	SC852	Cherry
SP853	SC853	Caramel

### SIPPING CHOCOLATE GIFTS

SPT50	Sipping 2-Flavor Tote	\$17.95
SPG20	2-Flavor/2-Cup Sipping Collection	\$39.95
SPG40	4-Flavor Sipping Collection	\$39.95

## CHAI AMORE®

Experience the flavor of exotic places . . .

The finest in black and green teas is blended with spices from the East — clove, cinnamon, ginger and cardamom — sweet honey, and luscious, dairy-free creamers to produce a drink of rare delight.

<b>BOX OF 25 PACKETS one flavor only \$16.25</b>	<b>12-OZ. BAG \$5.95</b>	<b>3-lb. FAMILY-SIZE TUB \$19.95</b>	<b>FLAVOR</b>
130	720	831	East India Spice
131	721	832	Tahitian Vanilla
133	723	837	Peach
134	724	833	Wild Raspberry
132	722	834	Mandarin Orange
CHAIGB	Chai Gift Book*		\$14.95
*Contains 2 pkts ea: East India Spice, Tahitian Vanilla, Peach, Wild Raspberry, Mandarin Orange.			

## CHAI SERENITY® TEA LATTE

The newest line of traditionally spiced aromatic tea lattes made with exotic spices collected from around the world is available in 4 harmonious blends: Spiced (*Joy*), Vanilla (*Peace*), Chocolate (*Dream*), and Green Tea (*Longevity*). Prepare with hot water or serve chilled.

### BOX OF

<b>25 PACKETS 1.25 oz.</b>	<b>10-OZ. GIFT CAN \$5.95</b>	<b>FLAVOR</b>
\$16.25	\$5.95	
CS121	CS521	Serenity Spiced
CS122	CS522	Serenity Vanilla
CS123	CS523	Serenity Chocolate
CS124	CS524	Serenity Green Tea
3-Pack Gift Set contains Spiced, Vanilla, and Green Tea*		\$15.95

## SPICED COCOA

Generations warmed their souls with this traditional brew. Rich cocoa is blended with cinnamon, vanilla, spices and a hint of almond to create this family favorite. This unique south-of-the-border taste became a huge hit when it was introduced last year over the holidays. We are excited to share this exceptional taste with you!

185	1.5oz Single Serve Packet	20ct	\$12.95
585	12oz Can		\$ 4.95
385	2lb Family Size Tub		\$12.95
MEXIMUG	Terra Cotta & Cobalt Mug		\$ 4.95
MEXIGB	Mug & 12oz Can Gift Set		\$ 9.95

## IVY COTTAGE® SCONE MIX

These delicious, easy-to-make scones are very popular in our Pasadena shop. Customers love them with their morning or afternoon coffee and we're sure you'll love them, too!

<b>12 oz BOX</b>	<b>FLAVOR</b>	<b>\$4.95</b>
IC101	Original	IC105 Cinnamon Oat
IC102	Currant	IC106 Chocolate Chip
IC103	Cranberry Orange	IC107 Parmesan Herb
IC104	Ginger Orange	
ICP1	Scone Pan	\$24.95
IC2022	Scone Gift	\$22.95
ICBRN	Healthy Brownie Mix	\$4.99