

# SOMETHING'S BREWING



AT ELLIS COFFEE COMPANY

SPRING 2016

WWW.ELLISCOFFEE.COM

APRIL 1, 2016



## Ellis Coffee announces the launch of E-Cups (Ellis Single Serve Coffee Cups)

Ellis coffee has launched our branded line of Single Serve Coffee Cups, or E (Ellis) Cups!

Ellis is producing 15 varieties of coffee from our Heritage and Mezzaroma brands. Our extensive offerings provide different varieties and tastes for everyone. They include traditional favorites and flavors of Ellis as well as Specialty and Rainforest Alliance Certified products from our Mezzaroma brand. Our cups are compatible with most brewers including the Keurig 2.0, and are available in a convenient 4/24 count case.

In addition to the Ellis branded product we are also offering private label opportunities with low minimums, custom blending and design support.

Contact your sales representative for more details or email us at [singleservecoffee@elliscoffee.com](mailto:singleservecoffee@elliscoffee.com)

"At Ellis coffee we believe you need to keep improving and moving forward."

Six years before Abraham Lincoln was elected President, Allen Cuthbert opened a small coffee shop in Philadelphia to serve the local population coffees and teas that were carried to the city on clipper ships from all over the globe.

In 1871, Francis Bond, who succeeded Cuthbert, hired a promising young lad named John Ellis, who was only 13 years old at the time. John quickly grew into the role of running the store and eventually took ownership and began expanding by delivering daily to local restaurants and hotels. In 1952, the Strauss family purchased Ellis Coffee from John and continued his legacy of providing only the highest quality coffees and extraordinary customer service to its growing customer base. Today, as a 4th generation family owned business, Ellis Coffee combines the traditions of our history with the professionalism and innovation necessary to succeed in today's market.

## Employee Spotlight

Marcie Cohn retires from Ellis Coffee after 37 years!

Marcie began her career at Ellis Coffee Company in 1977 shortly after graduating college. She started in an administrative position, helping in all aspects of the company by assisting her dad as the company was quickly growing. Over the years Marcie worked her way up in through the ranks and eventually became the Vice President of Human Resources.

Reflecting on her career, Marcie recalls all of the changes the company has made over the last 3 decades but emphasizes how Ellis always stayed committed to its culture of being a family run business. Now with the company under 4th generation ownership and leadership, Marcie sees Ellis continuing to innovate "while providing quality jobs". Marcie enjoyed her time with Ellis Coffee saying "I loved being around the people".

While Marcie has now retired to spend more time with her family, she remains local and still stops into the office on special occasions! Ellis Coffee is proud to have had Marcie Cohn on its team for over 30 years and we wish her the best of luck in the future!

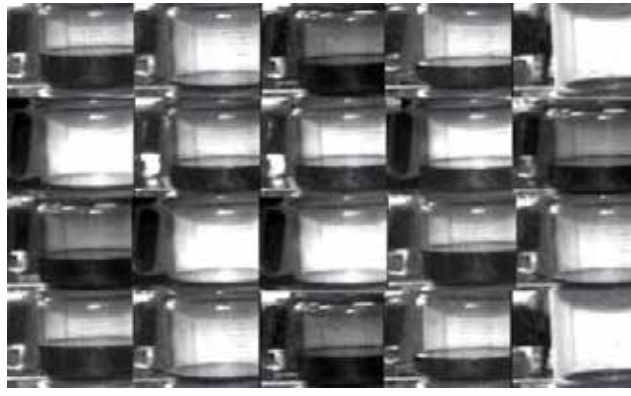


## Good Morning Coffee celebrates 25 years partnering with Ellis Coffee!

Good Morning Coffee has been a proud customer of Ellis Coffee for 25 years and counting. Good Morning Coffee is a well-known distributor that services all areas of the industry from offices to restaurants. They continue to grow and recently doubled the size of their warehouse and offices in Ewing, NJ. Owner/Operator Mike is an expert on espresso and can dazzle you with his Barista skills! He has a wealth of know-how about the various types of equipment and brewing methods to get a perfect crema on every shot!

Together, owner operators Mike and Gail are helping to launch Ellis Coffee's new Single Serve Coffee Cups. They are excited to be able to bring existing and new customers the Ellis Coffee experience in a convenient single cup!

All of us at Ellis Coffee want to thank Mike, Gail, and the rest of the crew at Good Morning Coffee for their years of loyalty and dedication in distributing Ellis Coffee products over the past 25 years!



## Did you know that coffee is responsible for the development of the webcam?

Coffee is an indispensable and eagerly awaited ritual for millions of people every day. It is well known for many things but most don't know that coffee played a vital role in the development of a surprising technological invention- the webcam. In the early 1990's, scientists from the University of Cambridge needed a solution to the unacceptable problem we are all too familiar with - an empty coffee pot! As a solution, they rigged a tiny camera facing the coffee pot and were able to stream the images across their computers. The first webcam was actually made to monitor coffee levels in the pot and make sure they were never too low. It is very fitting that coffee, a truly universal drink, is the inspiration behind a device that plays a vital role in connecting people from across the globe.

## New Customer Spotlight

Apple Metro joins a growing list of Applebee's franchisees using Ellis Coffee!

Apple Metro has 38 Applebee's and is headquartered in Harrison NY. Their restaurants are located in and around New York City and like many things in New York are bigger and bolder than most Applebee's locations. Some of the restaurants are multiple stories tall and feature things like a living wall in one location and a shark tank in another.

Bob Cocron, the Ellis sales person who partners with Applebee's, sold the group on our Ellis 100% Colombian product which is very popular in the New York area. Bob mentioned how excited he is to partner with this group, noting that they currently offer breakfast in fourteen of their restaurants which makes serving great coffee that much more important.

Bob also mentioned how grateful he was to his original Applebee's franchisee, the Rose Group, for helping to make the introduction to Apple Metro. Thank you!

Ellis Coffee is proud to be a new supplier and partner to the Apple Metro group!