



MASTERCRAFT VENDING AND COFFEE SERVICE

# The Phoenix Flyer



Like the Mythical bird of lore, which renewed itself in a dramatic re-birth from the flames, the intent of the company is to constantly reevaluate and rejuvenate the service standards that set us apart from our

## Our Mission:

To get our customers what they want, when they want it, conveniently and courteously.

## Our Values:

Strive For Excellence

Teamwork

Enthusiasm / Can-Do Attitude

# Thanks for the Memories...

Everyone at Mastercraft has enjoyed working with two incredible people over our past 36-plus years in business. These two employees embodied a great attitude and commitment infrequently found today. But, alas there comes a time when the “r” word begins to creep into their vocabulary—retirement that is! Ms. Sylvia Feldman and Ms. Mary Mutic have decided to turn a page in their lives



and explore the world of leisure and relaxation! Combined they have put in an industrious 65 years of hard labor in the salt mines of Mastercraft.

**Sylvia Feldman** has served our Office Coffee customers for the past 29 years. Sylvia handled each and every customer as her friend and applied her raucous humor while dishing a little “coffee talk.”

**Mary Mutic** is the longest tenured employee at Mastercraft! She was one of our first employees 36 years ago, starting her career as our cafeteria manager for the CNW Rail Road. Mary held various positions and finished as our coffee attendant at Peoples Gas for the last 12 years, where she served thousands of gallons of coffee, and sold her homemade bakery goods...absolutely delicious.

**Sylvia & Mary**, we will miss you ... thank you!!!

## ...And Now For Something Completely Different

By Mike Golden

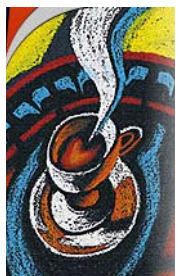
Are you tired of the same old coffee...day in and day out ,drinking your coffee the same way from the same shop? Well you are in for a big surprise as there are options available to you from your friendly neighborhood office coffee company ... Mastercraft!

Yes, you can have a choice from our wide variety of flavored coffees, flavored creamers, and if you are a Caribou customer, even flavored syrups can be yours for the asking!

The Coffee selections are wide and

can even be decaffeinated. Contrary to popular belief, most flavored coffee have zero calories (except of course the chocolate varieties at a mere 1 calorie per 6 oz serving). Some brave souls go as far as serving these delicious coffees on ice for a delightful summer drink.

Ask your sales representative, or call Linda Schwall at extension 34 for more info, and have fun breaking out of your coffee rut!



# Mastercraft NOW

What is happening in the world of Mastercraft this quarter.

## Thank You for your Troubles by Jim Nelli, Vice-President, Operations



I just want to say, "thank you" for calling in your machine problems to Mastercraft.

Alma loves hearing from you and she eagerly takes care of your

problems. We do care, and we're truly committed to fixing things as soon as possible.

It is with your help that we can become the best company we want to be. When you know there is a problem, don't wait—

run to the nearest phone and call us!

If you aren't satisfied with our performance please feel free to call me, Jim Nelli, and I'll personally see that things get taken care of as soon as possible.

### Industry News:

## Future Tech Vending - It's not just candy and soda any more!

Do Americans think outside the box about vending machines?

Sure we do...why just look at this picture of the iPod vending machine located in Atlanta's Hartsfield Airport!



Lets see if Japan thinks a little differently about vending machines...



For-got

your nephew's birthday? Now you

can purchase toys!



You need to make a cake for that birthday ...Buy some EGGS!



Ten Kilo bags of rice can be pur-

chased from this machine. It features eight different varieties for \$30 - \$40.



Here is a Mobile Phone Recharging Station in Tokyo.

Common cell phone cords dangle from the machine. Just hook up your phone, set a combination to lock up your phone, for about 30

cents., and you can charge your phone while you shop. Just hope you don't get a call while its locked up!

Toilet Paper – When you're in a bind you have to pay up. At the subway station, toilet paper will cost you 100 yen (about 80 cents) for a small package of toi-



## New Business this Quarter

New clients are a vital and necessary part of any business if it intends to prosper, and Mastercraft is certainly determined to do just that! This past quarter is no exception to that mindset. As of this writing, Mastercraft is very happy to welcome to our family such fine companies such as: **B&K Industries, Brentwood**

**Nursing Home, Celtic Insurance, Filtran, Foley & Lardner, Johnson Publishing, SBI and Smurfit Stone** to name a few.

The addition of these terrific customers will only make our company better as we strive you give them the very best service in the Chicago area.

Thanks and welcome!



## Employee Spotlight

*Focusing on outstanding members of the Mastercraft team, who have exemplified our Mission and Values.*

**LEE SPENCER** was named as our Employee of the Month for March because he embodies Mastercraft's Core Values as defined by our Phoenix Project that we all strive to maintain: 1-Enthusiasm-Can Do Attitude; 2-Strive for Excellence; 3-Teamwork.

He works the "front line" for ALL of us, making the customer happy and meeting their needs. He is a top-notch mechanic, a #1 problem solver and a gentleman at all times. Look to Lee, he will be wearing the latest fashions. His dancing is beyond compare (so his wife Barb says) and his interaction with our customers sets us apart from our competitors. He hails from Tunica, Mississippi. He still has a brother and sister in Alabama, but the majority of his family – his mother, three brothers and five sisters are here in Chicago. He favors Ruth's Chris Steakhouse at Dearborn and Hubbard, loves to fish for perch, and keeps you on your toes with his practical jokes. His "What? Who? Me?" chuckle is a dead give away. Lee is celebrating fifteen years with Mastercraft this year. Congratulations, Lee!



## Coffee Drinkers' Corner

*...For Your Health!...This Quarter's Recipe...*



### Health Benefits of Drinking Coffee



Author: RP news wires

**The next time you indulge in Mastercraft's Starbucks or Caribou Coffee, you can bask in the comfort of knowing there are health benefits in your coffee obsession.**

**Coffee and other caffeine sources have historically received a lot of bad press, such as coffee can bring jitters and its color can stain your teeth, yet moderate coffee consumption is generally positive and has protective effects on the emergence of disease conditions according to a recent issue of Food Technology magazine.**

**Recent coffee studies and research gathered over the past 30 years reveal that moderate coffee consumption – three to five cups a day – reduces the risks associated with certain disease conditions. Coffee consumption improves glucose regulation and lowers the risk of developing Type 2 diabetes, Alzheimer's disease, kidney stones, depression and others. Another positive affect on the body is coffee's possible cancer-protective properties, due to its naturally occurring and brewing-produced antioxidants. Some research strongly links coffee's properties to protecting blood vessels from dilating as a possible mechanism the brain cells use defending against Parkinson's disease. One cup of coffee a day may as much as halve the risk of developing this disease. So go ahead and enjoy your cup of java, it's good for you!**

### Blueberry Coffee Cake

- 2 1/3 cups all purpose flour
- 3/4 cup unsalted butter, room temperature
- 1 cup flaked sweetened coconut
- 1/2 cup (packed) golden brown sugar
- 1 teaspoon ground cinnamon
- 2 1/2 teaspoons baking powder
- 1/2 teaspoon salt
- 1 cup sugar
- 2 large eggs
- 1 cup milk
- 2 1/2 cups fresh blueberries (12 oz frozen, thawed)

Combine 1/3 cup flour, 1/4 cup butter, coconut, brown sugar and cinnamon in medium bowl. Mix until moist and crumbly. Set topping aside. Preheat oven to 357°F. Butter and flour 1 3x9x2-inch baking pan. Sift remaining 2 cups flour, baking powder and salt into small bowl. Beat remaining 1/2 cup butter in large bowl until fluffy. Gradually add 1 cup sugar, beating until well blended. Add eggs 1 at a time, beating to blend after each addition. Mix dry ingredients into batter alternately with milk in 3 additions each. Fold in blueberries.

Transfer cake batter to prepared baking pan. Sprinkle topping evenly over batter. Bake cake until tester inserted into center comes out clean and topping is golden brown, about 40 minutes. Cool



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Mastercraft Office Coffee Service is a  
certified member of the National  
Women Business Owner Corporation



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Happy Retirement on page 1

What kind of  
machine is  
THAT?  
Check it out on  
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Our Friend Lee  
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Beginning  
**June 1st**  
Mastercraft's  
**new website**  
will be up and  
running!  
Visit us at

[www.mastercraftcoffee.com](http://www.mastercraftcoffee.com)

or

[www.mastercraftvending.com](http://www.mastercraftvending.com)

for more information  
about our company,  
our products,  
and our people!