



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 competitors.

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

Consumer Reports Places

Caribou Coffee on Top!



In December 2004, Consumer Reports Magazine ran an article in which they ranked the top 100 Coffees in the US, and at that time, Caribou Coffee achieved top ranking, rating the Colombia Coffee as excellent, and placing Caribou as #1 in the ranking. Unlike automobiles and electronics, Consumer Reports ranks coffee only once every 4 years, and so we knew the rating was coming soon. The May, 2008 edition, just released last week had a slight twist, by running a cover story on "Great Everyday Products", and on page 17,

once again, they rated Caribou Coffee as "Best Brand", with the quote, "Tasters described Caribou Coffee as complex, fragrant, well-balanced, with floral, fruity and earthy notes".

As we take great pride in being the preferred business to business distributor for Caribou Coffee in Chicago, we are proud of the Consumer Reports rating again in 2008, if you want a free sample just call Linda Schwall our Mastercraft Coffee Agent at 847 621-3200 x34.

Big Machines

By Edward Lannan, President

So many of our wonderful Mastercraft customers liked the unusual vending machines we profiled in our previous newsletter, I thought we would give you a few more examples of non-traditional vending machines. The sophisticated vending programs mentioned below need huge sales volume to support the equipment and operational costs. Therefore airports are good venues because they provide large crowds, long idle times, and travelers have demonstrated a predilection for impulse purchases.



Airport travelers can now shop for goods and services running into the

hundreds of dollars: iPods, laptop rentals, diapers, meals, pricey cosmetics, and blood pressure cuffs, cell phones, USB drives, headphones, DVDs, and a host of other gadgets. This latest development in the \$30 billion-a-year vending industry (a figure that only includes food and beverage sales) is a natural outgrowth of consumer clamor for control and round-the-clock convenience, say industry observers. Machines are also appealing to airports because they take up less space than stores and require little or no construction work.

Vendors may have better odds this time around, says Tim Sanford, editor of trade magazine *Vending Times*. The ability to pay with a credit card has drawn more customers, he says. Better software to manage inventory, guard credit card information, and distribute payments to suppliers has made life easier for operators.

Mastercraft NOW

What is happening in the world of Mastercraft this quarter.

The GOOD, the BAD, and the UGLY

by Jim "Clint Eastwood" Nelli, Ops. Mgr.

The Good

No employee turn over, no employee accidents, no truck accidents, employee recognition, caring management, monthly company cook outs, your health, opportunities.

The Bad

Gas prices, cost of living, longer work hours, longer commutes, and sickness. No opportunities.

The Ugly

Another vendor!

Thank you for choosing Mastercraft as your vendor & have a nice day. Any problems please call me direct - Jim 847 722-1964 (m)



Industry News:



The Federal Reserve Board said on March 13, 2008 (AFP) — "The redesigned five-dollar bill's enhanced security features help ensure we stay ahead of counterfeiters and protect your hard-earned money." Key security features, such as watermarks, have been either added, changed or made bet-

New \$5 Bill—Retrofit for Bill

ter, in a bid to outsmart increasingly astute counterfeiters.

Vending machines beware! The new bill will not be recognized by our current dollar bill acceptors and dollar bill changers. Mastercraft is aware of the situation and Mastercraft is on top of the issue. Correcting the problem is not as simple as throwing a switch, or waving a magic wand. This modification requires reprogramming, or new hardware, or both. This is a substantial investment in time and money and we will be doing these upgrades on an ongoing basis, until the field has been upgraded.

The most noticeable new feature on the new bills is the addition of color. The number of watermarks has been increased, from one to two, and the watermark of Lincoln on old five dollar bills

has been replaced by a large number five. The new bills' security thread, positioned to the right of Lincoln's portrait, glows blue when held under an ultraviolet light, and micro-printing -- words so small that they are hard to replicate -- has been added in several places in the bills.

Unlike the old bills, which are green against an off-white background, the new ones have had light purple added to the center, blending into gray near the edges. Small yellow "05"s are printed to the left of Lincoln's portrait on the front of the bill and to the right of the Lincoln Memorial on the back. The Great Seal of the United States has been added to the bill, clouds have been put in the sky behind the Lincoln Memorial, and Lincoln's portrait takes up more space on the money.

New "Business" this Quarter—Welcome to the Family



We heartily welcome Bob Notter to the Mastercraft Family. Bob is Mastercraft's newest sales person selling our famous office coffee services. Bob is a family man from Gilberts, IL with his lovely wife Amy and his twin one year olds Clare & Jake.

When asked what people should know about him he said, "You know the regular stuff like, goofy looking, smart aleck, golfing, family guy."

Bob comes from a sales job at Martinson Turf Products. He said he is now fully reformed and he will never sell grass again. Now he just peddles caffeine.

Employee Spotlight

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



Our 2008 Employee of the Month for February is LAN (Len) PHACHANSIRI! He is Mastercraft's Phoenix program all rolled into one. Since his first day he has always been a smile we can count on.

Enthusiasm-Can-Do Attitude—Lan has specifically asked Jim Nelli (Ops VP) to call him anytime help is needed. He is ALWAYS ready to do whatever is needed to get the job done, without reservation. Lan is a quick learner and strives to understand every operation he touches. He always has suggestions on how to get the most out of a task or idea.

Teamwork—LAN is the TEAM PLAYER. He is willing to help everyone and with his friendly and out-going manner. (He continuously goes above and beyond the call of duty.)

Strive for Excellence—Striving for excellence requires growth to reach new abilities. Lan currently covers 16 tasks of operations for Mastercraft, from OCS Deliveries, shipping, scanning food returns, vending fills, operating and repairs on Avalon, Flavia and Starbucks machines, machine labeling, re-fronting machines, field trouble calls, to parking the trucks and running the warehouse if need be. Therefore, Lan's pride in learning and his own commitment to excellence are able to benefit both Mastercraft and our customers.

We consistently get compliments from our customers about Lan's exceptional customer service. Thank you LAN! It is a real pleasure working with you! You are the example of an ideal employee.

Coffee Drinkers' Corner

...Most Caffeinated... Know your Caffeine?...

Survey Says: Chicago Most Caffeinated U.S. City!

(NEW YORK, Reuters Life) - According to a recent survey, Chicago is the most caffeinated city in the United States. The survey looked at consumption of coffee, tea, chocolate, sodas, energy drinks and caffeine pills in 20 major cities in the United States by interviewing 2,000 people. Chicagoans eat more chocolate and drink more cola than other U.S. urbanites, and are among the top consumers of energy drinks and coffee.



Tampa, Miami, Phoenix and Atlanta rounded out the top five most caffeinated cities, while residents of San Francisco, Philadelphia, New York, Detroit and Baltimore consumed the least caffeine. "It's surprising perhaps that some places you may think have a lot of hustle and bustle like San Francisco, Philadelphia and New York, were the least caffeinated cities," said Todd Smith, a spokesman for HealthSaver, a healthcare discount service that commissioned the poll.

Seattle took the top spot in just caffeinated coffee consumption. Nearly 60 percent of residents in the city said coffee would be the most difficult caffeine product to give up.

The growing popularity of "high-end" coffees, energy drinks and green tea has added to more caffeine consumption around the world, according to HealthSaver. Half of all the people questioned in the poll said they drank coffee every day, followed by 21 percent who drank caffeinated cola.

More than 70 percent of people questioned in the poll said they were not addicted to caffeine. The older the age group the more likely they were to say coffee would be the most difficult caffeinated product to give up.

Do You Know Your Caffeine?

A sample of familiar products shows how fast your dose of caffeine can add up.

Count the ways we can eat, drink, and dose ourselves.

Product

Hershey's milk chocolate	
almond bar, 6 oz.	25 mg
Espresso, 1 oz shot	40 mg
Brewed Tea, 8 oz cup	50 mg
Coca Cola, 20 oz bottle	57 mg
Red Bull energy drink,	
8.3 oz can	80 mg
Excedrin pain reliever,	
Brewed coffee, 12 oz cup	200 mg
Mountain Dew, 64 oz	
Double big gulp	294 mg

Dark chocolate has three times the caffeine content of milk chocolate, but you would have to eat more than a pound of dark chocolate to get the caffeine in one 12 oz. cup of coffee. But hey it sure would be fun trying!



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Mastercraft Office Coffee Service is a
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Inside this issue:

Caribou Coffee on Top!	1
Big Machines	1
Mastercraft NOW	2
Good, Bad, & Ugly	
Industry News	
Welcome to the Family	
Employee Spotlight	3
Coffee Drinkers' Corner	3
Chicago Most Caffeinated City	
Know Your Caffeine	



Caribou #1 on page 1



The New \$5 Bill
Check it out on
page 2

Windy City is Buzzing
See page 3



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