



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

The Sweet Smell of Coffee

Some say that as the years go by, you cannot relive your youth. Well, they're wrong! A group of decidedly middle aged Mastercraft employees recently embarked on a *fieldtrip*. As a child you probably went to great places like the Zoo, or the Museum of Science & Industry...we went to a place almost as interesting. On August 13th, Sara Lee Coffee & Tea Foodservice hosted a group from Mastercraft Vending and Coffee Service to tour their coffee roasting facility located on the north side of Chicago. Hosting the event for Sara Lee was Steve Silha, the OCS/Vend Territory Manager, and Peter Economos, Director of Training & Development. Included in the group from Mastercraft were Edward Lannan, Jim Nelli, Doug McDade, Leslie Jamieson, Gary Cass, and Kevin Joyce.

Peter captivated the group with his extensive knowledge and his willingness to share the roasting process, along with his extensive expertise of the coffee commodity. From the history of coffee and the regions where it is grown, to the processing, grinding and brewing, along with the "cupping" process, each step was defined and demonstrated. There is a definite art to producing quality coffee, and it was illustrated time and time again at the roasting plant.

One of the most interesting things observed was the "cupping table" where coffee samples from around the world were brewed and set in on a round table. At this point the "cuppers," or tasters, rely on their senses of sight, taste and smell, as well as their memory, for flavor characteristics to judge and describe the flavor profile of individual coffees.

Another apparent quality was the enthusiasm and commitment to excellence demonstrated by each Sara Lee employee that was met. Sara Lee Coffee and Tea has very high standards for their finished product, as demonstrated with the cupping that was witnessed – they rejected over 120,000 pounds of coffee based on issues found with the samples before them! Mastercraft employees exhibit these same characteristics, and it is nice to see the same pursuit of excellence in our business partners. This adventure was worthwhile...where should our next fieldtrip be?



From the President

By Edward Lannan

The picnic on August 7th was a great time! It felt like a good old family reunion, except there was no Uncle Charley asking the kids to pull his finger. It was delightful listening to the laughing, playing kids, dunking John Lannan in the dunking machine, it was all great. Rich Schneider did a fantastic job cooking and putting the raffles together...I think everyone walked away with some pretty cool stuff, thanks to our suppliers who generously donated prizes. Not

only did people stay and have a good time, we even had enough people who stayed late and helped clean up. So in every way possible it was really a successful picnic, thanks to everyone.

A special congratulations goes to John Maklezow who married his long time girlfriend, Jackie on September 10th. Several Mastercraft people attended the festive event, and we wish them much happiness!

Mastercraft NOW

Teamwork: Lean on me!

Teamwork. Why do we watch sports? Baseball, football, hockey? Because we love to see people—professionals—working together toward a common goal.

At **Mastercraft**, we are a team. We work together every day in support of our **mission**, and toward the

common goal of **respect** for each other. When one person needs a hand, they are able to be **confident** that the people around them won't let them down.

It works that way with our clients, too. We are in **partnership** with you! Our goal is to treat you as one of our own...meet your

needs in the same convenient, **courteous** manner that we use with each other in the office.

At Mastercraft, we are all part of the **winning** team!

In the next issue we will explore Enthusiasm / Can-do Attitude more deeply.

What is happening in the world of Mastercraft this quarter.

Industry News:

National Nutrition Concerns Invite Drink Innovation

Heightened attention to the unprecedented level of nationwide obesity has led to a renewed consumer focus on diet and health. This statement holds true throughout the vending industry, driving demand not only for healthier foods, but also new types of beverages. Beverage manufacturers are complementing

their diet sodas with new formulas that include appealing blends of 100% juices fortified with vitamins and calcium to enhance their nutritional value. Products such as Snapple 100% Juiced and Welsh's Grape flavors are being unveiled in time for school. Also appearing is the

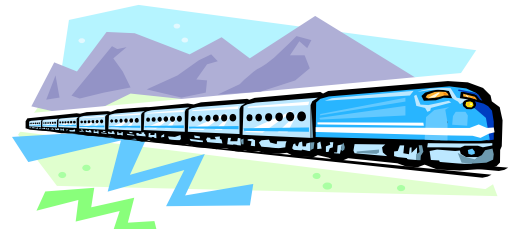
new "Fruit2O" bottled water selections produced by Very-fine. Last, but certainly not least are the low carb drinks, particularly Coke's "C2" and Pepsi's "Pepsi Edge," beverages that are targeting an audience driven to healthier alternatives.

Chicago Castings Joins Mastercraft Family

This edition of our newsletter welcomes yet another satisfied new customer into the Mastercraft family. One of our latest members is the manufacturing firm, **Chicago Castings**. Chicago Castings is located in Cicero, Illinois, and they produce parts for the railroad industry. "We are able to help Chicago Castings respond to the needs of their shift workers by keeping the machines stocked with products they enjoy," touts Jim Nelli, Vice President of Operations.

"Also, the Customer Refund Center (which is an automatic refund system using telephone technology) addresses any machine issue 24 hours a day, seven days a week, which is crucial to their operation." With a new paint job and new machines that are custom fitted with Mastercraft's high density laminate, which are produced specifically for our patrons (in this case Kelly Green—the company colors!),

the folks at Chicago Castings have a totally new environment in which to enjoy their breaks and lunches. We at Mastercraft look forward to serving our newest family members for years to come, delivering what they want, when they want it, conveniently and courteously!



Employee Spotlight

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



Ildeberto Santacruz, Route Driver—April's Employee of the Month for significantly increased sales and detailed route reports. In December he will celebrate his second anniversary with Mastercraft and he's looking forward to it. Always upbeat and friendly, 'Berto' really enjoys his work. When you come from a family of eleven brothers and sisters, it's nice to be able to get out and move around and meet people. He and his wife enjoy the occasional visit to the casinos—he swears his luck is best at The Majestic! He enjoys free time with his family by going to movies and eating out. Berto's an accomplished soccer player with the Hispana Soccer League, where he also coaches and referees. He would like to one day coach soccer professionally and is currently working on his required third license to do so. He hopes his eleven year old son will become a professional soccer player and 4 year old daughter an Olympic Gymnast. That sounds like the best jackpot of all!

Froylan Garduno, Route Driver hails from Mexico City where his parents and brother and sister still reside. Froylan moved to Chicago in '94 and will celebrate four years with Mastercraft this coming December. He was recognized as Employee of the Month for May for providing consistent quality service to his customers. Froylan enjoys biking, playing soccer and football. Be careful if you're out dancing at a family function—you just might catch him spinning the music that's keeping you on the dance floor!



Camillo Pangan, Shop & Field Technician, Installer celebrates his one year anniversary with Mastercraft this month. He was recognized as Employee of the Month for June his continuous enthusiasm and dedication. Born in Manila, number eight of five brothers and four sisters, he and his wife have a fourteen-year-old son and have lived here since 1996. Camillo and his wife spend their free time enjoying the outdoors, swimming, biking, and hiking the forest preserves. After their strenuous workout with nature they like to going to different restaurants to sample the local cuisine. One has to wonder how many carry his favorite Chinese Roast Duck and Seafood dishes. He admits he prefers documentary films and can't remember the last time he saw a 'movie.' That's just about what you'd expect from a guy who's a master at chess but doesn't have time to travel to compete in meets anymore. True to his motto, "You do what you can to bring out the best in everyone." Hear that Bobby Fisher?

Mike Golden, Field Supervisor, Trainer and Lead Mechanic was recognized as Employee of the Month for July for 'holding down the fort' during a heavy installation period while Jim Nelli was on vacation. Mike has been a member of the Mastercraft team since 1977. He oversees all shop and field operations and mechanics as well as evaluating new equipment that comes out on the market. Mike is a strong sports enthusiast. When asked to elaborate he simply smiles and disappears into his work.



Alma Tilapa Manages the Service Department—and really holds down the fort here at Mastercraft, which is why she was Employee of the Month for August. She has the wonderful ability to learn quickly and step in where needed. She feels a certain satisfaction from taking on challenges, and believes she gets that from her dad. She says she really enjoys getting to know her customers and being in a position to meet their needs. Alma and her husband of three years care for her brother's rottweiler, Two Tone, and enjoy dancing, going to movies, and eating out (just ask her about Olive Garden's Lasagna!). When away from Mastercraft Alma enjoys swimming, hairstyling, and building crafts for holidays, birthdays, weddings and special events, and dreams of one day owning her own business.

Coffee Drinkers' Corner

...Gourmet Coffee = Office Productivity...this quarter's recipe...



Today, people are more conditioned than ever to drink a great cup of coffee. Caribou's Frac Pack Office Coffees cover the roast spectrum perfectly... Try their delightfully bright Daybreak Morning Blend light roast with its citrus liveliness and nutty overtones, or their signature Caribou Blend medium roast, known for its earthy, bittersweet chocolate flavor. For those whose preference is a darker roast, Caribou's French Roast will satisfy

the palate exceptionally, with its decadent, smooth flavor.

Caribou Frac Packs, available from Mastercraft, are pre-ground and pre-measured, packaged in airtight bags for freshness and convenience. Just open, brew and savor the fresh taste of Caribou Coffee.

No mess, no waste, nothing but happy employees!!!



Spice Coffee (hot) 8 servings (great for fall days!)

8 tablespoons coffee grounds
8 cups water
Peel of one large orange
Peel of one large lemon
30 cloves
4 teaspoons sugar

Place coffee and spices in coffeemaker's basket
Add water and brew
Add sugar to coffee and serve.

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What in the world is this?

Find out on page 1



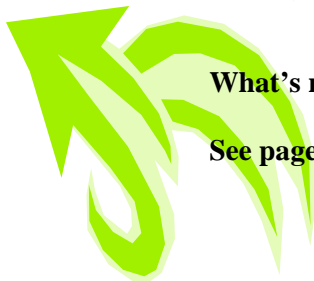
Where are we going now?

Check it out on page 2



What's new in Caribou?

See page 3



WE WANT YOU!

If you know someone who would benefit from Mastercraft's vending services, we will take good care of them...and you! If your referral becomes a customer, then we will give you your choice of one of the following:

\$125 off your next coffee order,

or

A free night at a Chicago area Hyatt hotel,

or

The ultimate home coffee setup, complete with thermal brewer, Caribou Coffee, flavored syrup, and dispenser head!

Please call Ed Lannan at 847-621-3200 x22 with your referral. Thank you!



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Place

Stamp

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