

# THE BEAN

## MONTHLY NEWSLETTER



### K-CUPS

#### SO YOU HAVE A KEURIG?

And you want Berk's Beans, well we have a solution for you. We offer reusable K-Cups that you can order with your beans so you can enjoy fresh Berk's Beans and save the environment at the same time.

### I JUST CAN'T DECIDE

#### ROASTERS CHOICE

So, you coffee connoisseurs just can't decide on which coffee to try? Well, we added an option in our selection "Roasters Choice". Just select that option, the size, roast type, and the Roaster will decide the rest.

### COMING SOON

#### COLD BREW

So, we are trying out cold brew and have been sending out sample packets with several of the orders. It is delicious and a great midday drink. If you would like to try, please let us know. We should be offering a selection real soon.



### SHE'S A BEAUTY!

Our new roaster has arrived, and she is a beauty. This is a roaster from Buckeye Roasters in Arizona. This BC-2 can produce from 4oz to 2lbs a roast, about 10-12 pounds an hour. It is perfect for custom roasting and bringing an excellent bean to life..... We are having a contest, help name her and the winner receives a free 12oz bag of their choice.

## Valentine's Day is February 14th

Don't forget your valentines, why buy flowers that last only a few days, instead buy them the gift of coffee. We would be glad to put together a custom gift set for you. Just let us know what you want and we will do the rest. We will have predesigned sets on our website soon, but would be glad to put something together special for you.



### HOW DID BERK'S BEANS COME TO LIFE?

This is a really cool story, I personally have always had a dream of starting something from scratch and watching it grow. I have also had a passion for cooking and entertaining, I have enjoyed coffee forever and recently started roasting from the bean and have had a lot of fun doing it and it has become a true hobby.

A few months ago my kids told me we should start a company, so that night all of us came up with this cool name. We started the website that my kids created (way cool). We drew out the logo and my Sister-In-Law made it come to life. Over the next few weeks we started our research and once we had everything ready to go we launched a new business.

This became something everyone in the family is having fun with and enjoying. What has been the best surprise is the responses we are getting from all of you. The orders started coming and we started roasting. It has been great, and the feedback has been even better. Thank you so much for making this a reality and successful. We truly think we have something here that people are enjoying. If there is anything you would like to see us add or have any suggestions, please reach out to us so we can continue to improve our product and service.

You can find us at [www.berksbeans.com](http://www.berksbeans.com) or e-mail at [beanteam@berksbeans.com](mailto:beanteam@berksbeans.com)

**“Nothing beats a great cup of freshly roasted coffee....” – Berk**

### COFFEE STATISTICS

- Lighter roasted coffee has more caffeine than darker roasted coffee.
- 64% of American adults currently consume coffee every day.
- Americans drink about 400 million cups of coffee every day.
- Americans drink about 146 billion cups of coffee per year.