



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

Starbucks Leads the Way for Gourmet Single Cup Coffee



Well nothing is more certain than change. Those who resist change will find themselves left behind, so Mastercraft will embrace change as our friend, and we'll enjoy the ride!

Long ago Mastercraft joined the coffee obsession. This obsession led us to Caribou Coffee in pre-ground packages, plus a Caribou whole bean program for grinders making small and large batch brews. Mastercraft will continue to grow and increase our proprietary relationship with Caribou Coffee. Our coffee obsession has also evolved from thermal brewers and mini-cappuccino machines, to single cup brewing systems such as Colibri and pod brewers.

Mastercraft's most recent change is to announce that we have become a

Starbucks Preferred Office Coffee Provider! Although Mastercraft has always carried the Starbucks fractional packs, we now can add a proprietary single cup brewing program and a whole bean program to our repertoire.

It's time to celebrate the latest and greatest innovation. The Starbucks Interactive Cup brewer is fully automatic, so there's no measuring, no grinding and no mess – just a consistently delicious cup of coffee or cocoa, every time you brew.

Enjoy a variety of delicious Starbucks coffees, expertly roasted to their peak flavor. Choose one or change often to experience the delicious selections. Also experience delicious cocoa as you would only in the Starbucks stores. Choose from a variety of unique and enticing tea flavors, from black and green teas to herbal infusions, satisfy every tea drinker's palate.



- Brew by the cup (12 oz.), or carafe (36 or 60 oz).
- Plumbed and filtered water line. Enjoy continuous services without refilling the water tank. Filtered water removes chlorine and other impurities for a better tasting cup.
- A locking storage cabinet is available.
- Solid maple condiment and tea shelves, and a satin metal finish make a stylish statement and fits beautifully into most office environments.



Mastercraft NOW

Our Drivers, Our Expectations by Jim Nelli, Ops. Mgr.

I've been with the company for almost 32 years and in that time there has been an enormous amount of changes in our industry. I, myself, came up from the ranks, having been a Route Driver, Mechanic, Route Supervisor, and now the Operations Manager. I have set high standards here at Mastercraft and we will not settle for average. Our current Route Supervisor, Brian Shepherd, has been here for more than 9 years, and he has the same set of values, which he conveys to our route personnel. We continually ride with our drivers to train them on cleaning, merchandising, ordering product, and being the best that they can

be. Additionally, we hold quarterly meetings with all our drivers to develop that attitude and the desire to be the best. We always try to keep the same driver on your account, but because of new business or other factors we sometimes need to restructure our routes. We ask our customers at these times to be a little patient with the transition. Some issues, such as outdated product, poor selections, too many empties and dirty machines are concerns we strive to overcome with new drivers. Even an experienced driver who takes over your account may need some time to determine your account's unique

issues (although with our note taking by account, these sales patterns are already documented).

Whatever the reason, these issues are not acceptable to myself, Brian or Mastercraft. You deserve the best and we strive to give you the best. We are committed to provide the best possible drivers and the best possible service. If these concerns or any others exist, we hope you notify us as soon as possible so we can rectify them. We also appreciate, in advance, your patience and understanding.

We want Mastercraft and our drivers to be the best for YOU!

What is happening in the world of Mastercraft this quarter.

Industry News:

Merger Means Better Machines

What is news in the vending industry today is nothing new to the status of any other large businesses these days...

CONSOLIDATION. An example of this is the merger of the two largest manufacturers of snack vending machines, Automatic Products International (API) and Crane National Vendors. This new entity will now produce equipment that takes the very best features of both companies. Full featured elec-

tronic capabilities, enhanced aesthetics, better price displays, easy conversion of shelves from candy to snack items, and, best of all, a better price point for the operating companies. These machines are even capable of providing bi-lingual messages for locations that may need that feature. Mastercraft looks forward to providing these new and improved machines to its customers in the near future.



New Business this Quarter

New business is a vital and necessary part of any business if it intends to prosper, and Mastercraft certainly determined to do just that! This past quarter is no exception to that mindset. Mastercraft is very happy to welcome to our family such fine

companies such as: American Osteopathic Association, ARC Disposal, Atlantic Aviation, Dominican University, Elkay Manufacturing, Fenwick H S, Grubb & Ellis, Hill Mechanical, Norfolk & Southern RR, Proviso School District 209, Savo Group,

and USF Holland. The additions of these terrific customers will only make our company better as we strive to 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.

Our employee spotlight this issue is centered on one of our route service people, **Hector Avila**.

Hector was born and raised in Chicago. He and his wife, Sheila, have two boys and a girl, ages 12, 7 and 10 years. Hector has been with Mastercraft for a year and a half and received the August Employee of the Month Award for Exemplary Service. He enjoys his work here, meeting customers and being a part of the team. Prior to Mastercraft, Hector was employed with United Airlines for seven years before the “big” layoff. His hobby is his life and his life is his family. They enjoy hiking and fishing the forest preserves, and taking trips to Florida and San Diego. He loves home-cooked meals, and for some reason prefers his wife's cooking over his mom's. (Smart man, Hector.) Although he did admit that the original Home Run Inn Pizza at 31st and Pulaski tugs at his taste buds as his favorite food. When asked what is his motto in life, he says that's easy. “There's only one of him, and he is for his kids.”



Actual Excuses for Sleeping on the job:

- I was just taking a power nap, like they suggested in the seminar you sent me to.
- They told me at the blood bank that this might happen.
- I was working smarter, not harder.
- Whew! I guess I left the top off the liquid paper.
- I forgot to get my morning cup of delicious Mastercraft Coffee!!!

Coffee Drinkers' Corner

...Spice it up!...This Quarter's Recipe...



Tired of the “old grind?” Try a flavored coffee, blended with your regular coffee or with another flavored coffee! Combine French vanilla with hazelnut for a creamy, nutty flavor. Or mix some pumpkin spice coffee in with your regular brew for just a hint of extra zip. These combinations also make a great iced coffee, especially with cream added. Most flavored coffees have zero calories (except the chocolate types with 1 calorie per 6 oz. cup). They also come in decaffeinated varieties, low in both calories and caffeine, yet with a flavorful desert type taste.

If you don't want to buy a bunch of different coffee types, try a few flavored syrups, and mix those for flavor combinations. Or call us! We also carry flavored creamers, an easy way to get that flavor you are looking for! Ask your salesperson, or call Linda at ext. 26 for a list of what we carry. Then brew a cup, sit back, relax, and enjoy!

Cappuccino Coffee Mix

Ingredients:

- 1/2 c. instant coffee granules
- 1/2 tsp. grated dried orange peel
- 1 c. non-dairy powdered coffee creamer
- 1/4 c. granulated sugar
- 1/2 tsp. ground cinnamon

Preparation:

Finely grind coffee and orange peel in a blender or food processor. Add remaining ingredients and process until well blended. Store in an airtight container. To serve: Stir 2 or more teaspoons of coffee mix into 6 ounce hot water. Yield: about 1 2/3 cups mix.

(This recipe can be repeated with any number of flavor combinations or spices...experiment!)



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*May the spirit
of this season
bring you
Peace,
Love,
& Happiness
always!*

Season's Greetings!

*From Your Friends
at
Mastercraft*

