



L A P R I M A E S P R E S S O C O M P A N Y

Il Caffè

La Prima to Open New Location

During the month of November, La Prima will open its second Strip District location at 2107 Penn Avenue.

It has long been the hope of Sam Patti, La Prima's owner, to open a location in the Strip with the focus on selling coffee by the pound as well as offering customers something to eat.

In this new location we will not only be featuring an expanded selection of coffees

by the pound but we will also be offering a variety of made-to-order sweet or savory crepes.

The Penn Avenue location has a small seating area and Sam has plans to expand the rear portion of the building to include more seating and perhaps a patio area for warm weather use.

For the first several months, it will be operating under temporary conditions while the construction and

decoration are completed. We, of course, will still offer customers the quality espresso and cappuccino that made us Pittsburgh's favorite place to get authentic *espresso Italiano*.

During the holiday season the store will be open Tuesday through Friday from 8 am to 3 pm.

Saturday from 7 am to 3 pm and on Sunday from 9 am to 2 pm. Stop by and join us for an espresso and a crepe!

Roaster Tour & Coffee Class Popular With All

The first Saturday of every month La Prima opens the doors to the roastery and welcomes curious coffee lovers to learn more about what makes a good up of joe or a great espresso.

The Roaster Tour and Coffee Class started in the fall of 2006 and has become increasingly popular since that time.

Guests are treated to a 90 minute program that starts with a lecture about the

origins of coffee, the merits of different types of beans, coffee regions, grinding, brewing methods, storing, as well as an explanation of the terms fair-trade and organic.

One of our roasters demonstrates a roast from start to finish explaining what happens to a batch of green beans and the changes beans make along the way.

A few different coffees will be available for sampling so guests are able to experience

the different taste profiles from different growing regions.

The \$10 cost covers all this plus biscotti and a half-pound bag of a special coffee specially chosen by our roaster.

Promotional posters and fliers are available for your locations each month.

For more information, to request materials, or to register, call the roastery at 412-565-7070.

The Green Corner

Did you know that when we put 25 pounds of green coffee beans in our roaster we only get around 20 pounds of roasted coffee out? Part of the weight that is lost comes off as chaff.

Chaff is the outer skin of the green coffee bean that comes off during the roasting process. It doesn't account for all the

difference in weight, but nearly a tenth of a pound of chaff is let off during one 25 pound roast.

It's a great material for compost heaps and we give nearly all of the chaff we produce to the Pittsburgh Project or Grow Pittsburgh who use it for their gardens and green spaces.

Building New Hope

Building New Hope celebrated International Fair Trade month in October in many ways, but it did not end on October 31. They are in high gear for their fundraising season. Their goal is to raise \$20,000 by December 1. The reason: in keeping with Fair Trade principles, they are paying for 1/2 of the

upcoming harvest which will go directly to the farmers.

They are having a fun drive contest with all the volunteers, so if you want to get involved, buy coffee, or make a donation, call Matt Yough at La Prima.

Building New Hope wishes you all a Happy Thanksgiving, as we have much to give thanks for.

Roaster
20th and Smallman Sts.
Pittsburgh, PA 15222
412-565-7070
412-565-7050 (fax)

Espresso Bar
205 21st Street
Pittsburgh, PA 15222
412-281-1922

La Prima Penn Avenue
2107 Penn Avenue
Pittsburgh, PA 15222
412-565-7070

WWW
info@laprima.com
www.laprima.com

Achieva

Did you know that all of La Prima's bag labels are affixed by hand? We, along with Penn Brewery and other local companies, use Achieva to label the thousands of coffee bags we use every year. Formerly known as Arc Allegheny, Achieva is a non-profit organization and our state's largest provider of comprehensive services for people of all ages with disabilities. Started in 1950 by a group of

families, Achieva is dedicated to providing lifelong support to handicapped individuals by offering education, employment opportunities, leisure activities, summer camps for students, and more. La Prima has been working with Achieva's Strip District location for over 8 years in keeping with our efforts. We feel strongly that this is a key step in our commitment to sustainability to our community.

Meet Nate Offutt

Nate Offutt joined La Prima on October 13 as our new delivery person. Originally from Punxsutawney, PA, Nate now lives on Pittsburgh's South Side. He's been in Pittsburgh for a little over a year and says he loves it here. He came to La Prima by way of a friend who happened to be owner, Sam Patti's nephew, Nick. He says he likes working with us so far because of the people and the relaxed atmosphere.

Nate spends his free time performing in his rock band, Stone Cold Killers. They are similar in style to hall of famers, AC/DC. He plays guitar and also provides lead vocals. The group plays all their own original music. When he finds time to relax, Nate says he likes to hang out with friends and watch movies. He boasts seeing the latest Batman flick five times. His favorite meal is an Arby's Beef and Cheddar sandwich.

Customer Profile - Ward from Simpatico Espresso

Ward is near and dear to La Prima's heart. Stop by Simpatico in the Regional Enterprise Building at 425 Sixth Avenue, Downtown and see why we think he's so special. Or visit his website at www.simpaticoespresso.com

Full name -- Ward Payne

Birthdate -- July 29, 1956

Astrological sign -- Leo

Years in the coffee business -- Four

Favorite type of coffee -- Sumatra

Favorite coffee drink -- Americano

Something few know about Simpatico Espresso Simpatico means the same in Spanish and Italian, likeable!

Hobbies -- I'm politically

active with a sordid past

Last book you read -- Worse than Watergate by John W. Dean

Who would play you in a movie about your life? -- John Malkovich

Final words of coffee wisdom -- A day without coffee would be worse than a day without offending someone.

Torani & You

Caramel Marshmallow Latte

3/4 oz. Torani Toasted Marshmallow syrup
1/2 oz. Torani Caramel syrup
8 oz. milk
1 - 2 shots of espresso
Steam Torani syrups and milk together. Add espresso to a 16 ounce glass and pour flavored milk over, topping with a layer of foam. Dust with cocoa or cinnamon if desired.

What's on Sale?

We have two new coffee flavors to boast about this month. We've put them on sale to start so give them a try and please let us know what your customers think too!

Black cherry -- \$6.00/pound regular, \$6.25/pound decaf.

White chocolate mousse -- \$6.00/pound regular, \$6.25/pound decaf.

Torani toasted marshmallow syrup -- \$4.50

Harney African Autumn tea, 20 sachet tin -- \$4.50

'Tis the Season for Good Coffee - and More!

With the holidays fast approaching why not consider giving the gift of La Prima this year?

Coffee of the Month Club - Membership to our Coffee of the Month club entitles the recipients to two pounds of coffee mailed directly to their home or office each month. Recipients have their choice of two regular coffees, two decaffeinated or one of each. Our roaster chooses each month's offerings and each package is accompanied by a thorough description of his

selections. Choose whole bean or any grind style that suits desired brewing method. Available in three, six, or twelve month options. To enroll someone (or yourself!), call the roastery at 412-565-7070 or print out the downloadable form from our website at www.laprima.com and mail or fax the form to us at 412-565-7050. We can even send a gift card to the recipient so they know they've been signed up for the best tasting club in Pittsburgh.

La Prima Merchandise - Would your favorite coffee lover want to sport a La Prima t-shirt or sip their favorite brew from a La Prima travel mug? We have shirts, mugs, espresso cups, denim shirts, nylon totes, and reusable shopping bags all with our logo available for gift giving. Stop by our 21st Street location in the Strip District and pick up all the materials you'll need to stuff some stockings and make the season bright for everyone on your list.

Gift Baskets - What better way to thank a client or neighbor for doing so much throughout the year than a La Prima gift basket? Call the roastery at 412-565-7070 to order a gift basket for someone special. Choose from baskets valued between \$50, \$75, and \$100. We work with our Strip District neighbor Mon Aimee Chocolat to combine a variety of La Prima coffees and goods with delicious chocolate treats from all over the world. Each basket is beautiful and tasty.