

groundworkTM

organic coffee & tea los angeles, since 1990



Organic Oats

We've finally found 'em... 100%, organic, quick oats. A serving of *groundwork* organic quick oats is now available in our stores for \$2.25. Each serving contains approximately 70 calories with 2 grams of fat, zero sodium, and 3 grams of protein.

Oats don't have to be boring-- customize your serving by adding milk, soy, half & half, sugar, Splenda, honey, or cinnamon.

Quick Facts on Quick Oats

According to the American Cancer Society:

- ▶ The soluble fiber in oats may reduce LDL cholesterol without lowering HDL cholesterol. LDL is bad; HDL is good.
- ▶ It has been found that those who eat *more* oats are *less* likely to develop heart disease.
- ▶ The phytochemicals in oats may also have cancer-fighting properties.
- ▶ Oats are a good source of many nutrients including vitamin E, zinc, selenium, copper, iron, manganese and magnesium.

Chili and Soup are Here!

Vegetarian chili is now available at all *groundwork* locations. In addition, a soup-of-the-day can also be enjoyed; with preparations to include minestrone, lentil, black bean, and potato-leek. Most, if not

all, soups will be vegetarian. Have a favorite soup? Let us know (we love to challenge our chef), and you just might see it as a *soupe du jour*.

Common Cents

Better than recycling-- reuse! Not just better for the *environment*, but also better for *you*. For every cup you keep out of the trash or recycling, we'll discount your drink 10¢. And when buying loose beans, reuse your *groundwork* bag or can, and save 25¢.

New Coffee

The world famous *Hacienda La Esmeralda*, and its peaberry offering; an extremely limited micro-lot.

Hacienda la Esmeralda is the Panamanian farm that set the record for the most expensive coffee in the world-- \$130 per pound, unroasted! Fortunately our current offering is *a lot* less expensive.

These Arabica beans are Rainforest Alliance certified, and are of the Geisha varietal.

Lightly roasted, this coffee exhibits an incredible black tea quality, with floral notes and an ever so subtle creamy milk chocolate finish. Unless you've had other coffees from *La Esmeralda*, you've never tasted a coffee like this. And if you have savored coffee from *La Esmeralda*, this pea-berry is sure to not disappoint.

This unique bean was separated from the regular production lot, and

is a *groundwork* exclusive. A pre-packaged half pound of this rare coffee can be savored for \$14.95, while supplies last.

What is a Peaberry?

Also known as *caracoli*, a peaberry is a uniquely shaped coffee bean. The coffee plant bears fruit, called cherries. Coffee cherries contain seeds, but we call them beans. Coffee cherries typically develop two beans, but occasionally (about 5% of the time) only one bean develops, it's called a pea-berry.

A peaberry is rounded, lacking a flat side like other beans. Some say they pack more intense flavor, our roastmaster of over 16 years feels they roast more evenly since they are more symmetrical.

Chinese New Year

Enjoy a freshly brewed cup of Keemun, or one of our other Chinese tea offerings, while contemplating the following...

The second new moon after winter solstice rises on January 26th, ringing in Chinese New Year and the year of the Ox.

Why animals? Legend has it that Buddha asked all the animals to meet him on Chinese New Year. Apparently only twelve showed up, so he named a year after each animal. Buddha then announced humans would exhibit traits of each animal, depending on the year of birth.

Those of you born in Ox years (1913, 1925, 1937, 1949, 1961, 1973, 1985, 1997, 2009) are believed to be born leaders, inspiring confidence all around you. You are conservative, methodical, and good with your hands. Guard against being chauvinistic and headstrong.

Oh, and for the record, the other eleven animals are the rat, tiger, rabbit, dragon, snake, horse,

goat, monkey, rooster, dog, and boar.

Caffeine Facts

- ▶Caffeine was discovered in 1819, by Friedrich Ferdinand Runge, a German chemist.
- ▶Caffeine is also called *guanine* when found in guarana, *mateine* when found in maté, and *theine* when found in tea; all of these names are synonyms for the same chemical compound.
- ▶Kola nuts and cocoa seeds from tropical climes around the world, and the Yaupon Holly berry of North America, also contain caffeine.

Win Free Coffee

Be sure to drop your business card for our monthly drawing of one free pound of coffee. The winner of last month's drawing is artist Charles McNulty (www.charlesfineart.net), whose favorite *groundwork* location is Hollywood.

groundwork coffee company

- ★ Hollywood, 1501 N Cahuenga Blvd
(@ Sunset Blvd)
- ★ Downtown, Main Street
(just south of 2nd Street)
- ★ Santa Monica, 2908 Main Street
(south of Ashland Ave)
- ★ Venice-Rose, 671 Rose Ave
(west of Lincoln Blvd)
- ★ Venice-Boardwalk
3 Westminster Ave
(just off the Boardwalk)

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www.groundworkcoffee.com

Your comments are always welcome:
newsletter@lacoffee.com