



mahalia coffee newsletter

Welcome

Welcome to the summer edition of our newsletter. The past six months have been an exciting time of growth for Mahalia Coffee – we have welcomed new distributors in South Australia, New South Wales and Victoria, won more industry awards, and passed a major milestone in our Kiva sponsorship.

On behalf of the owners and staff, we would like to wish you and yours a joyous Christmas and a safe and prosperous New Year.

Jamie Anderson
Editor

Email newsletter@mahaliacoffee.com.au to send Letters to the Editor, questions, comments, or suggestions for stories you would like to see.

Mahalia Coffee wins Gold Again!

Mahalia Coffee roasted the competition to win gold at this year's CSR Sugar Golden Bean Roaster Competition. Demonstrating how far Australia's \$8.5Bn coffee industry has come, there was a strong field of 1200 entries from around the country, the largest in the event's six year history.

Blend No 2, Mahalia's most awarded coffee, took gold in the Milk Based Coffee category. Mahalia's Fair Trade Organic Sumatran also received a bronze medal in the Organic Espresso category.

These awards further cement South Australia and the Limestone Coast's credentials as a gourmet food destination

Master roaster Mahalia Layzell said "The quality of the competition is a credit to how far the Australian coffee industry has come over the years. To win this award from such a tough field is very sweet indeed". This year apprentice roaster Lauren Alexander assisted with the competition roasting. Lauren said "It was a great challenge, and I am proud to be part of the Mahalia Coffee team."

This win comes hot on the heels of winning gold as the Event Champion of the competition last year.

The CSR Sugar Golden Bean Roaster Competition attracts the best, Putting the spotlight on Australian coffee roasters nationwide. Winners receive gold, silver and bronze medals across ten categories. Judging was overseen by Justin Metcalf, Head Judge for the World Barista Championships.

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Phone 08 8768 2778

mahaliacoffee.com.au

Mahalia Coffee Pty Ltd
ABN 32 134 438 476

Kiva Entrepreneur - Felix

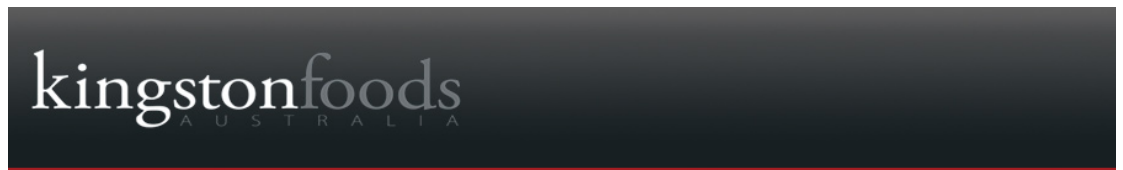
Felix is 50 years old and is dedicated to the cultivation of cocoa and coffee. Every morning he starts his day very early to set out to his farmland. He has been working for 30 years and he is an expert of the arduous work that he carries out. During the harvest season Felix hires farm hands to help him complete the task. What he work enjoys about his work is planting seeds together with his family. They give him the strength and desire to move forward. He considers the most difficult part of his work to be battling against insect plagues that damage the cultivation. But despite that, he still plans on expanding his cocoa and coffee plantation. This is the most profitable way for him to be able to cover his children's schooling expenses. With the loan he requests he will be able to sow more cocoa and coffee. He will need to buy seed and to hire farm hands.



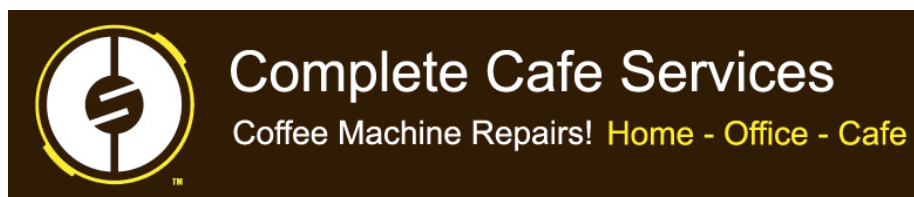
Felix of Peru. Picture kiva.org

On October 22, 2011, the Mahalia Coffee team helped fund his loan, and in the process surpassed the funding of USD \$8,000 in microfinance loans through Kiva.

New Distributors in NSW, Vic and SA



Servicing the metropolitan Sydney and Melbourne, Kingston Foods service supermarkets, providores and other speciality food outlets. We are very pleased to welcome them to the Mahalia family. Enquiries can be directed to Dennis Morgan in NSW and the ACT on either 02 9669 4275 or 0419 447 964, or Steve David in Melbourne on 0448 111 158. Alternatively you can visit they website at kingstonfoods.com.au.



In October Complete Cafe Services and Mahalia Coffee partnered with Complete Cafe Services to supply and service our products in the Adelaide metropolitan area and surrounds. Kayne and his team share our values and philosophy, and have impeccable industry experience.

Complete Cafe Services supply equipment from coffee machines and grinders to barista tools, and tailor made starter kits. They also sell and service domestic coffee machinery.

Contact Kayne and his staff on 08 8338 0600, or visit his website at cafeservices.com.au.

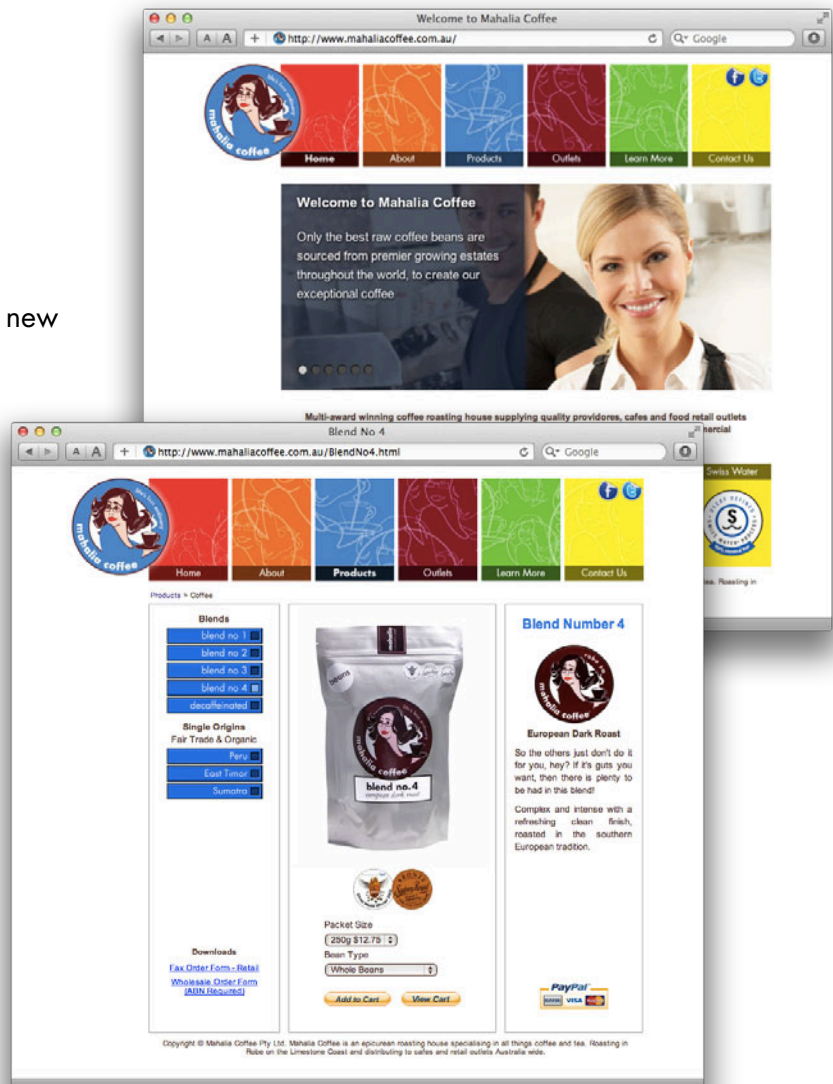
Website Changes

In our last newsletter, we showcased a new website design and the introduction of online shopping. Our customers have loved the convenience of being able to buy their favourite coffee online and have it delivered to their door, and the website was a runaway success.

Recently we have developed a new design style for Mahalia Coffee, and as part of this, we have redeveloped our website in order to align it with our new corporate livery, and also to make it easier to use for our customers.

We encourage you to explore our website, if you have any feedback you would like to give us, send an email to newsletter@mahaliacoffee.com.au we are keen to hear your thoughts.

We will continue to improve our website, so make sure to visit every now and then to check out what is new.



Christmas Special Offer

Save 20% on your Mahalia Coffee order!

Simply complete the attached order form and phone, fax or scan and email it in before December 24 to qualify for the discount.



