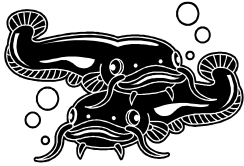


## CATFISH COFFEE



## ROASTERS

### Bean Menu

Brew Ha Ha

Café a Go Go

Whisker Twister

Husker Du Peru

Black Cat Cuckoo

(Espresso)

Husker Don't Peru Decaf

Bali Blue Morning

Harar You?

## What's New Fishy Cat?

Join the Catfish Coffee Roasters Fan Club on [Facebook!](#)

### Bali Blue Morning

#### Social Awareness

We are very excited to bring you this interesting and limited offering. Produced by smallholder farmers in the volcanic fertile Kintamani highlands of Bali, these growers are supported through an organization called Subak Abian (SA), a traditional structure founded on the Hindu philosophy of Tri Hita Karana meaning the three causes of happiness. This refers to the growers relationship with God, to other men and to his environment. The SA also works towards shortening the marketing chain between grower and exporter ensuring that the greater percentage gets back to the people who grew it.

#### Environment and taste

The farmers use shade from Erythrina, Albuzia, Tangerine and Orange trees to protect the delicate cherries which also lends to the sweetness of this great cup off coffee. No pesticides are used in Bali and fertilizers are 100% organic.

Retail/Production location opening soon! Ya, Ya, we know we've been saying this for a few months now but who would have thought parenting would be this time consuming? (it's getting easier....I typed this whole thing with one hand while nursing!!) Cheers! -Tracy and Dominic

Dear [First Name],

Extend a personal invitation to your client or prospect, speaking in conversational terms. Explain the benefits of attending your event or taking advantage of a special offer or promotion.

Repeat the step that you want your prospect to take: Call your office, visit your Web site or store, refer a friend, etc. End with your signature.

*Roger*

PS: Always include a special offer at the end!

[Firm Name]  
[Return Street address]  
[City, State, Zip]

---

[Recipient First Name Last Name]  
[Position]  
[Firm]  
[Street]  
[City, State, Zip]