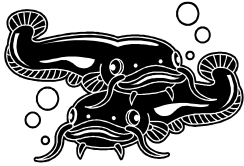


## CATFISH COFFEE



ROASTERS

### CATCH OF THE DAY

*CAFÉ A GO GO*

*(Medium-Dark)*

The Perfect blend of  
Long Roasted Indonesia  
with Mild Subtle Central  
America.

### PERFECTO DOMINGO

*(Dark Colombian)*

The name says it all!

## What's New Fishy Cat?



"The Catfish Makes a Huge Splash at  
Old Strathcona Farmers Market"  
-March 29, 2008

Watch for Ethiopian Harar this Summer.  
The Birth Place of Coffee!

New this Week...Perfecto Domingo (Perfect Sunday)  
Columbian Beans Roasted Dark and Delicious



'You haven't had enough coffee until you can thread a  
sewing machine while it's running' -Jeff Bezos

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Catch us at Old Strathcona Farmers Market  
Or cast us a line at [catfishcoffee@shaw.ca](mailto:catfishcoffee@shaw.ca)  
780.937.3991 to reserve your bag of beans

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]

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