

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.