

groundworkTM

organic coffee & tea los angeles, since 1990



New groundwork Location!

We're proud to announce the latest addition to the *groundwork* family-- our kiosk outside the CNN building (open 8am-4pm), across the street from our Hollywood café. The kiosk will serve a selection of organic drip coffees, loose leaf teas, and pastries from our very own bakery. As proud new parents, we can't help but want to show you some photos:

www.groundworkcoffee.com/cafes.html

We All Scream... for Ice Cream!

L.A.'s very own, [Fosselman's](#) ice cream (Be sure to try it in a shake!) can now be enjoyed in our Rose, Santa Monica, and Hollywood cafés. A family run business since 1924, Fosselman's continually wins Gold Medals at the Los Angeles County Fair. Soon to be found in all *groundwork* cafés.

Follow Us on Twitter.com

Can't wait a month for *groundwork* announcements of new stores and products? Need to get your coffee and tea related news in a more immediate fashion? Follow us on Twitter and have updates (of no more than 140 characters) sent via text message or email. Registration is free!
www.twitter.com/groundworkLA

An Old Friend Returns: Ethiopian Blue Nile

This latest crop should be available for several months. Like wine,

coffee is an agricultural product. And agricultural products vary from crop to crop. Once this current crop (vintage?) runs out, there's no guarantee the next crop will have the same bergamot aroma and dried berries flavor-- so get it while you can!

April Fool's

(source: Wikipedia.org)

The origin of April Fools' Day is a bit obscure but some believe it has something to do with those who refused to let go of the Julian Calendar, when the Gregorian Calendar was implemented in 1582. Others believe it has something to do with the vernal equinox. Regardless, the idea of a fools' day can be found in many cultures.

Unlike the USA, in some countries, pranks must be executed before noon.

In France, French-speaking Canada, and Italy, the day is known as "April's fish." In Scotland, April Fools' Day was previously known as Hunt-the-Gowk Day ("gowk" being Scottish for a foolish person).

Many Spanish-speaking countries celebrate a day full of pranks on December 28th, the "Day of the Holy Innocents." While the Danes celebrate "May Cat Day" on May 1st.

No Joke

As of April 1st, the cost of living just went up 1% for Los Angelenos-- you might notice your coffee or tea costs a few cents more these days, now that we're forced to col-

coffee • tea • community april 2009
lect an additional 1% in sales tax
(bringing it to 9.25¢ on every
dollar you spend).

Springtime Plantings

Don't forget to grab a *free* bag of **Java Mulch** (spent coffee grounds) for your spring plantings— just ask your barista. Uses of Java Mulch include:

- 1) Sprinkling Java Mulch around plants before rain or watering, for slow-release nitrogen.
- 2) Add Java Mulch to your compost pile to increase the nitrogen balance.
- 3) Dilute Java Mulch with water for a gentle, fast-acting liquid fertilizer. (Add a cup of Java Mulch to five gallons of water.)
- 4) Mix Java Mulch into the soil of houseplants or vegetable beds.
- 5) Problems with slugs? Circle the base of your plants with a Java Mulch and eggshell barrier.
- 6) Add some Java Mulch around your blue hydrangeas, and watch them turn pink!

Mark Your Calendar

- April 9th: Take-in a full moon.
- April 10th & 20th: According to astrologers' read of the moon, these are the best days to begin a diet to lose weight, or quit smoking.
- April 22nd Earth Day.
- April 24th National Arbor Day.
- April 26th: Keep an eye out for Mercury; it will be hovering below a crescent Moon.
- April 26th and 27th: If you're a fan of astrology, these are great days to start a project. And should your project be the reaping of hay, you're extra lucky, for these are equally good dates to start cutting hay.

Coffee Facts

- One must pick 7½ pounds of coffee fruit (called "cherries"), to yield 1 pound of roasted coffee seeds (called "beans").
- The cherries of a coffee plant ripen at differing times, hence specialty grade, Arabica coffee must be picked by hand.

Better than Recycling

Just a reminder to save landfill space (and save money!) through reuse. For every cup you keep out of the trash, we'll discount your drink 10¢. And when buying loose beans, reuse your *groundwork* bag or can, and save 25¢.

Win Free Coffee

Be sure to drop your business card into our monthly drawing of one free pound of coffee. Last month's winner was Liz Alper who thinks our **Mexican Hot Chocolate** and **Soy Chai Latte** are "AMAZING!"

groundwork coffee company

- * Hollywood-Café, 1501 N Cahuenga Blvd. (@ Sunset Blvd)
- * Hollywood-CNN kiosk, 6430 Sunset Blvd. (@ Wilcox Ave)
- * 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)

Want to receive a digital version of this newsletter? Or can't wait a month and want instant Twitter updates? Sign-up on our website:

www.groundworkcoffee.com

Your comments are always welcome:
newsletter@lacoffee.com