



BREW WSN EWS

FEBUARY

(Mission statement): To provide school communities with the highest quality coffee at their convenience and by doing so, bringing people together through the universal love of coffee.

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Both the School Brew team and its customers should be ecstatic about the following developments coming in February. On February 15th, the School Brew team will be on its way to the Pasadena trade show. Not only will team be competing in multiple events, but the team will be giving out free merchandise like hats, socks, mugs, and an opportunity to win a School Brew gift basket. This gift basket will include several useful gifts that reflect the quality of our company. It's a summation of the year's hard work and a step towards New York; in the previous months, we have been working strenuously to not only ensure a successful trade show, but an unique experience for customers- one that makes us stand out out of the many other businesses competing with us.

The past few months have been a time where we have been working to develop new products like our expanded line of teas in addition to a myriad of new flavors for Coffee. Our marketing department has been working diligently to process everything and to eloquently exemplify the true potential of School Brew. In addition, on February 13, School Brew will be holding showcase/fundraiser at Palisades Charter High School.

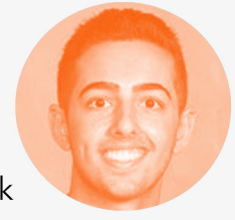


LUCA SOSA

SHOW

NEW PRODUCT

Isaac Solouk



Get ready School Brew! We have new products coming your way. With our company growing and our customers looking for more, we are now adding socks, hats, aprons, mugs, and, most importantly, a line of tea-both a fresh mint flavor and a soothing chamomile flavor-to our product list. School Brew has received several requests for tea orders, and it is our job to cater to the needs of our customers. Not everyone loves to drink coffee, as it may feel too heavy for some and too caffeinated for others.

About the tea product:

All natural and organic,
will contain sweetener,

Will contain all natural
preservatives to keep the
tea fresh,

Will be provided in several
different flavors and types
of tea

Tea acts as a perfect substitute for this type of consumer. It has a much lighter feel and has less intense levels of caffeine. In addition, according to Today.com, tea can actually have certain health benefits. For example, tea acts as an antioxidant. This works to keep the body young and free from pollution. In a sense, tea can prevent the body from forming a type of "rust". Tea has been proven to reduce the risk of heart attack by 20 percent and the risk of stroke by 35 percent as well. Tea can also promote weight loss and improve the health and strength of our bones. Tea has been proven to largely impact the our bodies in a positive way. With benefits to both the mind and body, and an amazing taste, how could one ignore the excellence of such a beverage. So, School Brew consumers, be prepared to place your orders. We will provide you with quality, quick, on the go tea.



FOR MORE INFORMATION
CHECK OUR VEI WEBSITE

DREW



MICHAEL

JANUARY EMPLOYEE OF THE MONTH

The admins have spoken! Our employee of the month kicking off the new year is none other than Drew Michelman, from the digital media department. With hard work and determination Michelman has become our January employee of the month! Michelman's leadership qualities have helped school brew create our creative VEI commercial promoting School Brew Coffee. Michelman embodies what it means to be a leader, a team player and a role model of our School Brew Coffee core values. Michelman's supervisor Drey Lubin states that Michelman "Works very hard and is always reliable whenever he is given a task to complete". Lubin also mentions that he has "Seen a lot of improvements in Michelman's work ethic this past year".

Michelman has done it all, from helping create the new and improved School Brew Coffee website, to helping construct the School Brew commercial. When asked why he loves working for School Brew, Michelman explains his favorite part of working here is not only "Getting to have an active role in the company" but also "Being allowed to use [his] creativity to help make something that impacts our company". One thing that makes Michelman such a great leader is the constant mindset to complete his tasks on time and to the best of his ability. School Brew is proud to name Drew Michelman our January employee of the month because of his astounding work ethic and help with School Brew Coffee.



REBEKA MEHDIZADEH

HELMAN

