



# MULTI-FLOW

Beverage Solutions

Winter Issue 2008

# Fountain News

## A Message to Our Customers from the CEO

### Who Knew?

The first carbonated flavored soft drink was GINGER ALE, created in Ireland in 1851.

Orange Juice Trivia: About 90% of the Florida Orange Crop is used to make orange juice.

### BAR HUMOR

**Waiter:** And how did you find your steak sir?

**Groucho Marx:** Well, quite accidentally. I moved this tomato slice and there it was...



### Equipment Tips

We asked **Scott Weiner**, our Equipment Repair Manager, for the top 3 reasons why fountain dispensing equipment isn't working properly.

1. Make sure the CO2 tanks have gas. Of the hundreds of service calls we get a week from customers, empty tanks are responsible for the majority of problems.
2. Make sure there's ice on the cold plate. Drinks won't carbonate properly if the cold plate isn't COLD.
3. We recommend bleeding off some club soda at the beginning of every day. This will keep your product fresh.

### My single most important message to you, as a customer, is "Thank you."

Thank you, for your faith in our ability to provide you and your customers with the best-quality fountain beverages. Please realize that we are incredibly grateful.

We have been distributing our own beverage concentrates since 1937. We've had the pleasure of servicing tens of thousands of customers, from corner bars to chain restaurants, bowling alleys, college cafeterias, nursing homes, and any imaginable place where a cup can be placed under a fountain dispensing head to serve a cold, quality drink.

In June 2008, we were pleased to announce a recapitalization plan to help us continue to provide superior value to our 5000+ customers. Today, Multi-Flow is focused on transforming our business to better serve your needs and the needs of your customers. Over the next few months, you will begin to see these improvements in many ways, including the implementation of a new state-of-the-art software system that will provide us with many ways to improve our service, and the modernization of our manufacturing facility. At the end of they day, we will be even better positioned to meet your needs.

Despite our improvements, however, nothing is more important than understanding ways to service you better. While we continue to have the highest service levels in the industry, we need to ensure we are listening to all of our customers all of the time.

We have an extensive customer support staff on hand to field your calls and I am personally interested in any feedback you'd like to offer—good, bad, or just insightful comments on the industry.

Another way of reaching out to our customers (some of whom have been valued business partners for over sixty years!) is this newsletter, which we will initially distribute on a semi-annual basis.

So, let me end with the same way I've started—thank you. We aren't able to say it enough, or as strongly as we'd like. But take my word for it—we appreciate your loyalty to the Multi-Flow family.

— Mark Stephens



Multi-Flow through the years...

## Manufacturing Facility Improvements

Our 70,000 square foot manufacturing/warehouse site in Huntingdon Valley, PA (just north of Philadelphia) has been an OSHA VPP Star Site since 2005, an honor we are all very proud of. Recent improvements to our facility include the installation of a new air purification system in the warehouse and new state-of-the-art UV filters and filtration systems.



### Top Restaurants in the World

According to 2008 Restaurant Magazine

1

**El Bulli**

(Catalonia, Spain)

2

**The Fat Duck**

(Bray-on-Thames, United Kingdom)

3

**Pierre Gagnaire**

(Paris, France)

4

**Mugaritz**

(San Sebastian, Spain)

5

**The French Laundry**

(Napa Valley, California)

## Energy Drinks: Why RE-FUEL grows your PROFITS

There's no denying the surge of energy drinks. In convenience stores, as a mixer in bars, or simply as the drink-of-choice for more and more consumers, the category continues to grow.

If your establishment is selling canned energy drinks, like Red Bull, Monster, or Rock Star, consider the benefits of Re-Fuel Bag-in-the-Box Energy Drinks:

- **Enormous Cost Savings.** Every case of Red Bull will save you \$22 by switching to Re-Fuel. If you use 10 cases per week, that's an annual savings of \$11,500.
- **Quicker Service:** a push of the gun versus opening a can and disposing of the waste.
- **Less Storage:** a 4 oz serving of Re-Fuel is dispensed versus opening an 8.3 oz can of energy drink at \$1.42 wholesale cost, whether the whole can is sold or not.
- **Less Restocking**
- **Less Waste**
- **No Refrigeration Necessary**
- **Less Trash Disposal**
- **All of the Functionality You'll Find in the Cans.** Improves stamina, activates the metabolism, sharpens reflexes and mental focus. Re-Fuel offers the same vitamin and energy mix available in the canned drinks.
- **Taste.** Re-Fuel matches the taste of the canned drinks, which is what consumers are looking for.



*Setting up Re-Fuel is EASY, PROFITABLE, and BETTER for your wait staff. Contact your Multi-Flow rep, or our Re-Fuel specialist Brett Rosenbloom at 215-322-1800 to get started and get pumped.*

## New Formulations = Morning Dew



To meet the aggressive growth of "dew" drinks, we've recently reformulated our variation of the "dew" product, and

we're incredibly happy with the new taste. "Morning Dew" offers the same sharp, citrus taste of the national brand at a much lower cost.

"Our new Morning Dew product has the edgy taste snap that 'Dew' drinkers are looking for," said Owen

Rothstein, Business Development Manager and Product Specialist at Multi-Flow. Rothstein worked with our in-house lab and our flavor suppliers to ensure we were hitting the right flavor notes and color that brand loyalists were looking for.

- Morning Dew will replace our previous version, Morning Mist, within the next month.
- Mountain Dew is the third best-selling beverage in the U.S. (following the national brand colas).

For our bar customers, consider featuring the following mixed drinks:

### DEW DRIVER

2 shots Vodka with OJ and Morning Dew

### LONG SUMMER NIGHT

1½ oz Southern Comfort,  
1½ oz Triple Sec,  
1½ oz Multi-Flow Sour Mix, and  
Morning Dew

## Tea Types

Iced tea continues to grow in popularity in the U.S. As the category grows, the types of teas continues to expand. Iced Tea enthusiasts are eager to try new flavors and variations.

Multi-Flow offers several types of Iced Tea Bag-in-the-Box Options, including *Sweetened Black Tea, Unsweetened Black Tea with Lemon, and Green Tea*. Our Iced Tea category is one of the fastest-growing beverage categories at Multi-Flow. Restaurant managers who have brewed their own iced tea for years are now converting to our bag-in-the-box for 4 main reasons:



- 1. Quality**—BIB Iced Tea offers consistent quality versus brewed.
- 2. Convenience**—BIB Iced Tea saves their wait staff valuable time.
- 3. No Waste**—wait staff doesn't need to dispose of iced tea left over at the end of the day.
- 4. More Sanitary**

Tea leaves come from one type of plant, camellia sinensis. Herbal teas and herbal infusions are not really teas, but are derived from the dried leaves or flowers of different plants.

### THE VARIETIES

Although all teas come from the same plant, there are three varieties:

**The CHINA** – this plant thrives at higher altitudes, and generally has smaller leaves.

**The INDIA or ASSAM** – generally grown at lower altitudes, larger leaves.

**The HYBRID** – combinations of the China and Assam

## New Multi-Flow Website



**LAUNCHING SOON**—the new Multi-Flow Website. Please visit us at [www.multiflow.net](http://www.multiflow.net).

Our designer, Liz Dobrinska of Innovative Images, worked extensively on ensuring that our new site hit three main points:

- 1.** Communicates **WHAT WE DO** to our wide variety of customers, as well as potential new customers.
- 2.** Delivers the message that Multi-Flow is **EASY** to work with.
- 3.** Announces our wide variety of **BRANDS** that offer consumers quality, value, and a point of difference.

## Customer News

### NEW YORK CITY

Mathias Van Leyden, G.M of the immensely popular Manhattan night spot Home and Guest, is opening a new club on Varick St. **The Greenhouse** will be the first “eco-friendly” night club in New York City and we at Multi Flow wish Mathias and his staff success on their new endeavor.

### PITTSBURGH

Our Pittsburgh team is pumped up to welcome **South Side 86** to our new customer roster. The contract was signed by the owner and Super Bowl Champion Hines Ward, #86 of the Pittsburgh Steelers.

## BAR HUMOR

A man goes to a restaurant, orders some takeout, and sits down to wait for his food. While he waits, he grabs a handful of peanuts from the bowl on the counter, and as he starts to chew, he hears a voice say, “That’s a beautiful tie, is that silk? Very NICE choice!”

Wondering who made the comment, he looks around and doesn't see anyone nearby who could be speaking to him. With a shrug, he pops a few more peanuts into his mouth.



Next he hears the voice say, “Those shoes are stylin’. Are they Italian leather? They look GREAT!”

He whirls around again but sees no one near him. He glances nervously around and then at his shoes, which he tucks self-consciously under the stool.

A little freaked out, he grabs another handful of peanuts. This time the voice continues with, “That suit looks FANTASTIC! Is it an Armani? Very nice!”

He immediately calls the waiter over and says, “Look. I keep hearing these voices telling me how great my tie, my shoes, and my suit look. Am I GOING CRAZY?”

“Oh,” the waiter nonchalantly replies. “It’s just the peanuts.”

“The PEANUTS?!?” the astonished man asks, staring at the bowl beside him.

“Yes,” replies the waiter, “...they’re complimentary.”

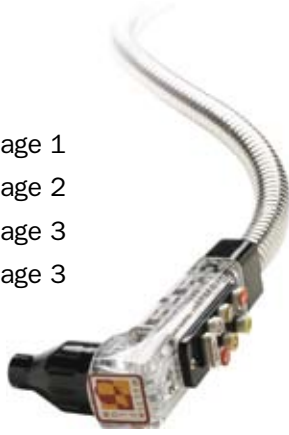


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# Fountain News

## WHERE ARE WE?

Multi-Flow takes deep pride in our ability to offer personal, local service. Our reach, however, is very wide. If you're considering opening a new location in another city, or have colleagues/associates in other areas, please consider recommending us. We have full-service locations in:

### NEW JERSEY

**Absecon**—The Jersey shore  
**Carteret**—North and Central New Jersey

### NEW YORK

**Carteret**—Manhattan  
**Hicksville**—The boroughs and Long Island

### PENNSYLVANIA

**Allentown**—Allentown/Bethlehem/Nazareth and the entire Lehigh Valley area  
**Tannersville**—The Pocomo area and Northwest New Jersey  
**Lancaster**—Southeast and Central Pennsylvania  
**Huntingdon Valley**—Philadelphia and South Jersey  
**Pittsburgh**—Western Pennsylvania and West Virginia

### WASHINGTON DC

The Nation's Capitol and Northern Virginia

### Maryland

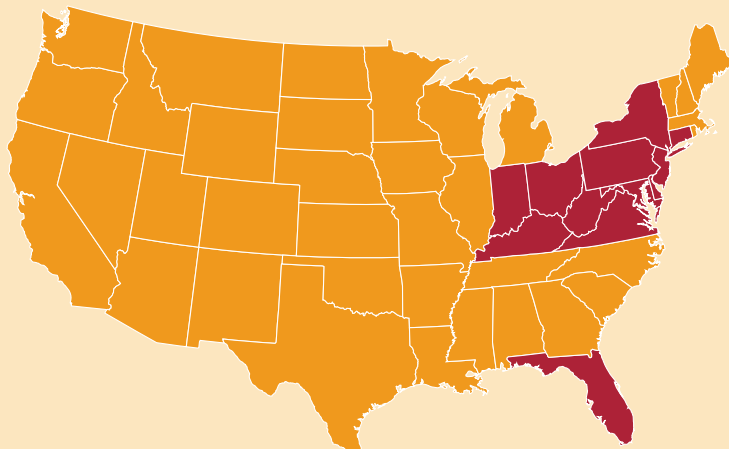
**Baltimore**—Maryland and the Eastern Shore

### OHIO

**Cincinnati**—Western Ohio

### FLORIDA

**Jacksonville**—Northern Florida  
**Miami**—Miami, Boynton Beach, Boca Raton, and Fort Lauderdale  
**Tampa**—Tampa, Clearwater, and the St Petersburg area



## Hotline Team



*Dottie Park and Susan Arnold*

Our main customer call dispatchers at Multi-Flow are the initial contacts our customers make when they call our switchboard.

Dorothy "Dottie" Park has been with us since 2003. She is a seasoned professional who excels in friendliness, cooperation, and effort, and displayed amazing rookie raw talent at our 2007 golf outing.

Susan Arnold joined our dispatch team this summer, but has been utilizing her many years of customer service skills to provide excellent support for our family of customers.

## CONTACT MULTI-FLOW

800.722.1999 or 215.322.1800  
contact@MultiFlow.net