

Max Crema's Espresso & Coffee Bar (610)898-9001

Special Interest Articles:

- More Awards!
- Time to vote again
- Coffee Passport



More Awards!

WE DID IT AGAIN! Max Crema's has received The Golden Cup, awarded by The Specialty Coffee Association of America (SCAA) for coffee brewing excellence for the third time. We are the only establishment in Berks County to have received such an honor. And from what we understand, we may be the only shop in Pennsylvania to have received this award!

Not only that, Max Crema's has received the prestigious PLATINUM TOPS award 2007, for

excellence in Specialty Coffee Retail, Beans, Beverage and Education!

The award is given by the [Specialty Coffee Assoc. of America](#) and *Fresh Cup Magazine* to recognize specialty coffee retailers that are committed to differentiating themselves through excellence. A TOPS award says that not only is the coffee special, but the people, the place, the service and preparation are special too. TOPS Platinum is the highest of the TOPS awards

available and this is the second year Max Crema's has received this award.

It is an honor to receive these two awards, but it is more special to receive awards that our customers vote on for us. So make sure you vote for Max Crema's in this year's **Best of Berks** contest sponsored by *Berks County Living Magazine*. You can vote on-line at www.berkscountyliving.com or pick up a ballot at Max Crema's.

Let's work together to make sure we win it again this year!!

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A Special Announcement

There has been a lot going on at Max Crema's this summer. Awards have been won, a new employee has been hired, and Michele has decided to sell Max Crema's.

You do not need to adjust your eyes, you have read it right. But do not fret, not much will change. You will still see the same employees, you will still receive the great service, you will still get the same great coffee, and you will still use your same frequent buyers cards and coffee passports.

The ONLY thing that is changing is who owns Max Crema's. Michele is happy to announce a local couple

has purchased the coffee shop who wants keep doing the same great things we have been doing all along and even more.

It is my pleasure to introduce Alicia and Bob Detrich as the new owners of Max Crema's Espresso & Coffee Bar! Alicia and Bob have just moved back to Berks County after being away for a few years. Alicia will be the face you see the most, along with their twin four year old boys. Alicia has been the owner/operator of a coffee drive-through in Vermont for nearly the past year. So she will bring with her some great experience.

Bob Detrich has brought his family back to Berks County to become re-involved with Detrich Milk Products. Bob will be around the shop from time to time, and having grown up in Berks County is a great person to talk to about the area.

Michele will be moving on to do some other things, but will definitely maintain a presence at Max Crema's... although it will be as a customer. It will still be the best place to get coffee and espresso drinks and beans in Berks County.

Please join me in welcoming Alicia to Max Crema's. You will start seeing her around here by the first of August.



Michele picking coffee cherries

Max Crema's

espresso and coffee bar

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VOTING TIME AGAIN!
Be sure to vote today.
www.berkscountyliving.com



We're on the Web!

See us at:

www.maxcremas.com

Thank you!

My dear customers:

It is difficult to say goodbye to those who have supported me so well over the past three years. I have said it many times, and I believe it to this day, that Max Crema's has the best customers anywhere!

It will be hard to not see you every day or nearly every day. Your stories and life sharing moments will be greatly missed. I, however,

will not be going away entirely. I will continue to come to Max Crema's as a customer. I hope to see as many of you as possible. Don't forget to come out for the music on Friday nights and Saturday afternoons. I love those times at the shop, and will be sure to come to them as often as I can.

Please share with me your contact information if you would like to keep in touch. My last day as an employee of Max Crema's will be

August 17th. I hope everyone will have an opportunity to stop in before that date so I will have the chance to say goodbye.

Again, thank you so very much for your support. Please continue patronizing Max Crema's. This has been quite a ride for me, and I look forward to the next phase of my adventure.

Forever yours with coffee,

Michele



Coffee Passport

Do you have a coffee passport? NO? You should ask for one next time you buy coffee at Max Crema's!

There are many of you who have a coffee passport. But for those of you who have not picked one up yet, it is a great thing to have. The coffee passport helps you travel the world through Max Crema's coffee. The pages

are filled with information on the different coffees we carry. Each page is a different country or blend, and each page contains information about that particular coffee. There is even room for your "tasting notes" so you can remember which ones you like the best.

In the back of the passport, there are coupons which get

stamped with every half pound of coffee purchased. After five pounds have been purchased, you receive a half pound for free!

Be sure to get yours today!

Welcome Mandi

As Max Crema's continues to grow, we add more talent to our staff. We would like to welcome Mandi Raker to our team. Mandi has been with us since the end of June and

is already making drinks on the espresso bar. This is a quick progression. Congratulations to Mandi and her hard work.

Next time you are in, if you see Mandi and haven't met her yet, be sure to introduce yourself. You will quickly see she has the enjoyment of life and coffee that we all have!

UPCOMING EVENTS



- Jul 27 – AJAR – Rock & Progressive Duo – 7-9pm
- Jul 28 – Girls Will Be Boys – Featuring Donnie Kirchner – 12-2pm
- Aug 3 – Butch Imhoff – Acoustic Folk – 7-9pm
- Aug 4 – Dirk Quinn – Acoustic Jazz/Funk – 12-2pm
- Aug 10 – Rhythm Road – Acoustic Jazz/Folk Duo – 7-9pm
- Aug 17 – Matt Roach – The alternative to Pop – 7-9pm
- Aug 24 – Joe Miralles – Classic Folk – 7-9pm
- Aug 25 – BOP – Rock/Alternative Band – 12-2pm
- Aug 31 – Roger Harris – Jazz Guitarist – 7-9pm
- Sept 1 – Sam Cirulli – Disco Event – 12-2pm
- Sept 7 – Haley Sheeler – Alternative Acoustic Folk – 7-9pm
- Sept 8 – Dirk Quinn – Acoustic Jazz/Funk – 12-2pm
- Sept 14 – Jim Stauffer – Finger Style Guitarist – 7-9pm
- Sept 15 – Michael Stevens – Singer / Guitarist – 12-2pm



July Artist of the Month
Kelsi Himmelburger
Mixed Media Originals

August Artist of the Month
Chad Moyer
Naturalist & Local Scenic
Photography

August 17th

This will be Michele's last day working at Max Crema's.

She now begins her journey as a customer!