



April Issue
Spring 2015

Calendar of Events

April: 1 - April's Fool Day

May: 1 - Labor's Day
6 - Martyr's Day

June: 21 - Child's Day

Drive-thru Kiosks

 **Dekwaneh:** IPT Station, Dekwaneh, near Freeway Centre

 **Awkar:** US Embassy, Awkar

 **Halat:** IPT Station, Halat, Jbeil-Beirut highway

 **Halat:** IPT Station, Halat, Beirut-Jbeil highway

 **Amchit:** IPT Station, Amchit highway bifurcation (near McDonalds)

 **Berbera:** IPT Station, Berbera, Batroun-Beirut highway

 **North:** Balamand University, Tripoli

Coffee Shops

 **Amchit:** Amchit seaside road, near Total Station ☎ 09 / 622 586

 **All Metro Express at IPT Stations**



Mountain Mudd-Lebanon



@ipt_group



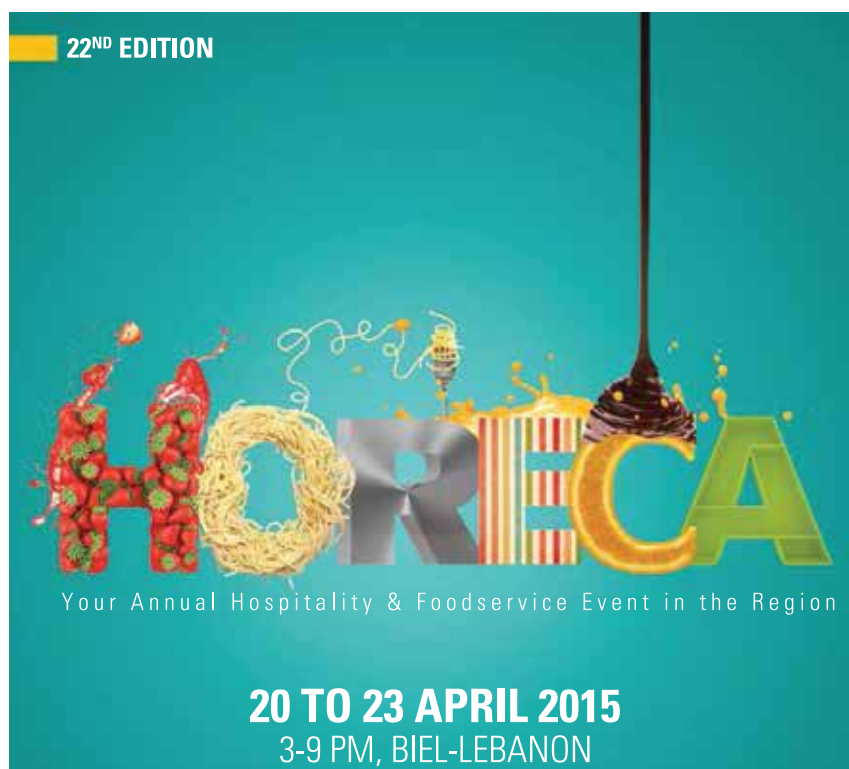
@ipt_group #mountainmudd



Mountain Mudd Participates in Horeca:

Horeca 2015: Your Business, Your event!

Horeca is the largest annual "hospitality, & Food & beverage service" exhibition in the region. Horeca's 22nd edition event reflects creativity & innovation since it showcases the finest food & beverage products and services in Lebanon, with more than 500 participants, 20 daily competitions and workshops, 25 international judges, experts, and celebrity chefs. Horeca 2015 is expected to attract more than 20,000 visitors. Mountain Mudd Espresso will be participating in Horeca 2015 offering the most premium hot and frozen coffee drinks.



Coffee Ring Effect:

In physics, a "coffee ring" is a pattern left by a puddle of particle-laden liquid after it evaporates. The phenomenon is named for the characteristic ring-like deposit along the perimeter of a spill of coffee. It is also commonly seen after spilling red wine.

The mechanism behind the formation of these and similar rings is known as the coffee ring effect or in some instances, the coffee stain effect.



Spring @ Mountain Mudd!

When fruits blossom, so does the real taste!

This Spring, be the first to taste fresh fruitful smoothies at Mountain Mudd. With the great welcome atmosphere and the friendly staff, you can find Mango and strawberry drinks, the great Mocha Rocha and all the drinks that suit your envies.

Don't miss the drive-thru experience where taste meets desire.



**ALL
IS FRESH
THIS
SEASON!**

GREAT COFFEE, GREAT PEOPLE.



Spring around the world!

• **Vietnam:** Vietnamese celebrate Tết (Vietnamese New Year) in late January or early February also known as the beginning of spring. Traditionally, firecrackers are used on New Year's Eve to scare away bad spirits and souls.

• **India:** Holi, celebrated at the end of the winter season, is the most vibrant festival of colors celebrated by Hindus in India. People throw water and apply colored powders on each other.

• **Iran:** The first day of spring is the beginning of the New Year, Nowruz, in the Iranian calendar. Nowruz which means "New Day" in Persian language, marks an important traditional holiday celebrated in Iran.

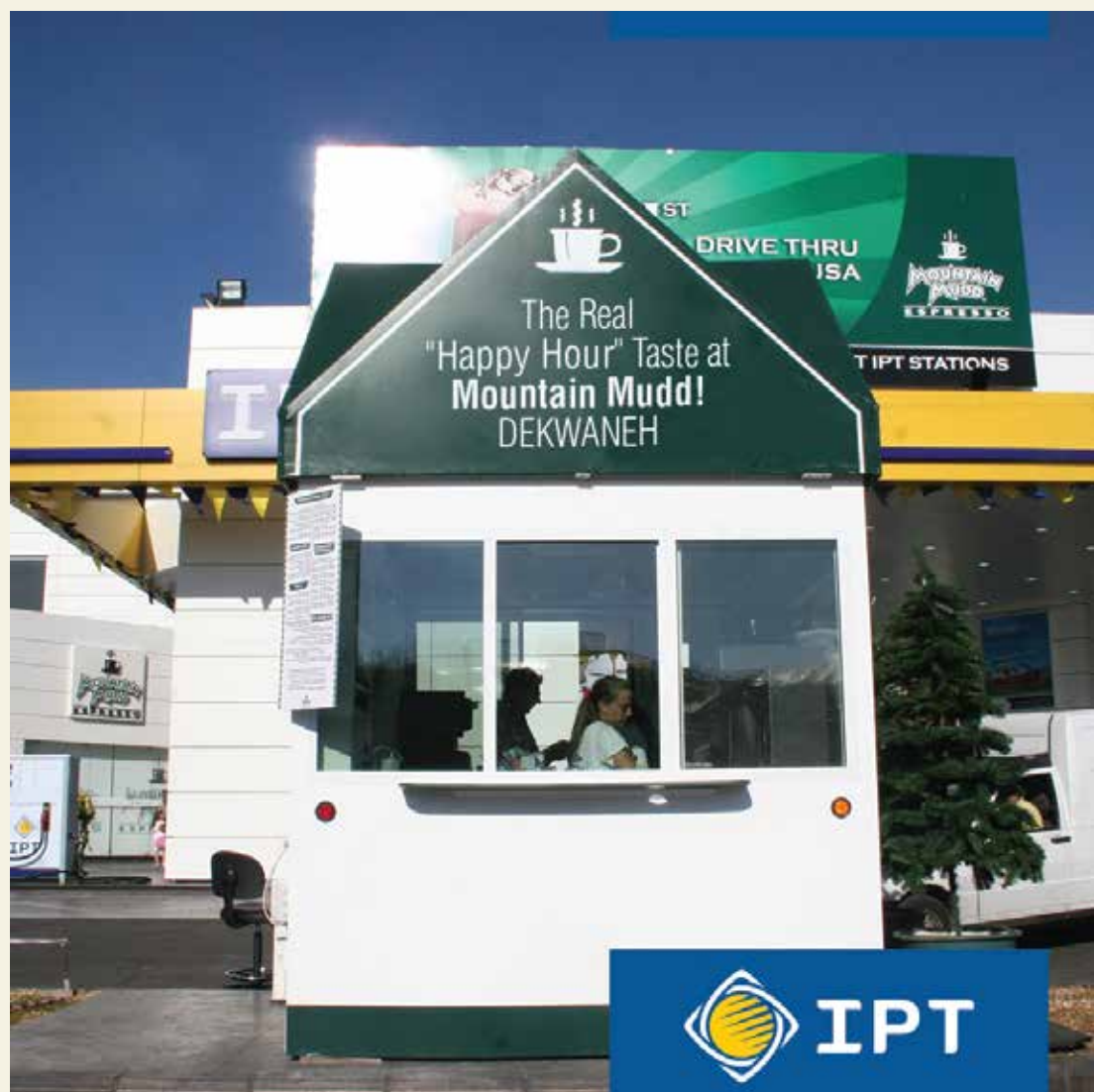
• **Egypt:** Sham Ennisim is an Egyptian national holiday marking the beginning of Spring. Ancient Egyptian (pharaohs) used to celebrate the Harvest of the Wheat and the Egyptian kept this habit till now.

• **Sri Lanka:** Sinhala, Cultural anthropological history of the 'Traditional New Year', celebrated in the month of April, goes back to an ancient period in Sri Lankan history. Various beliefs, perhaps those associated with fertility of the harvest, gave birth to many rituals, customs, and ceremonies connected with the New Year.

• **Japan:** The first day of Spring is a national holiday in Japan known as Shunbun no Hi, or Vernal Equinox Day. Many Japanese people spend Vernal Equinox Day enjoying family reunions and paying respects to their ancestors by visiting family graves.

The Real «Happy Hour» Taste!

Starting Monday 16th of March, Mountain Mudd clients enjoyed Free delicious drinks at their choice while fueling up their cars. This "Happy hour" took place at IPT station at Dekwaneh with 5 winners per hour, 6 days a week, for a period of 1 month. With IPT & Mountain Mudd, Fill your day with Taste and Happiness!



Robusta or Arabica?

There are over 100 coffee species, however the 2 main ones that are widely produced and sold are two: Coffee Arabica and Coffee Canephora (also known as Robusta). You may have noticed that some coffee bag labels brag about the fact that their coffee beans are 100% Arabica, while in reality they are not. Here is a list featuring 10 differences between the 2 coffee species:

- **Taste:** The most commonly known. Often Robusta has its taste described as burnt tires (more bitter taste). Why the bad taste?
- **More Caffeine:** one reason why the Robusta's taste is not as good compared to Arabica is that it has more caffeine, which may sound positive. In fact, caffeine carries a bitter taste which makes the drink unpleasant. Actually, Robusta bean has a 2.7% caffeine content, almost the double than the Arabica bean containing 1.5%.
- **Lipid and sugar content:** Arabica contains almost 60% more lipids and almost twice the concentration of sugar contained in Robusta.

This is why we prefer the taste of Arabica.

- **Price:** Robusta green beans are about half the price of Arabica beans on the commodity market. A lot of roasters would add to their blend in an attempt to reduce their costs and increase their profits. Robusta is usually used as a filler or cost reducer.
- **Shape:** Robusta beans are much more circular, whereas Arabica are more oval.
- **Plant height:** Arabica usually grows between 2.5-4.5 meters compared to the height of Robusta which is 4.5 - 6 meter.
- **Chlorogenic acid (CGA) content:** CGA is a significant antioxidant. Robusta has 7 - 10% CGA and Arabica has 5.5 - 8% CGA.
- **Cultivation:** About 75% of the world's coffee production is Arabica, and about 25% is Robusta. Brazil is the most significant Arabica producer and Vietnam produces the most - attempt to reduce their costs and increase their profits. Robusta is usually used as a filler or cost reducer.



Throwback

In the memory of "the King of Rock and Roll" Elvis Presley, Mountain Mudd coffee shop at New Hope, Minnesota featured Anthony Shore who brought us Elvis in authentic costume. Elvis' suit was fantastic!

The suit worn in this performance was the original from Elvis's Minnesota Concert in 1960's, purchased from auction for this concert. By wearing this suit, Anthony Shore added a treat to the crowd by bringing back the history of the showman that Elvis was.



LIP, a member of IPT Group

IPT headquarters - Amchit highway, Lebanon Web: www.iptgroup.com.lb T/F: +961 9 624 1115/ ext: 418