



Cool Beans . . . Brew The Perfect Cup At Home



ED AND ALICIA SMITH
OWNERS OF COOL BEANS
COFFEE HOUSE INC.

COOL BEANS

wants to be your #1 choice of places to get your daily coffee or specialty coffee beverage like the Chunky Monkey Mocha-cinno or the Nutty Irishman.



If it's too cold to leave the house this winter buy your beans from **Cool Beans** and follow these 5 easy steps for a great home brew.

Making coffee is not complicated, however, there are a number of factors to be aware of in the process.

1 Buy Good Coffee Beans. Since "good" is subjective and everyone has a different preference, consider if you like a medium roasted Colombian blend and buy it from a reputable supplier, such as Cool Beans.

2 Keep Beans Away From Air Until You Grind Them. The best cup of coffee will come from beans that are freshly ground just prior to brewing. When you bring the beans home, store them in an airtight container and grind only as many as you need for each brew. It's a time saver to grind enough for a few days ahead but the ground coffee will lose some of its favor.

3 Grind Beans To Correct Coarseness Based On Your Kind Of Coffee Maker. Course grind-is used for percolators or French presses.

Medium grind - is all purpose for most drip brewers. Important to note that if you prefer a stronger cup of coffee in your drip brewer, use a slightly finer grind.

Fine grind - is used for espresso.

4 Use Good Water. Coffee is 98% water and poor water will make a difference in taste. Filtered water works best to make your best cup. If your tap is not good and you don't have a water filter, use bottled water.

5 Use The Correct Water Temperature. Most drip coffee machines set the temperature and you may not have control. This is why when purchasing a coffee maker do not opt for a very inexpensive model. The best temperature for making coffee is 204 degrees, just below boiling point.

If you consider these five steps you will be making a better brew at home than most people. Enjoy and appreciate the taste of a great cup of Joe!



You're invited to visit us any day of the week to enjoy a great cup of coffee, eat or get involved in one of our fun activities.

Alicia Smith is the Vice President and Owner of Cool Beans Coffee House Inc. in Toms River. Ten years ago in search for a niche business, she created and opened Cool Beans. A restaurant entrepreneur was a challenging and exciting change from her previous corporate career. Alicia is a 1993 M.B.A. graduate of Monmouth University and earned her B.S. degree in Business from Rider University. She began her career in banking and held a variety of positions ranging from Branch Manager, District Operations Officer and most recently Vice President and Regional Sales Director for PNC Bank. When making the career change into the restaurant business, she knew that success would still be contingent upon the owner's sales and marketing skills. In order to grow your business, Alicia believes in the power of extraordinary customer service coupled with a great product that you can stand behind. In addition to marketing, she is responsible for all of the financial accounting of Cool Beans. She has marketed her company in such a way to achieve many awards such as NJ Monthly Magazine's "Best Coffee House" in 2007, AOL's "Best Coffee House" for 8 years, and the Asbury Park Press Reader's Choice "Best Coffee House in Ocean County" for 9 years.

Alicia is a long time resident of the Toms River area. She and her husband Eddie along with her three children, Alina, 8, Joe, 7, and Justin, 5, enjoy living in this great community that is also home to her very valued, wonderful and loyal customers.

A Ladies Night Hot Spot

Tuesday, Wednesday and Thursday nights Cool Beans is bustling with tables of women enjoying a Ladies night out. Friends and groups gather to enjoy a good meal, maybe a "bring your own bottle of wine" and entertain themselves with a psychic reading.

All in fun, Cool Beans has psychic reading entertainment three nights a week from 6pm - 10 pm. It is such a popular activity that they even take psychic appointment reservations in advance. Three psychics perform 15 minute readings for \$13. There is always something fun happening at Cool Beans.

Karaoke

For ten years, **Monday nights and now Saturday nights** have been named Cool Beans Karaoke Nights. From 7pm to close anyone can sing Karaoke to the tunes of past and present ... The stage is all yours!



Our Customers Say It Best . . .

By Mrs. G

I love Cool Beans because it's more than just great food. It's the experience! They have excellent staff that entertains us plus we love Karaoke and Psychic Nights.

By John K.

Our office eats lunch here or has it delivered once or twice a week for years. The owners, Ed and Alicia are local people who always go out of their way to make us feel special. The food is fantastic and always consistent. My favorite is the Honey Dip Chicken Wrap with their amazing potato salad. We even have our annual Christmas luncheon here every year.

By Ellen C.

Cool Beans is fantastic. It's my favorite restaurant in town. They have killer food and the people who work here have been here forever and know everyone by name. This place is awesome, what more can I say.

By Maya F.

We have been customers of Cool Beans for over ten years. We eat here at least once a week and have our favorites. This place is absolutely special to us because we actually got engaged here 8 years ago. We love it and Alicia and Eddie and the staff are great people who really appreciate their customers. Oh, and the white mint hot chocolate is top on my list.

COOL BEANS COFFEE HOUSE INC.

Seacourt Pavilion, 635 Bay Avenue

Toms River, NJ 08753

(732)797-BEAN (2326)

Open: Sunday-Thursday 11am -10pm

Friday-Saturday 11am -11pm