

# De Pannekoeken Krant

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Issue 3

## Coffee Talk (Our Commitment to Quality Coffee)

Here are a few fun facts about De Dutch's coffee.



The single number one item we sell is coffee—it accounts for about 11% of total sales! As a breakfast specialty restaurant, you might think it's pretty much a no-brainer, but a long time ago we recognized that we must have a great coffee—not a cheap or average coffee, but a coffee that says "coffee is important." For decades we have had our own special blend of beans roasted to our standard. It's not just about the beans though. Once brewed, the clock starts to run—after 20 minutes, if there's any left, down the drain it goes. NO STALE COFFEE AT DE DUTCH. We also have our own special packaging. The roaster fills a special filter

envelope and wraps it in a branded recyclable package. This attention to packaging ensures freshness and evenly portioned filtering.

A few years ago when Keurig with their single-cup brewing was first introduced, everyone got on the bandwagon. My kids thought I needed one, so there under the Christmas tree, beautifully wrapped, was my brand new Keurig machine. I must say it took me the better part of a month to set it up and give it a try. Just to set the scene, anyone who knows me also knows I drink a lot of coffee—it's sort of a restaurateur thing. Recognizing it was important to separate the used K-Cups, I placed the used ones in one side of my two-compartment sink. I was a little surprised at how many





had accumulated over the first week. This also got me thinking about how we could get our De Dutch coffee into this delivery system. I brought this up at the next management meeting, and our operations manager told me about an exposé she had seen on CBC Marketplace (March 2015). The claim was that despite recycling messages, only a small percentage actually were recycled (not sure if or how much that has changed since then). This idea of being able to brew a single-serve coffee at home was intriguing to me, so I reached out to our coffee roaster. I learned there was a much better alternative—something that was totally earth-friendly and cost-sensitive. They introduced me to pods—pods are like a tea



bag but with coffee in them. I was told that they were becoming popular and were expected to overtake the K-Cups. We decided to invest in pods - designed packaging, ordered inventory, bought brewers, advertised, sampled and basically did what we could to spread the word . Unfortunately, our enthusiasm didn't have the grand resolve we'd anticipated. The coffee and packaging wasn't the issue, the brewer was. Pods require a special sealed basket and although there are some good manufactures such as the Bunn company,

the brewers weren't widely available and at the time, a little on the pricey side (about \$200).

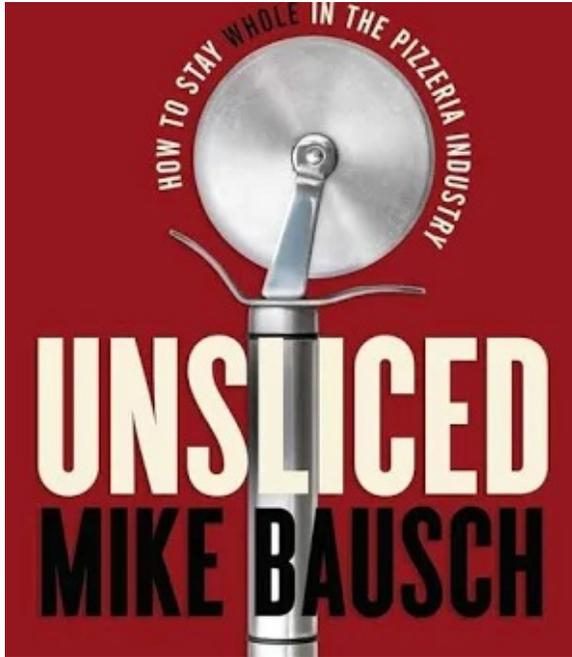
<https://retail.bunn.com/42900.0501>

There are a few cheaper ones like Cuisinart, but again, difficult to get. Here we are almost 10 years later—there are a few people (including in-office and at home) who are still using and loving the pods. For those who want to do their eco-part by confidently knowing none of this ends up in the landfill because disposal is 100% in your hands. . .green bin or the garden, doesn't get and simpler. . .

We do sell our De Dutch Single Serve Pods. If you would like to pick them up let us know which restaurant location works best and we'll make sure they arrive. Want them delivered, no problem we can have them shipped. Cost is \$53.77 per case (4 X 25), delivery is extra and all sales are final (no returns).

## De Library

Check these out!



### Un sliced

Industry leader Mike Bausch explains how to make your restaurant unique and in demand based on his twenty years of experience. You'll learn how to build systems that will help you boost your sales and keep your sanity. And you'll discover time-tested protocols that will protect you and your restaurant. He's a pizza guy but there are pearls of wisdom for every restaurant person..

### Business Wars



Business Wars reveals the stories of the battles waged behind closed doors through reimagined conversations and clever sound design, putting you in the shoes of the dealmakers, execs, and stakeholders. Every rich and powerful company has a jaw-dropping story you've never heard, from hostile takeovers to boardroom backstabbing to turncoats who betrayed their mentor to start a rival company. Business Wars uncovers every bitter feud and brilliant decision, showcasing what drives the world's biggest companies, their leaders,

inventors, and executives, to new heights and untold riches – or to ruin.



## How Well Do You Know Us?

Think you know De Dutch inside and out? Here's your chance to prove it — and win a little something in the process!

Each issue we'll be asking you one question about De Dutch, and if you get it right — or come the closest without going over — you could win a \$25 De Dutch Gift Card. If more than one person hits the same closest answer, we'll throw those entries into a draw and pick our winner.

Here's your first question:

"How many eggs did De Dutch use across all of our locations in 2025?"

Take a guess — it might be bigger than you think!

How to Enter — your choice!

You can enter any of these ways: find us on Facebook or Instagram and send us your answer, email us through [DeDutch.com](mailto:DeDutch.com), or grab the short entry form right here in the restaurant and drop it with your server.

By submitting your entry you agree to allow De Dutch to contact you by email or text. We promise we won't "scramble" (egg joke) your inbox!

We'll announce the answer — and our lucky winner — in the next issue of De Pannekoeken Krant. Good luck!

Till next time. . .stay authentic.  
Bill Waring.