

FOR IMMEDIATE RELEASE

August 7, 2007

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Turn your Coffee maker into a Tea machine

Louisville, KY – After years of offering contea Brewed Iced Tea to only their commercial and office markets, **john conti Coffee Co.** has announced the popular tea will now be packaged and offered to the retail market for the individual consumer. Uniquely, contea, a premium China Black Leaf Tea, can be made in a home coffee maker, and the brewing instructions are included on the packaging. The tea is being made available to the grocery and retail market stores throughout the entire john conti Coffee Company marketing area.

Until now, “contea” brewed iced tea has only been available to the Companies customers thru their Coffee Service Division. Because of intense customer demand, now it will be available to the Retail Customers for home use.

John Conti, founder and CEO of the company says: “We were literally getting calls every week from people who had tasted contea at local restaurants. They wanted to know where they could get it, and we would have to say... No Where!” Now you can. Look for the Royal Purple contea box at your favorite supermarket or grocery. Ask for it by name, or call 502-499-8600 for a store listing.



About the john conti Coffee Co.

Founded in 1962, the john conti Coffee Co. is the region’s largest roaster of specialty high-grown arabican coffee. The company roasts over 1,500,000 pounds of coffee annually and serves over 1,000,000 cups of its award-winning coffee daily. All coffees are roasted in small batches to insure consistent quality in every cup. john conti is passionate about the quality of its coffee. When a consumer selects john conti coffee, they can rest assured that they are getting “The Best Coffee in Town®.” The john conti Coffee Co. provides direct route delivery service to a 250 mile region surrounding Louisville, KY since 1971. Outside the 250-mile radius, product and services are provided through a group of affiliate operators and distributors. In total, the john conti Coffee Co. distributes coffee, tea and related allied products to a 14 state region, which includes areas as far north as New York, New Jersey, Minnesota, and Michigan, then south into Tennessee. The john conti Coffee Co. is located at 4023 Bardstown Road in Louisville, Kentucky. For more information, call (502) 499-8600, e-mail info@johnconti.com, or visit www.johnconti.com.

ATTACHED FILE: john conti Coffee Co. logo.