

**For Immediate Release
September 25, 2002**

*Contact: Tracy Zack
502-499-8600*

john conti® Coffee Co. is pleased to announce that we are celebrating our 40th Anniversary

For 40 years , the john conti® Coffee Company has been delievering “The Best Coffee in Town®” We are proudly celebrating this wonderful event.

Founded in 1962, john conti® Coffee Co. based in Louisville, Kentucky is the regions largest roaster of specialty high-grown arabica coffee.

John Conti started with only two cigarette vending machines and worked out of his garage, delivering out of his 1949 Chevrolet. The company was built with a burning desire to develop the best vending service in town. Hot and cold beverages were added in 1968 and food machines were added in 1970. In 1971, realizing a need to supply coffee and related beverages to the small and medium size office, the john conti® Coffee Co. installed its first office coffee unit on location.

Growing in leaps and bounds, we began the search for the ultimate cup of coffee. In our never-ending pursuit to improve the quality of coffee for our patrons, we opened our first Gourmet Coffee Shop in Oxmoor Center on December 13, 1976. The Gourmet Shops generated the need for better quality coffee for finer restaurants and hotels. In 1977, we began to supply restaurants, hotels, and hospitals with “*The Best Coffee In Town.*”

In 1982, we began roasting high quality 100% Arabican gourmet coffee in the john conti® Coffee Factory to insure freshness in every cup. In 1986, we began distributing gourmet coffees by the pound in SuperMarkets and Speciality stores. The john conti® Coffee Co. has won more awards than any other coffee company in our region

Today we roast over 1,500,000 pounds of coffee annually. All of our coffees are roasted in small batches to insure consistent quality in every cup. We are passionate about the quality of our coffee. To us, drinking a cup of coffee should be a memorable experience. Each day, we serve over 1,000,000 cups of our Award Winning coffee. When you select our coffee you can rest assure that your getting “The Best Coffee In Town®”.