

FOR IMMEDIATE RELEASE

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john conti Coffee Co. Launches Queen's Tea Limited Reserve Line

Louisville, KY – john conti Coffee Co. is publicly launching a line of high end, exclusive teas labeled Queen's Tea Limited Reserve. The tea, inspired by Her Majesty's visit to the 133rd Kentucky Derby in May, will be available to the fine dining and retail markets effective immediately.

When Chef Gil Logan of Levy Restaurants at Churchill Downs was asked to serve tea to the Queen and Her Royal party, he immediately turned to the john conti Coffee Co., and Mark Nethery, COO/Master Roaster for assistance. Nethery searched the world for the highest quality ingredients to make the perfect blend, and thus, the full Queen's Tea line was born.

The line includes several flavors, including Earl Grey Classic, which was the tea served to Her Majesty at the 133rd Running of the KY Derby. Among the other flavors available are Temple of Heaven Gunpowder, Pai Mu Tan, Darjeeling, Jasmine, Blood Orange Tea, Organic Chamomile, and Formosa Oolong.

Each flavor is packaged in an elegant matte black tin with the words "Soothing to the heart & soul. Truly fit for a Queen". The front label showcases an artist's rendering of Buckingham Palace.

"We have long carried some of these exclusive teas, but only on a limited basis," explains Mark Nethery, "We are excited to introduce these specialty grade teas to the public, so that now, everyone can enjoy a royal experience."

The line of teas can be purchased by calling the john conti Coffee Co. at (502) 499-8600, or by visiting your local grocer. Ask for it by name!

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.