



FOR IMMEDIATE RELEASE

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john conti® Coffee Company acquires Refreshment Service

The john conti Coffee Company importer and roaster of specialty coffees, and premium teas has purchased Louisville based Refreshment Services of America (RSA).

RSA operated 700 coffee and bottled spring water accounts throughout the metro Louisville marketing area. With this acquisition, john conti Coffee Company becomes the third largest bottle water company in Kentucky.

Mike Jones, VP and General Manager of john conti Coffee Company says, "This is a tremendous opportunity for our customers. We can now offer our RSA customers and our john conti customers their choice between aquaconti filtered water, and bottled spring water. We now offer a complete line of bottled spring water from 8 oz up to 5 gallons and everything in between."

"Another advantage is our home delivery customers can now order specialty coffee and premium teas along with their spring water."

About john conti® Coffee Company

Founded in 1962 and based in Louisville, Kentucky, john conti® Coffee Co. is the region's largest roaster of specialty high-grown arabican coffees. The company roasts over 1.5 million pounds of coffee annually. All coffees are roasted in small batches insuring consistent quality in every cup. john conti® Coffee Co. is passionate about the quality of its coffees and teas. When a consumer selects john conti® Coffee, they can rest assured that they are getting "The Best Coffee In Town"®. john conti® Coffee Co. has been serving the finest coffee in Kentucky, Indiana, Tennessee, Illinois, West Virginia, Virginia, Michigan, Wisconsin, New York, New Jersey, Minnesota and Ohio since 1971. john conti® Coffee Co. corporate office and roasting facility is located at 4023 Bardstown Road, Louisville, Kentucky. For more information, call 800-928-JAVA (5282) or visit our web-site: www.johnconti.com