



— FAMILY ROASTED IN PHILADELPHIA, USA SINCE 1854 —

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact

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LONG TIME PHILADELPHIA COFFEE ROASTER BREAKS INTO RETAIL

Ellis Coffee Company is featuring new single serve coffee cups with a pop-up retail store in the King of Prussia Mall during January

King of Prussia, Pa., January 1, 2016 - Ellis Coffees have been family roasted since their beginning in 1854 as a shoppe on Philadelphia's waterfront. Ellis roasts, and distributes coffees from around the world to their customers. For generations, the coffees have been served in in fine hotels and restaurants. In November Ellis Coffee launched a line of Single

serve Coffee Cups for Home and Business enjoyment. We have packaged the experience of that original shoppe into our single serve coffee cups. Our extensive offerings provide different varieties and tastes for everyone.

Ellis is hosting a pop-up retail store throughout January on the first floor in the King of Prussia Mall Plaza. With a wide range of roasts colors, nuances, and flavors customers are able to choose from 17 varieties of single serve cups in a mix-and-match style and can purchase full 24 count boxes. The Ellis Mix & Match retail provides an easy opportunity for you to try a new one!

President Adam Kestenbaum explains, "After years of serving restaurants and hotels, we are excited to bring our single serve coffee cups to the consumer marketplace" "We see breaking into retail with single serve cups as a great way to interact directly with customers. The pop-up store in the King of Prussia Mall is an easy place for consumers to try our full range of coffees whether you already know and love Ellis or simply desire a quality cup of coffee."

Continuously evolving and innovating to satisfy every type of coffee drinker, Ellis Coffee roasts two extraordinary lines of coffee. The Heritage varieties are blended and roasted to provide a truly American cup of coffee. These coffees, many produced for over 100 years, draw on our uniquely Philadelphia roots featuring historic icons such as William Penn and the Liberty Bell. For the feeling of a quaint café abroad, indulge in a Mezzaroma selection. The coffees are inspired by café culture that is enjoyed in the great cities of Europe. For those who desire sustainable coffees, Ellis Coffee has you covered with their line of Mezzaroma Rainforest Alliance Certified single serve coffee cups.

Premium coffee roaster for over 150 years

Based in Philadelphia, Ellis Coffee Company is a manufacturer of branded and private label coffees to office and food service distributors, convenience and retail chains, healthcare, hotels, and restaurants in the eastern United States. Ellis Coffee Company is a fourth generation family-run business with a long and rich history dating back to 1854. Adam Kestenbaum, a great grandson and current President, balances the tradition and relationships of a family-run business with innovation and professionalism necessary to succeed in today's marketplace. The Ellis team partners with our customers to develop and deliver successful coffee programs through our international coffee sourcing, expertise in the art of roasting, extensive product and equipment lines, field sales & distribution, full service support programs, and marketing expertise.