



For Immediate Release
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Paramount Coffee acquires Ann Arbor company

In an effort to boost its presence in the Ann Arbor market, Lansing-based Paramount Coffee Co. – one of the Midwest’s largest coffee roasters – has announced the asset purchase of Arbor Mitchell Coffee & Vending Services.

Arbor Mitchell stocks a broad variety of break-room supplies for offices. It carries Paramount’s signature line of fresh-roasted coffee along with national brands. It also stocks a full line of coffee condiments and paper and snack products.

It will operate as a division of Paramount and retain the Arbor Mitchell name and its employees. Terms of the transaction were not disclosed.

“As a growing Michigan company, we strongly feel that we have the capability to build upon Arbor Mitchell’s fine reputation and better serve customers in the Ann Arbor market,” says Steve Morris, Paramount president and COO.

Founded in Lansing in 1935, Paramount will officially turn 75 in August 2010. The employee-owned company has increased its presence regionally and nationally through marketing to large retailers, private label customers, cafes and directly to customers on the Internet.

Paramount recently introduced “Joe,” a new line of gourmet coffee with no-frills packaging and a price and name to match.

Paramount is also introducing a line of single-serving pods and “MI coffee,” which features exclusive Michigan packaging. They join the company’s existing Paramount brand and its socially responsible specialty coffees – Fair Trade Rwanda and Ele’s Place Blend.

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