



**For Immediate Release**  
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## ***Paramount spices up coffee blends for the holidays***

If ugly sweaters or bags of coal end up under the Christmas tree this season, it's a sign of delicious taste. Michigan-based coffee roaster **Paramount Coffee Co.** is rolling out seasonal roasts in catchy holiday packaging and adding twists to the classics.

Ugly Sweater's "Santa's Gift to You" is a medium-roast blend in a bright green package bedecked in a red – and, yes, ugly – sweater. Christmas Perk's "Bag of Coal" is a dark roast blend with a rich taste.

The Ho Ho Holiday lineup also features "Naughty," a dark chocolate blend, or "Nice," a vanilla and nutmeg flavored blend – quick-and-easy stocking stuffers for holiday shoppers.

Shoppers can also bring home holiday cheer with Paramount's Holiday Classic Flavored Coffees dressed in special red and green packaging of "Christmas Truffle," flavored with rich chocolate, or "Cup O' Cheer," a warm blend of pumpkin pie, cinnamon and ginger.

All holiday coffees are available in 12-oz. grounds or together in a 36-count shipper display. Holiday blends are available for limited time while supplies lasts. Customers can place orders or learn more at [www.paramountcoffee.com](http://www.paramountcoffee.com). Paramount Coffee, one of the Midwest's largest roasters, is in its 76<sup>th</sup> year of roasting and delivering coffee. It serves the retail, institutional, private label and direct-to-consumer markets.

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