



For Immediate Release

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Paramount introduces Joe to Midwest

The Midwest will soon be waking up to a new concept in coffee and asking for another “cuppa Joe.” Paramount Coffee Co., a master roaster for nearly 75 years, is launching “Joe,” a new line of gourmet coffee with no-frills packaging and a price and name to match.

“It’s for the consumer who wants an excellent cup of coffee but at a reasonable price – the Average Joe,” explains Paramount Coffee President/COO **Steve Morris**.

“The concept is the simplicity of it – it’s neat, clean and excellent quality.”

Joe comes in distinctive, no-nonsense packaging. Each bag is solid-colored and emblazoned with the word “Joe” in big, vertical letters.

The lineup consists of *Wake Up Joe* (medium roast); *Tall, Dark, and Handsome* (a dark roast); *Unleaded* (decaf); and *Daily Dose* (a house blend).

Paramount Coffee has rolled out the product at trade shows, where it has been well-received, Morris says. The line also has its own Web site, *joeknowscoffee.com*.

Future marketing will play off the “*Joe Knows Coffee*” theme.

Joe is the centerpiece of Paramount’s intensified focus on the retail market. The company, founded in 1935 in Lansing, Mich., is beginning its 75th year in business. It

provides coffee to franchises, supermarkets, convenience stores, cafes, restaurants, offices and institutions such as schools, universities, hospitals and government facilities.

In addition to Joe, 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, Ele’s Place Blend and Caffé Rosa.

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