



***For immediate release***  
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## ***Joe Coffee welcomes new addition to the family***

The Midwest-based coffee roaster **Paramount Coffee Company** announces the arrival of a new 8 oz. addition to the “perfect cup of Joe” family of perfected coffee blends, Jr. Coffee.

The family of Joe Coffee Products includes Joe, Joy and Jr. Joe comes in four true-brew blends: “Wake Up Joe” medium roast, “Unleaded” medium roast decaf, “Tall, Dark and Handsome” dark roast and “Joe’s Gal Hazel” hazelnut roast. Feisty and feminine, Joy adds her own flair to the basic flavors of Joe: “She’s Nuts” toasted coconut ground and “French Diva-Nilla” French vanilla ground. Jr. as a pint-sized tasteful resemblance of Joe and comes in “Short, Dark and Cute” and “Wake Up Jr.” The Joe family offers Joe-lovers the “average Joe” price and flavor that is anything but average.

“Little Jr. is already winning hearts with premium roasts,” says **Angelo Oricchio**, Paramount’s chairman/CEO. “Consumers enjoy Joe and it was only natural for the family to expand to offer a new roast.”

For more information on the arrival of Jr. or other members of the Joe family, visit [www.joeknowscoffee.com](http://www.joeknowscoffee.com). Paramount Coffee, one of the Midwest’s largest roasters, is in its 75<sup>th</sup> year of roasting and distributing coffee. It serves retail, institutional, private label and direct-to-consumer markets.

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