



Java jolt

Lansing-based Paramount Coffee celebrates 75 years

Tricia Bobeda | NOISE

Paramount Coffee Co. office manager Susan Jenks is a “tea person” and prefers brewing Paramount’s leaves to its beans.

“For the first 25 years I worked here I never drank coffee,” Jenks said.

It was Jenks’ teenage son who finally convinced her to get a coffee maker. Now she dabbles in various decaffeinated blends — and her favorite to drink at home is the organic Mexican blend.

“Now I’ve developed a taste for it,” Jenks said.

She admits her coffee palette is no match for CEO Angelo Oricchio, who is also chief taste tester.

“Different coffees taste different,” Oricchio said. “The goal when we are trying to bring new blends or new coffees is to try to compliment what’s already on the line.”

Oricchio said he only drinks about two cups of coffee per day.

“But we do a lot of tests. We brew coffees that are coming off the production line, and we take small 4 ounce cups, and we sip.”

The Lansing company celebrates 75 years in the coffee blending, roasting,

75

Number of years Paramount has been in the coffee blending, roasting, packing and distribution business

800,000

pounds of beans Paramount roasted for Biggby Coffee in 2009. That was up from 20,000 in 1999

40

Number of minutes it takes for the process from green coffee to packaging

5,000

pounds of coffee Paramount can produce per hour

packing and distribution business this year.

To help him stay up to speed on the company’s social media presence and online sales, Paramount CFO Bob Morgan drinks about three cups of the Diner’s Choice blend each day.

“We really want to keep our online sales as an avenue for people to get the product because the amount of varieties we have is large.”

— additional reporting by Melissa Domsic