

Fair Trade for All

T.J. Maxx and Marshalls to begin selling certified organic Fair Trade coffee through select stores beginning mid March 2007.

Spokane, WA, March 8, 2007 – To provide the general public with certified organic Fair Trade coffee, Spokane, WA based Nectar of Life Coffee Company has agreed to provide their kosher, Fair Trade, organic gourmet coffee to T.J. Maxx and Marshalls stores for an industry leading low price. Nectar of Life Coffee Company is a kosher certified wholesale gourmet coffee roaster that exclusively roasts shade grown Fair Trade organic coffee.

Martin Jennings, Co-Founder and Master Roaster of Nectar of Life, has handcrafted 5 unique blends to be sold through T.J. Maxx and Marshalls stores. The gourmet blends range in roast level from light to dark and contain Arabica coffees from several premium regions such as Peru and Papua New Guinea. The organic Fair Trade certified blends should hit store shelves mid March 2007 and retail for \$5.99/10oz bag.



"It is to be made clear, these are ultra-premium blends. Just because they are socially responsible coffees doesn't mean they aren't gourmet," said Martin Jennings, a former winemaker turned coffee roaster. "Blending coffee is a passion. I love the synergy of flavors multi-origin blends can provide."

"Our founding philosophy is the belief that when the public is presented with organic Fair Trade coffees as good as the world's top gourmet (non-Fair Trade) blends, they will choose the environmentally and socially responsible coffee every time," said Hannah Jennings, Co-Founder of Nectar of Life. "With their efficient distribution system and low margins, we felt that T.J. Maxx and Marshalls stores were the perfect vehicle to provide the public with fresh roasted organic Fair Trade coffee at an affordable price."

What is Fair Trade Coffee?

Fair Trade coffee is relationship coffee. When socially conscious consumers purchase Fair Trade Certified coffees they are directly supporting a better life for farming families through fair prices, community development and environmental stewardship. Nectar of Life Coffee Company purchases coffees certified Fair Trade by TransFair USA, an independent, third party certification agency that guarantees the family farmers who grow coffee are paid a fair price. Fair Trade farmers that grow their crops utilizing sustainable organic farming practices are paid a premium above the Fair Trade minimum.

Fair prices mean quality coffee. With the extra money Fair Trade farmers receive they are able to maintain their crops and produce truly outstanding coffees.

According to TransFair USA, U.S. coffee consumers drink 108 million cups of coffee a day and spent over \$22 billion last year on coffee. In the U.S. alone, retail sales of Fair Trade Certified coffee grew from less than \$50 million in 2000, to nearly \$500 million in 2005. Fair Trade coffee is the fastest growing segment of the U.S. specialty coffee market. Fair Trade Certified green coffee imports have been growing at an average of 75% a year since 1999.

For additional information about certified organic Fair Trade coffees and Nectar of Life blends coming to T.J. Maxx and Marshalls, contact Martin Jennings, or visit www.nectaroflife.com. Nectar of Life is a registered trademark of Nectar of Life Coffee Company.

About Nectar of Life Coffee Company:

Nectar of Life Coffee Company is a high-end wholesale coffee roaster specializing in shade grown, certified Fair Trade, organic coffees. In addition to being a USDA certified organic producer, Nectar of Life is a kosher certified roaster and a partner of CRS Fair Trade. Nectar of Life believes that by only purchasing certified Fair Trade organic coffees they can help preserve the environment, society and human rights.

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