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GOCOFFEEGO.COM LAUNCHES, SELLING FRESHLY ROASTED COFFEE FROM THE WHO'S WHO OF SPECIALTY ROASTERS ON A FUN, EASY-TO-USE SITE

Innovative Web site lets coffee lovers choose offerings from artisan roasters around the country and have them delivered to any home or office

(SAN FRANCISCO, CA; November 12, 2009) — An irresistible, hip, one-stop shop for coffee lovers online, GoCoffeeGo.com offers more than caffeine to buzz about - it's a Web site that will change the way people shop for the coffee beans that brew their next cup of Joe. Featuring fresh roasted coffee sourced from all over the world—including organic, fair trade, and shade-grown varieties—and roasted by a select number of award-winning roasters, including prestigious *Roast Magazine's* current and former Roaster of the Year Award winners: **PT's, Klatch, Higher Ground, Zoka** and **Metropolis Coffee**, and the hottest in the new wave coffee roasting movement: **Ritual, Novo, Johnson Brothers, Barefoot, Atomic, Cuvée** and **Verve Coffee**, GoCoffeeGo offers the convenience of online shopping from the top roasters on one site with one easy checkout. All coffee is roasted-to-order and shipped directly from the roaster to the customer.

Entrepreneurs and co-founders Scott Pritikin and Elise Papazian first conceived of GoCoffeeGo.com in 2006. Passionate coffee connoisseurs who have never met a roasted coffee bean they did not want to grind and brew, Pritikin and Papazian—whose backgrounds encompass diverse fields such as the entertainment industry and real estate—wanted to do something with the beverage they loved and saw the need for a fun-spirited, informative, Web site that makes specialty coffee easy for the public to learn about and purchase. “Most of us are not drinking amazing coffee and experiencing the variety of coffee we should be. Would you drink the same old wine over and over again?” says Papazian. “We love coffee and wanted to find a way for everyone to have access to the offerings of the best artisan roasters across the country —and to take the guesswork out of the shopping experience—with a Web site that is fun and easy to use.”

Pritikin and Papazian initially spent several months secretly ordering coffee from specialty roasters around the country and brewing it every possible way, from French press to espresso machine. Selecting the roasters they found to be consistently impressive and high-quality, the duo spent months jumping flights and zigzagging across the country to find and in many cases chase down the absolute top coffee roasters. Visiting them where they roast, in larger cities like Seattle and Chicago and smaller towns like Leeds, Alabama and Spicewood, Texas, they approached each in person to talk about offering their products directly to consumers via GoCoffeeGo.com. “These guys are at the top of their game and are like the Indiana Joneses of the coffee world; they fly around in prop planes and drive down dirt roads in jeeps to origin to bring back the good stuff. Setting up meetings was a huge challenge. Half the time we’d call and they would be in Ethiopia in the Sidamo Mountains, or in Costa Rica, or hanging out on some volcano in Sumatra, talking to farmers deep in negotiations. We thought it was important to show how committed we are by coming to them,” Pritikin says. “It took a while but once we met with these outstanding roasters and they saw our site, they were blown away by its capabilities and its creativity.” Papazian smiles, “I think our passion won them over too. It’s a really prestigious group.”

The user-friendly Web site features a colorful design, as well as a fun musical soundtrack that plays everything from chill-out electronica to jazz to New York DJ Ursula 1000, and offers in-depth information of all kinds on the world’s second biggest commodity, courtesy

of GoCoffeeGo's main ambassador: Professor Peaberry. The colorful character serves as not only a reference who can recommend coffees to those looking for something specific, but also as a guide to the geography and history of the drink, educating visitors on the coffee-producing regions of the world, as well as providing brewing tips and making GoCoffeeGo.com not only a place to buy coffee but also a site to learn about one of America's favorite beverages.

To make a purchase, customers create an account and browse coffees according to several criteria, including: roast, by roaster, flavor profile, geographical origin, growing condition, whether or not the coffee is organic and fair-trade certified, and even based on their astrological sign. As a customer finds coffees they like, they can add to their Cart or choose to use the unique, Patent Pending Auto-Ship option. To Auto-Ship, the shopper simply creates and lines-up a queue of the different coffees they like and customizes their preferences so that coffee is automatically shipped to them on the frequency they choose, with their credit card billed only once the coffee has shipped. "There's nothing else quite like it out there," Papazian notes. "We wanted to make shopping super-easy and this way you never have to worry about running out of coffee. You can simply adjust your preferences and have different award-winning, fresh roasted coffee shipped to you whenever you want."

Coffee shoppers who create an account on GoCoffeeGo are able to view their previous purchases on the Website so they can keep track of what they have ordered and enjoyed and order it again or try something new. Members can also send in commentary on the coffees they have tried, offering advice and reviews to other avid coffee drinkers who are looking for a second (or third) opinion. The Website even allows shoppers to send gift cards to the coffee lovers in their lives or to print colorful 8 ½" X 11" gift certificates at the moment of purchase.

For more information, including details on the roasters and their coffees, please visit www.gocoffeego.com.

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