



PRESS RELEASE

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Klatch Coffee Wins an 'Oscar,' Good Food Award

Nationally Known And Award-Winning Coffee Roaster Klatch Coffee Was Recognized And Honored With A Good Food Award, For Its Fair Trade Organic Coffee From Ethiopia, Gedeo Worka.

Upland, California (January 16, 2012) – Southern California's specialty coffee roaster Klatch Coffee Inc. was awarded with a Good Food Award in the coffee category by a panel of 13 distinguished coffee experts, on Friday, January 13, 2012, during a star-studded ceremony hosted by Alice Waters at the San Francisco Ferry Building.

Nicknamed the "Oscars" of food, the Good Food Awards were created to honor food and drink producers who have demonstrated a commitment to building a 'tasty,' authentic, and responsible food system that honors farmers and producers.

Criteria for entry includes exemplary flavor - sweet, clean, well developed body, balanced acidity and phenomenal aromatics. Roasters and coffee producers must emphasize fairness and transparency from seed to cup, and use third party certified organic beans.

It is no surprise that Klatch Coffee's Ethiopian Gedeo Worka was awarded with a Good Food Award Gold Seal, previously named 'Best of Brew' at 2011 National Coffee Association Ultimate Barista Challenge and rated 92 points by coffee expert, Kenneth Davids from CoffeeReview.com.

This coffee bean is distinct and diverse, an abundance of fine flavors from the birthplace of coffee. Gedeo Worka is the bowl of berries you come to expect from a clean Ethiopian natural, composed of blueberries, blackberries, and raspberries. However, this Ethiopian is like no other with its additional notes of Bing cherries and the unexpected tropical fruit tones, held together with notes of cherry vanilla and slight coco powder. This medium-light roast provides a fragrance and aroma encumbered of floral, berries, and tropical fruits -- a bright acidity among a creamy and juicy body.

Ethiopian Gedeo Worka was sourced by Mike Perry, Klatch Coffee's Green Coffee Buyer, during an Ethiopian Cupping Caravan trip. The caravan brought 24 international coffee buyers face-to-face with the people who grow some of the best coffee in the world. The cupping caravan in February 2010 was an exploratory trip designed to benefit coffee professionals on both ends of the chain, from farmers-to-roasters.

The judging panel for the awards included some very well known names in the specialty coffee industry such as, Tracy Allen, Founder and CEO of Brewed Behavior, Andrew Barnett, Founder of Ecco Caffè, Aleco Chigounis, Green Coffee Buyer for Stumptown Coffee Roasters, Peter Giuliano, Director of Coffee at Counter Culture Coffee, Ben Kaminsky, Director of Quality Control for Ritual Coffee Roasters and U.S. Cup Tasting Champion, Anette Moldvaer, SCAE World Taster's Cup Champion from Square Mile Coffee, Geoff Watts, Vice President of Coffee and Green Coffee Buyer for Intelligentsia Coffee, and many more.

Gedeo Worka is available for purchase at www.klatchroasting.com and in Klatch Coffee's southern California retail locations in Rancho Cucamonga, Ontario and San Dimas.

About Klatch Coffee Inc.

A nationally recognized premium coffee roaster and specialty retailer in Southern California since 1993, Klatch has been honored as the 2009 Micro Roaster of the Year and Klatch's World's Best Espresso blend is the only espresso ever awarded "Best Espresso in the World" at the World Barista Championships. Klatch is also home to Barista Champion and BGA Past Chair Heather Perry, Director of Training and Consulting. Visit <http://www.klatchroasting.com> to learn more about their award-winning espressos, coffees and barista training.

Julie Sanchez-Alvarez
Marketing Specialist
julie@klatchroasting.com
909-981-4031

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OFFICE: 909-981-4031
1848 W 11TH STREET, SUITE A
UPLAND CA 91786