

PORTLAND ROASTING GARNERS RUNNER-UP ROASTER OF YEAR **Local Coffee Company Earns Kudos for Quality and Sustainability**

PORTLAND, Ore. --- *October 27, 2006* – Portland Roasting Coffee Company was among the cream of the crop as *Roast Magazine* hosted its third annual Roaster of the Year competition this fall. Although top honors went to Intelligentsia coffee of Chicago, Portland Roasting was selected as runner-up for its high quality single-origin coffees and sustainable business practices.

“We take into account a number of factors when choosing our winners. Portland Roasting scored high in many of the categories, especially in their sustainable practices,” explains Shanna Germain, editor, *Roast Magazine*. “For a smaller company, they have been able to achieve a great deal on the sustainable front, both at origin with their Farm Friendly Direct™ programs and at home with waste-reduction programs, bio-diesel delivery and a USDA-certified organic facility.”

All coffees entered in the competition were judged per SCAA (Specialty Coffee Association of America) standards on a 1-100 point scale. When scoring the coffees, judges took into account defects, flavor profile, density, body, aroma and mouth feel, among others characteristics. The blind cupping yielded for Portland Roasting scores of 84.25 for its Morning Blend, an 86.50 for its Papua New Guinea and 86.50 for its Ethiopian Yirgacheffe – high scores for any cup of coffee.

“In the end, it was the quality of coffee that moved Portland Roasting ahead of the competition,” Germain adds. “Their single-origin coffees stood out in the blind cuppings as being some of the best.”

In addition to the cupping element of the competition, entrants answered questions pertaining to their business practices ranging from the company’s mission to employee and educational practices, commitment to and involvement in the coffee industry and innovations in roasting, marketing and business operations. Portland Roasting’s consistent and conscientious efforts in innovation in all of the categories listed helped them rise to the top of the competition. Whether it’s refining and extending their Farm Friendly Direct™ coffee sourcing program; constantly updating software designed to track green samples; customizing their Turkish drum roasters; or leading the way with eco-friendly practices with the unveiling this fall of their new compostable hot cup, Portland Roasting takes pride in leading the way with high quality coffee grown, harvested, and roasted in a manner that serves us all.

About Portland Roasting

Since 1996, Portland Roasting Coffee Company has been roasting coffee and espresso for the Northwest community. The company’s products are available via wholesale, internet and retail channels as well as through corporate, university and specialty venue businesses. Portland Roasting prides itself on its sustainability initiatives such as its Farm Friendly Direct™ program that pays premium prices to its growers to ensure quality coffee while helping to sustain the families and communities that support the coffee farmers. For more information on its coffees and environmental programs, please go to www.portlandroasting.com

#

amyb@seed-pr.com