

FOR IMMEDIATE RELEASE

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New Contract Boosts Commercial Market for Portland Roasting

Eco-friendly coffee part of Food Services of America dedication to sustainability

Portland, Ore. – Portland Roasting Coffee Company has signed a contract with Northwest-based Food Services of America (FSA), one of the nation’s largest food service distributors, to provide a variety of its premium sustainably grown coffees to commercial accounts throughout Oregon, and in southwest Washington and northern California.

The contract will strengthen Portland Roasting’s position in key industries such as restaurants, hotels, resorts and commercial food service operations. FSA will offer its clients a full line of Portland Roasting’s Farm Friendly Direct™ whole bean and ground coffees, including Portland House, French, Sorano Espresso, Decaf, and in-room hotel packs.

FSA was the first and remains the only company of its type to be certified by Food Alliance, a Portland-based organization that provides certification of sustainable practices for farmers, food manufacturers and businesses.

“Our contract with Portland Roasting re-establishes our commitment to the local economy, and solidifies our stance to provide a quality product,” said Randy Irvine, president of FSA’s Portland branch. “This partnership with a company as serious about sustainability and quality as we are is just one more example of our dedication to the communities and customers we serve.”

“This is a major step for us in building our brand with partners who share our vision of local, natural and organic products,” said Marie Franklin, national sales manager of Portland Roasting. “It will help us reach important markets where consumers who share our commitment are demanding products that match their lifestyles.”

About Portland Roasting

Established in Portland, Ore., in 1996, Portland Roasting is a premium roaster of coffee and espresso for wholesale customers and direct consumers. The heart of Portland Roasting lies in its Farm Friendly Direct™ company-wide purchasing program in which it pays its growers above market prices to ensure quality coffee while sustaining the families and enriching the communities in which the farmers live. In 2006, 2007 and 2008, Portland Roasting achieved finalist rankings for “Roaster of the Year” by Roast Magazine. For more information go to www.portlandroasting.com.

About Food Services of America

Food Services of America (FSA) is the nation’s sixth largest broad-line foodservice distributor serving customers in 15 western and mid-western states from nine regional distribution centers. The company has long-standing relationships within its communities and regions. Customers include independent and chain restaurants, schools, hospitals, hotels, cruise lines and government foodservice operations – anywhere people dine away from home. For more information go to www.fsafood.com.

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