

FOR IMMEDIATE RELEASE
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Portland Roasting debuts new cupping room as the place to “brew” sustainable business practices and “stimulate” conversation about fairly-traded coffee.

PORTLAND, OR – Portland Roasting will ring in 2006, with their newly created cupping room located at 340 S.E. 7th Avenue. As the first local coffee roaster to provide access to the public regarding the correlation between coffee and building sustainable communities, this 600sf space will introduce visitors globally to the exotic locations that Portland Roasting supports through its Farm-Friendly Direct™ programs as well as act locally as a networking hot spot for like minded, socially-responsible, sustainable businesses.

The newly created area within Portland Roasting’s roasting facility will not only act as a place for training and on-going quality control for the company, but allow people to follow the bean from crop to cup and host special events. Included in the space will be a small batch drum roaster, state-of-the-art espresso machines, a lazy-susan table for arranging the different roasts, and of course a spittoon – used professionally to show technique and the way to assess the different coffee’s profiles and quality.

Aesthetically, the space has been designed using a warm, vibrant palette of natural hues and display photos and cultural items from far away places as Ethiopia, Papua New Guinea & Tanzania that are reflections of the growing regions and farms.

The materials used in the space and where they were procured were also a key consideration to Portland Roasting managing partner Mark Stell. In cooperative partnership with locally-owned Environmental Building Supplies, the eco-flooring is a very new-to-market material called Marmoleum Click. “Not only is it a durable and sustainable material comprised mainly of linseed oil and wood flour, but it shows our sincerity of working with our neighbors,” states Mark.

Thinking globally and acting locally in business has always been top priority for Portland Roasting since it began in 1996. Mark shares “This cupping room is the embodiment of our practices and I look forward to sharing it with like-minded companies in the Portland business community.”

SOCIAL & SOCIALLY-RESPONSIBLE CUPPING ROOM CREATED Cont.
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About Portland Roasting

*The foundation of Portland Roasting's coffee sourcing is their award-winning **Farm Friendly Direct**[™] program which involves paying growers a premium for their coffee with 100% of that program premium going to farm and community projects. Portland Roasting was awarded the Specialty Coffee Association of America's Social Sustainability Award and was recognized by the Business Journals as one of the fastest growing companies in Portland in 2005. They are the official coffee for the Oregon Food Alliance. More information regarding Portland Roasting's humanitarian projects or specialty coffees log onto www.portlandroasting.com or call 503-236-7378*

Environmental Building Supplies focus is on natural and renewable materials, like Marmoleum, FSC-certified wood products, wool carpets, cork and natural paints. Since responsible building encompasses a broader spectrum, they also offer low-toxic, energy-efficient, solar and recycled content products. EBS has been a pioneer in the green building movement for over twelve years. More information about Environmental Building Supplies and their products can be found at www.ecohaus.com or 503-222-3881.

About Marmoleum Click

Marmoleum Click is an ecologically produced, natural linoleum on HDF with a cork layer, that comes in 36 x 12 inch panels or 12 x 12 inch squares. Its unique construction with the patented click system, combined with a broad color palette, makes it a do-it-yourselfers dream.

No exhaustive prep to the existing floor and tongue in groove design means no need for glues. Marmoleum Click can be applied over existing flooring as long as it is flat, smooth and level. Since there is no nailing, it can easily be used in basements – but you do need a vapor barrier.

CONTACTS / RESOURCES

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