

FOR IMMEDIATE RELEASE

DATE – March 18, 2008

Portland Roasting Launches Hotel Pack for In-Room Brewing

Award-winning, sustainably-grown coffee available for hotel guests immediately

Portland, Ore. – Heeding the call of hotel guests craving quality coffee brewed in their rooms, Portland Roasting Company has just launched a hotel pack for single and four-cup brewers featuring the company's distinctive Farm Friendly Direct™ coffees. For more information go to www.portlandroasting.com/purchase/hotel.

“The hotel and lodging industry is fiercely competitive, so accommodations are always on the lookout for ways to provide their guests with value-added room amenities,” said Marie Franklin, national sales manager of Portland Roasting. “A good cup of coffee is comforting, and is a very simple way to make a guest feel welcome.”

Portland Roasting's hotel pack selection offers Morning Blend and Vienna Roast blends in .8 and 1.5 ounce filter packs, regular and decaffeinated. Other offerings include a condiment pack, Portland Roasting's eco-friendly ecotainer™ to go coffee cup, a black lid, and an assortment of Bulk Mighty Leaf teas.

“The proliferation of high-quality coffee has changed tastes and underscored consumers' habits,” said Michael Luehrs, director of operations at Doubletree Hotel in Portland, Ore., and Portland Roasting customer. “People are no longer satisfied with a nameless, tasteless product.”

Organizations interested in Portland Roasting's hotel pack options can contact Portland Roasting at 503-236-7378 ext. 312, at sales@portlandroasting.com, or at www.portlandroasting.com/purchase/hotel.

About Portland Roasting

Established in Portland, Ore. in 1996, Portland Roasting is a premium roaster of coffee and espresso for wholesale customers and 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 and 2007, Portland Roasting achieved finalist rankings for “Roaster of the Year” by Roast Magazine. For more information go to www.portlandroasting.com.

#

Media Contact:

Kelliann Amico
Amico Public Relations
503-224-5486
kelliann@amicopr.com