

Portland Roasting Coffee Meets Up With Ruby Jewel Treats *A Kick-Start Ice Cream Sandwich Joins Sweet Treat Roster*

PORTLAND, Ore. --- *November 01, 2007* –Portland Roasting Coffee and Ruby Jewel Treats, two locally grown companies, have combined their premium products to create a new taste sensation – Sumatran blend coffee ice cream flecked with freshly ground espresso beans sandwiched between two layers of cinnamon chocolate chunk cookie. This new confection -- fresh roasted Portland Roasting coffee married with the Rose City’s sweetest treat adds up to a double shot of local.

Gourmet ice cream sandwiches -- and quart containers of coffee ice cream for the purists -- are the edible offspring of this local food and drink purveyor partnership that shares a mutual commitment to high quality and conscientiously sourced food and drink.

“We were attracted to the fact that Portland Roasting spent so much time and energy sourcing beans and helping farmers grow and expand. That and their attention to detail, not to mention that their coffee tastes great, drew us toward them as a food supplier partner,” says Lisa Herlinger, creator and owner of Ruby Jewel Treats. “We try to source as much as we can from Oregon as we want to support local companies and at the same time minimize the time and energy it takes to get items to different places – whether that’s bags, labels, boxes or ingredients.”

Portland Roasting Coffee, a veteran Rose City microroaster, has always trained its eye on opportunities to collaborate with the community. They have aligned themselves with and are serving coffee to customers of Lloyd District’s Doubletree Hotel, a Green Seal ‘green hotel’ designate whose sustainable purchasing practices reduce total travel miles of its food products. Elephant’s Deli, another Portland Roasting partner, is a Blueworks-certified business, one of only four food businesses in the city that has earned accolades for its buy local and waste-reduction initiatives.

“This is yet another avenue to get our coffee out to consumers and what better way than tucked inside an ice cream sandwich or blended into quart-size containers,” says Mark Stell, managing partner at Portland Roasting Coffee. “The ice cream is the fringe benefit of working with a local company devoted to the values of sustainability that we share.”

Ruby Jewel Ice Cream made with Portland Roasting Coffee will be available in three-gallon containers for food service and special events and coming soon for those who like their sweets intermingled, pint-sized containers of coffee ice cream embedded with cinnamon chocolate chunk cookie.

Coffee-infused Ruby Jewel Treats will be available for purchase at Portland Farmers Markets, Pastaworks, Hot Lips Pizza, City Market, Market of Choice, Food Front Co-op, Alberta Co-op, Zupans, Whole Foods Markets, New Seasons Market, 360 Pizzeria, True Brew Coffee House and other local shops and restaurants. For a full list of vendors, please go to the web site at www.rubyjewel.net

About Ruby Jewel Treats

Ruby Jewel Treats were born when former chef Lisa Herlinger came up empty handed in a quest for an ice cream sandwich that was ‘distinct, original and bold.’ Herlinger set to work to fill that void and came up with Ruby Jewel Treats, thick slabs of Oregon-fresh ice cream sandwiched between mouthwatering and sumptuous cookies. Using the freshest, all-natural, all-good and all-Northwest ingredients, from hormone-free milk at Lochmead Dairy, to locally grown mint, honey and lavender, and locally roasted coffee, Ruby Jewel Treats are a delicious Oregon badge of honor. Ruby Jewel prides itself on being a sustainable company and strives to be waste-free. To find out where to score your next ice cream sandwich or to find out more about the company, go to www.rubyjewel.net

About Portland Roasting

Since 1996, Portland Roasting has been roasting coffee and espresso for the Rose City community. Their coffee and coffee 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

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