

PORTLAND ROASTING  
*Coffee*



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**Doubletree Hotel & Executive Meeting Center - Lloyd Center Adds Portland Roasting Coffee To Their Sustainable Menu**

PORTLAND, Ore. – July 25, 2007 - The Doubletree® Hotel & Executive Meeting Center Portland-Lloyd Center announced today that the property has selected Portland Roasting Company to provide coffee products in their meeting and banquet facilities.

Portland Roasting will replace Starbucks as the property's coffee service. This switch is part of the Doubletree's ongoing efforts to partner with local, sustainable vendors throughout their purchasing and operations. The 476-room Doubletree was the first lodging property in Oregon to be certified with a Green Seal "green hotel" designation, and has recently been recognized for its sustainability initiatives by both the State of Oregon and the City of Portland.

"Partnering with Portland Roasting makes perfect sense for us," states Michael Luehrs, Director of Operations, and the Doubletree's sustainability coordinator. "This is a conscious choice to partner with a local company whose sustainability practices are very compelling, and whose goals fit with our own, both in terms of reducing waste and supporting the local community."

Portland Roasting Company has made sustainability a core part of their business, from their well-established Family Farm Direct™ program, which supports coffee farmers and their communities through direct premiums to growers. They also recently introduced the ecotainer™ - a compostable to-go cup made of paper with a corn-based plastic lining.

"Being chosen as the local coffee of choice in Doubletree Hotel's banquet service is an honor in addition to a great business partnership," says Mark Stell, managing partner at Portland Roasting Company. "We are always happy to align with companies that conscientiously make business decisions based on local and sustainable values."

Portland Roasting will provide bulk coffee to the hotel in compostable bags, as a more sustainable alternative to the industry standard of plastic-lined foil pouches. Plans are being discussed to begin delivering the Doubletree's coffee supply via bicycle, supporting the Doubletree's efforts to reduce their carbon footprint.

The Doubletree has developed a Property Purchasing Policy that gives priority to locally produced products and recycled content percentages over price. Their sustainable purchasing practices in 2007 include adding fifteen new local vendors, reducing the total travel miles of food product to an average of 300 miles. This localization of food suppliers has fueled \$334,579 back into the local economy this year.

In addition to Portland Roasting Company, the Doubletree has recently partnered with other local organizations who share their goal of promoting sustainability. The hotel worked with The Climate Trust to create a “Carbon Calculator,” which guests and groups can use to determine the global warming impact of their stay and events. The guests or groups can then make a contribution to The Climate Trust to offset their stay’s carbon footprint.

For guests who want to reduce their carbon footprint but need to drive during their stay, the Doubletree has teamed up with Flexcar to become part of the Flexcar car-sharing network. Doubletree guests can now become members of Flexcar’s national network and borrow a hybrid vehicle, based on the hours that they need transportation.

Through partnerships with the Zero Waste Alliance and the City of Portland, the Doubletree has reduced their overall waste by 65% over the last decade. These efforts also include diverting their existing waste into composting and recycling. Currently, the property recycles or composts an impressive 59% of their overall waste stream.

The Doubletree has established a designated website, [www.doubletreeportlandgreen.com](http://www.doubletreeportlandgreen.com), to educate their guests about their sustainability initiatives. The site contains information about the carbon offset and carsharing programs, green meeting packages, and the Doubletree’s other sustainability programs.

This fall, the Doubletree will begin extensive renovations to the property, and has designated a staff person to lead efforts towards a LEED-EB (Existing Building) certification. In addition, the hotel has a full-time Green Team committee that spearheads their sustainability programs.

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**The Doubletree Hotel & Executive Meeting Center Portland - Lloyd Center** is adjacent to the popular Lloyd Center Mall and just blocks from the newly expanded Oregon Convention Center, the Rose Garden Arena, and Memorial Coliseum. Located less than 10 miles from the Portland International Airport, the MAX light rail system now picks up passengers at baggage claim and drops them off directly across the street from the hotel’s front door. For more information, please call 503-281-6111, or visit our website at [www.doubletreeportlandgreen.com](http://www.doubletreeportlandgreen.com).

**Portland Roasting Company** is a Portland-based coffee and espresso roaster. Since 1996, they have provided coffee through wholesale, retail, and online channels as well as through private businesses and institutions. Their sustainability platform includes the Farm Friendly Direct™ program, which provides direct premiums to growers, and the Northwest’s first biodegradable ecotainer™. For more information, please visit [www.portlandroasting.com](http://www.portlandroasting.com).