

FOR IMMEDIATE RELEASE

**Portland Roasting Coffee Joins Local Stores' Shelves  
Locally-owned Zupan's Market and Sheridan Fruit Offer Customers Rose City Favorite**

PORTLAND, Ore. – *February 12, 2008* – Portland Roasting Coffee partners with two local grocers this month, joining the coffee line up at Zupan's Markets and Sheridan Fruit company, with its wide selection of coffees, including organic, shade-grown and their signature Farm Friendly Direct™ line.

Customers clamoring for local coffee can find 16 varieties of Portland Roasting 12-oz pre-packs at all four metro-area Zupan's Market locations and both 12-oz and bulk coffee (10 varieties) at Sheridan Fruit Company in southeast Portland. In keeping with their ecologically friendly bent, all of Portland Roasting's coffees are packaged in compostable bags.

“Portland Roasting is one of the city's most beloved coffee companies with a more than 10-year history of roasting coffee,” said Mike Zupan, Zupan's Markets owner. “We want to support these local vendors that not only offer a high-quality product but also go the extra mile to conscientiously source and package their products.”

Portland Roasting is also available at local grocers New Seasons Markets, Fred Meyer (Stadium), Lamb's Garden Home, Roth's Fresh Market, Elephant's Delicatessen and is the property's coffee service at DoubleTree Hotel's Green Seal-certified green hotel located in the Lloyd Center. Ruby Jewel Treats ice cream sandwiches are perked up by Portland Roasting's espresso, and Portlanders can find a brewed cup at a wide variety of cafes around the city. To find out where to get your next cup of Portland Roasting coffee, go to [www.portlandroasting.com](http://www.portlandroasting.com)

**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. Serving a variety of needs ranging from conservation to education, the projects are planned with an eye toward the future. For more information on its coffees and environmental programs, please go to [www.portlandroasting.com](http://www.portlandroasting.com)

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