

**Elephants Delicatessen:**

Melissa Broussard, 503-638-1055; cell: 503-702-4620

[melissa@broussardhill.com](mailto:melissa@broussardhill.com)

Lisa Hill, 503-327-8328; cell: 503-730-8055

[lisa@broussardhill.com](mailto:lisa@broussardhill.com)

**Portland Roasting Coffee:**

Kathleen Finn, Seed PR

[kathleenf@seed-pr.com](mailto:kathleenf@seed-pr.com)

503-528-2652

## ELEPHANTS DELICATESSEN SELECTS PORTLAND ROASTING COFFEE FOR ITS COMMITMENT TO SUSTAINABILITY

*Elephants continues to foster partnerships with local businesses – from Ruby Jewel Ice Cream to Kettleman Bagels*

PORTLAND, Oregon (September 12, 2007) – A phrase heard at Elephants Delicatessen has always been “buy local.” This statement reflects Anne Weaver’s commitment to using as many local products and vendors as possible in the delicatessen, café and catering company. As CEO of Elephants, Anne Weaver believes in aligning with like-minded local businesses that are passionate about their product and employ practices that have low environmental impact. Weaver recently added Portland Roasting Coffee to Elephants growing list of locally-owned vendors and will use the coffee in all aspects of its operations – from retail to catering and private dining. Anne Weaver has also initiated partnerships with other Portland-area vendors such as Ruby Jewel Ice Cream and Kettleman Bagels.

“Partnering with Portland Roasting fits into our company-wide mission of supporting local businesses who choose sustainable practices,” says Weaver. “We are on the lookout for vendors who are trying to make a difference for the environment and for our local community.”

Portland Roasting Coffee will provide a variety of Farm-Friendly Direct™ coffees to Elephants Delicatessen, including **Elephant's Blend**, **Elephant's Blend Decaf**, **Espresso Trieste** and rotating Farm-Friendly Direct™ coffees of the Day, including Papua New Guinea, Guatemalan, Costa Rican, Ethiopian, El Salvador, Peru, and Tanzanian, along with the featured "Neighborhood Blends" such as Goose Hollow, Lair Hill and Mt. Tabor.

Portland Roasting Company will also provide other sustainable products to Elephants, including:

- **Ecotainer™ Cups:** The ecotainer™ cup, which is compostable and provides an environmentally friendly alternative to standard paper packaging.
- **Mighty Leaf Teas:** Organic and natural loose-leaf teas in biodegradable pouches (no glue or staples). These teas are produced using only the top two percent of the tea plant with no artificial oils or flavorings.

“When a respected Portland institution such as Elephants picks our coffee to represent their commitment to local and high-quality products, we couldn’t be more pleased,” says Mark Stell, managing partner at Portland Roasting Company. “We welcome opportunities to partner with businesses that aim to build our local economy.”

### ELEPHANTS DELI EMBRACES GREEN PRACTICES

A 30-year veteran in the gourmet food industry, Elephants Delicatessen has also been leading the way in the Pacific Northwest to establish a commitment to the environment in all aspects of its food and catering business. The company’s latest “green” practices include adopting a new box lunch container for all its catering and take out uses that is 100 percent biodegradable made from renewable, sustainable resources such as corn and potatoes and 100 percent recyclable fiber board. Additionally, the company has committed to using 100 percent new wind power from Northwest wind farms from Portland General Electric. These are some of the positive steps that helped Elephants Delicatessen receive the Blue Works Award from the Office of Sustainable Development in November 2006 -- one of only four food businesses in the city to be recognized.

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**About Elephants Delicatessen**

A locally owned company since 1978, Elephants Delicatessen was a pioneer in the gourmet food industry in the Pacific Northwest and now has three locations. Elephants recently received the Blue Works Award from the Office of Sustainable Development and was honored by Portland General Electric for its use of renewable energy. As a delicatessen, café, and catering company, Elephants offers a complete menu prepared from scratch daily by in-house chefs. All locations have indoor seating or meals available for take-out using the new 100 percent biodegradable box lunch containers. The flagship location in NW Portland also features a full cocktail bar, the Garden Room for private dining, and a wide assortment of cheeses, house-made pastries, breads, sandwiches, salads and desserts. Locations include: Elephants Delicatessen at 115 NW 22<sup>nd</sup> Avenue; Flying Elephants at the Fox Tower, 812 SW Park Avenue; and Flying Elephants at Kruse Woods, 5885 SW Meadows Road, Lake Oswego. For more information, please visit [www.elephantsdeli.com](http://www.elephantsdeli.com).

**About Portland Roasting Company**

Since 1996, Portland Roasting Company has been providing coffee and espresso for the Rose City. Their coffee and related products are available via wholesale, internet and retail channels as well as through corporate, university and specialty venue businesses. A fellow Blue Works-certified business, Portland Roasting prides itself on its sustainability initiatives such as its Farm Friendly Direct™ program, which 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 Portland Roasting's coffees and environmental programs, please visit [www.portlandroasting.com](http://www.portlandroasting.com)