

FOR IMMEDIATE RELEASE

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Portland Roasting Wins Contract with Fred Meyer Hawthorne Store Positioned for LEED Silver Certification

Fred Meyer selects local coffee roaster for its sustainable business practices

Portland, Ore. – Portland Roasting Coffee Company was selected as the premium purveyor of coffee at the newly renovated Fred Meyer (Hawthorne) store located at 3805 SE Hawthorne Blvd. in Portland. Originally built in 1951, this store is the first retailer in Oregon, and the first of the Cincinnati-based Kroger Co., which operates 2,500 stores, positioned to achieve LEED Silver certification.

“For years, Fred Meyer has been focused on energy conservation, recycling and waste management, so pursuing LEED certification is a logical and exciting next step for us,” said Melinda Merrill, director of public affairs for Fred Meyer. “When it came time to select our premium coffee purveyor, Portland Roasting rose to the top for its local and global sustainable business practices.”

Portland Roasting coffee is available in the bulk coffee section of the Hawthorne Fred Meyer, and in the barrels located in the retailer’s deli-bakery. Offerings include shade-grown coffees and the roaster’s signature Farm Friendly Direct™ line.

Portland Roasting coffee is also sold at Fred Meyer (Stadium), New Seasons, Zupan’s Markets, Sheridan Fruit Company, Lamb’s Garden Home, Roth’s Fresh Market and Elephant’s Delicatessen. Consumers may also purchase Portland Roasting coffee directly by calling (800) 949-3898, or online at <http://www.portlandroasting.com/purchase/coffee-products>.

For those who leave the brewing to others, Portland Roasting is served at a number cafés throughout Portland, as well as at the Green Seal-certified DoubleTree Hotel at Lloyd Center. The roaster’s espresso can also be found in Ruby Jewel Treats’ ice cream sandwiches.

About Portland Roasting

Established in Portland, Ore. in 1996, Portland Roasting is a premium roaster of coffee and espresso for wholesale customers and direct 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, 2007 and 2008, Portland Roasting achieved finalist rankings for “Roaster of the Year” by Roast Magazine. For more information go to www.portlandroasting.com.

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