

FOR IMMEDIATE RELEASE

Portland Roasting Hires Brian Cornelsen to Serve Sacramento

New hire signals market expansion for Portland-based gourmet coffee micro-roaster

Portland, Ore. – Portland Roasting Coffee Company has hired Brian Cornelsen as Senior Sales Representative for the company’s Sacramento office. In his new position, Cornelsen is responsible for managing sales and distribution for the gourmet coffee roaster’s clientele in Northern California and Nevada. He is also exploring new sales relationships with the Sacramento culinary community.

Prior to his work in coffee sales, Cornelsen was West Coast Regional Manager for Illinois-based coffee equipment manufacturer, FETCO, which is where he got his professional start in the coffee industry. Cornelsen’s experience also includes sales and management positions with the Sacramento-based national coffee roaster Java City, and several years in hospitality management with Marriott International. He got his start in sales while a student of California State University at Long Beach, working for a neighborhood bakery and making cold-calls to potential wholesale customers.

A native of Huntington Beach, Calif., Cornelsen lives in Sacramento with his wife and two children. He and his family enjoy spending their free time hiking, cooking, and swimming.

About Portland Roasting

Since opening in Portland, Ore., in 1996, Portland Roasting has hewn to a mission to search out memorable coffee grown by farmers who are committed to stewardship of the land. Proceeds from coffees bearing the roaster's Farm Friendly Direct™ label support farm and community projects that increase the quality of life for growers and their families. Portland Roasting's long-term view of sustainability reaps healthy farms, collaborative relationships with growers, and good coffee. Look for Portland Roasting coffee at grocers, cafes, restaurants, hotels and universities, and online at www.portlandroasting.com.

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