



MEDIA RELEASE

For Immediate Release

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CRIMSON CUP COFFEE REPLACES STARBUCKS IN LOCAL KROGER. TO CELEBRATE, OFFERS FREE MOCHAS TO CONSUMERS.

(COLUMBUS, OHIO | 12/15/2008) — Crimson Cup[®], a specialty coffee roaster and business consultant, is pleased to announce the opening of their newest location. Replacing a Starbucks kiosk, the Crimson Cup Coffee Bar is located in the Stoneridge Kroger store on the corner of Morse and Hamilton Road. To celebrate the new partnership, from December 15 – January 4 Kroger customers will receive coupons on the back of their receipts for a free small mocha. The coupons are redeemable through January 31, only at the Stoneridge Kroger Crimson Cup.

The Kroger coffee bar joins the Crimson Cup Community, a network of over 80 coffee houses across the country focused on serving great coffee in unique environments that benefit communities. The coffee bar features a full menu of espresso-based drinks, served hot, frozen or on ice and a variety of smoothies, as well as an assortment of fresh baked pastries. In addition to espresso drinks, the Kroger Crimson Cup regularly stocks 12 oz bags of coffee for consumers to take home. The coffee bar hours are 6 a.m. until 9 p.m. seven days a week.

About Crimson Cup[®] Coffee & Tea

Since 1991, Crimson Cup[®] Coffee & Tea has roasted and packaged quality, great-tasting coffee in Columbus, Ohio and taught business owners how to be successful in specialty coffee.

Crimson Cup is building a community of coffeehouses where the owner/operator practices the company's coffee business curriculum while having a passion for serving their respective communities. In September 2007, Crimson Cup opened its very first retail store, located in the north Columbus community of Clintonville. It joins 90 Crimson Cup Community retailers across the country, including more than a dozen stores in Central Ohio.