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For Immediate Release

**DUNN BROS COFFEE TAKES AUTHENTICITY TO A NEW LEVEL BY REDEFINING
SPECIALTY COFFEE**

Specialty coffeehouse understands and outlasts coffee industry changes

Minneapolis, MN (August 28, 2008) – As the specialty coffee industry evolves, consumer appreciation of the growing trend toward authentic craftsmanship within the specialty coffee industry has placed Dunn Bros Coffee in the eye of the hurricane. Consumer interest in freshness and quality of coffee is on the rise putting large coffee chains on the back burner and locally owned coffeehouses in the forefront. Most coffee chains have moved to super-automatic espresso and coffee machines using coffee that has moved beyond its peak freshness window diminishing the flavor characteristics distinguishable only in freshly roasted coffee beans. In contrast, Dunn Bros Coffee hand-crafts its beverages using directly sourced beans roasted and sold at the peak of their freshness potential; fundamentally redefining the authentic coffeehouse experience.

Over the last ten years, the growth of specialty coffee retail stores has been dramatic, largely because of the rapid growth of Starbucks. As a result, consumers can find a specialty coffee drink in almost every neighborhood shopping center making this specialty product not so special. “Specialty coffee is now mainstream,” says Chris Eilers, CEO of Dunn Bros Coffee. “We are reinventing ‘specialty.’” Most coffee outlets, including McDonalds, have commoditized the experience of specialty coffee by equating speed with quality. In turn, the majority of specialty coffee experiences reflect a coffee chain rather than an authentic coffeehouse atmosphere.

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The idea of catering to the “grab and go” consumer has overwhelmed the specialty coffee industry at places like Starbucks, Dunkin’ Donuts and McDonalds. The maturing specialty coffee consumers are beginning to react to this feeling of urgency tied to their morning coffees and afternoon lattes by seeking out more traditional coffeehouses. Increased consumer interest in the craftsmanship of the world’s finest coffees and the encouraged deceleration of the coffee lover’s overall experience has given Dunn Bros Coffee an advantage within the industry.

Although roasting coffee in-house has been a defining competitive point of difference for Dunn Bros Coffee since 1987, it is only recently that the coffee consuming public has taken notice of the dramatic difference in taste produced by freshly roasted beans. With the knowledge of the industry changes and the welcomed digression toward tradition, Dunn Bros Coffee is in a position to fulfill the growing demands of the coffee enthusiast. Guests are able to experience the artistry and complexity of the subtle nuances that are most distinguishable after freshly roasting coffee beans. Dunn Bros Coffee further ensures that their beans are consumed at the peak of their flavor potential by selling them within three days of roasting in every traditional location.

The specialty coffee industry is undergoing an important evolutionary process giving way to the energy, time and effort deserving of every specialty coffee beverage. For 21 years, Dunn Bros Coffee has invested time, energy, and knowledge into the finest freshly-roasted beans that go into every coffee beverage and every bag of coffee beans sold.

About Dunn Bros Coffee

Founded in 1987, Dunn Bros Coffee has successfully proven to its guests and competitors why fresh-roasted coffee is the ideal. This award-winning coffee franchise has over 90 locations across the nation and was founded on the principle that daily, on-site coffee roasting delivers more flavorful coffee and the freshest coffee beans. Each location has a unique and authentic coffeehouse atmosphere. For more information, visit www.dunnbros.com

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