

DUNN BROS COFFEE®

MEDIA CONTACTS:

Andy Vercelli
Columbia Dunn Bros Coffee
573.230.9544
dunnbros97@dunnbros.com

Lindsay Vergin for Dunn Bros Coffee
651.303.5724
lvergin@dunnbros.com

For Immediate Release

DUNN BROS COFFEE IS BRINGING A NEW FLAVOR TO COLUMBIA, MO

Specialty coffeehouse and roastery to host Grand Opening weekend November 20-22

Columbia, MO (November 7, 2008) – For coffee lovers in the Columbia area, Dunn Bros Coffee is bringing a new flavor to the coffee scene as it opens its doors on Thursday, November 20 at 6:00 a.m. Located at 1412 Forum Boulevard, the new coffee shop will host a series of Grand Opening activities and promotions throughout the opening weekend of November 20-22.

When doors open to the public, guests will receive free brewed coffee, \$1.00 specialty beverages, and \$3.00 half-pounds of freshly roasted coffee beans. Guests will also be able to load \$10 onto a RoastmasterRewards loyalty card and receive a voucher for a free beverage of choice or a free half-pound of beans to use at their next visit.

A coffee expert will be stationed at the in-store roaster during the Grand Opening celebration to teach guests about roasting, help them select coffee beans, and answer questions about the coffees that will be offered. Committed to freshness and flavor, Dunn Bros Coffee provides guests with exceptional coffee – from coffee farm to coffee cup. “The most unique aspect of our store is the in-house coffee roaster where all of our beans will be roasted fresh every day,” says Andy Vercelli, co-owner of this new Dunn Bros Coffee location.

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About the Columbia, MO Dunn Bros Coffee Location

The Columbia location is located at the Forum Shopping Center in part of the former T.K. Brothers Grill & Games building. Dunn Bros Coffee of Columbia will create an inviting atmosphere that provides a convenient place for people to work, meet, relax or enjoy the aroma of fresh-roasted coffee. Guests will be able to drink fresh coffee while surrounded by Costa Rica coffee plantation decor.

Boasting 2,000 square feet, this new Dunn Bros Coffee location will feature a signature coffee roaster, outdoor patio seating, a convenient drive-thru, and free wireless Internet access and computer terminals. There will also be a separate space that can be reserved for business meetings available.

About the Owners

Owners, Andy and Shelly Vercelli also own the Jefferson City Dunn Bros Coffee location at 3218 W. Edgewood. The new Columbia location will be the second owned by the Vercelli's. "We are most excited about sharing the experience of freshly roasted coffee with everyone who savors a great cup of coffee." says Andy Vercelli. Both Andy and Shelly attended the University of Missouri and have been Tiger fans ever since.

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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