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For Immediate Release

**DUNN BROS COFFEE TO CELEBRATE GRAND OPENING NEAR XCEL CENTER**

*Specialty coffeehouse and roastery offers drink and bean specials during 3-day celebration.*

**St. Paul, MN [February 4, 2009]** –Dunn Bros Coffee is bringing a new flavor to the coffee scene near the Xcel Center as it opens its doors on Thursday, February 12 at 6:00 a.m. Located at 242 West 7<sup>th</sup> Street, St. Paul, MN, just blocks from the Xcel Center, the new coffee shop will host a series of Grand Opening activities and promotions throughout the opening weekend of February 12-14.

When doors open to the public, guests will receive free brewed coffee, \$1.00 specialty beverages, and \$4.00 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.

Opening the new location in a retail environment that sees more and more closings, including the Starbucks that previously inhabited this location, exemplifies the idea that quality prevails. 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 Roger Schultz, owner of the new Dunn Bros Coffee location. A coffee expert will be stationed at the in-store roaster during the Grand Opening celebration to teach guests about

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roasting, help them select coffee beans, and answer questions about the coffees that will be offered.

Owner, Roger Schultz is excited to open his second Dunn Bros Coffee location. “I have always admired the surrounding neighborhood of businesses that are owner-operated and community-based.” Schultz also owns the Dunn Bros Coffee and Northwest Opticians located at 367 Wabasha Street North in downtown St. Paul.

In addition to the signature coffee roaster, the new shop will feature free wireless Internet access and off-street parking for guests.

“It’s very important to us for our new franchise locations to fit into the community and not be forced in,” said Chris Eilers, CEO of Dunn Bros Coffee Franchising, Inc. “We are always sorry to hear of other coffee companies closing their doors but we felt that this location was perfect for the Dunn Bros Coffee concept.”

### **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 95 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. As one of the nation’s only specialty coffee shop and roaster franchises that roasts its coffee beans every day right in its shops, Dunn Bros Coffee ensures that their coffee beans are consumed at the peak of their flavor potential. Every traditional Dunn Bros Coffee location roasts coffee beans on-site daily guaranteeing customers the ability to purchase an impressive variety of the world’s finest fresh roasted coffee beans. For more information, visit [www.dunnbros.com](http://www.dunnbros.com)

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