



CONSUMER CHOICE COFFEE



A New Facility and New Products Add to Customer Satisfaction as Consumers Choice Celebrates 33rd Anniversary



Our Crew

For 33 years Consumers Choice Coffee has been Louisville's premier coffee and tea distributor. This year's anniversary is particularly momentous, celebrating their move to a brand new west end facility. The new headquarters will allow Consumers Choice Coffee to do what they do best, make great products and grow, just as they have been for the past 32 years.

"We have our customers to thank for our

continued growth," said Bob Patterson, Consumers Choice Coffee's president. "We are very fortunate to have such a loyal customer base. It is through their input and feedback that allow us to provide the best service and products in the market!"

The newly built 17,550 square foot building will allow Consumers Choice Coffee to increase product lines, and remodel a separate 4,000 square foot building on the property which will be the new refurbishment equipment department.

"Our recent move will allow us to service our customers more efficiently, especially with our new refurbishment department. With all this growth and extra space we are also excited to introduce new and innovative product lines," said Bob.

Currently, CCC distributes its products to almost all of Louisville-area fine dining establishments, Thornton's Quick Cafes and all McDonalds in most of Kentucky and Indiana. "We are hoping that our regional 1700 customers will grow and we can continue to expand within our six-state region. We intend that the Consumers Choice Coffee brand to be recognizable outside of the tri-state

area," says Bob. Already highly recognizable in the Louisville area and surrounding markets, Consumers Choice Coffee works hard to distinguish themselves from competitors. "We have some great signature products that customers and consumers love. There are very distinct tastes to coffee. I think we have found a good balance of products that satisfy not only the everyday coffee drinker, but those that are looking for something a little more sophisticated in taste," said Bob.

Consumers Choice Coffee currently has over 65 varieties of specialty coffees and teas. Ten signature product lines are most widely recognized, the most popular blend being Seattle Roast. Consumers Choice Coffee's newest product is Novus Herbal and Flavored Tea. Novus is a high-end tea with cutting-edge product development. A triangular nylon bag maximizes the flavor from the finest tea leaves. Novus comes in eight varieties. "One of our most popular products is not a signature blend at all," says Bob. "We offer the service of blending a unique coffee for a particular restaurant. Each restaurant's unique blend is just that, unique."



Mayor of Louisville Jerry Abramson, Greater Louisville Inc. President Steve Higdon, CCC President Bob Patterson and Kentucky Cabinet for Economic Development Deputy Commissioner George Burgess toasted to a successful move during the Consumers Choice Coffee press conference.