



## James C. Cannell Coffees, Inc.

"Coffee is my Love, Organic is my Passion"<sup>™</sup>

**NEWS RELEASE**  
For Immediate Release

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### *Celebrating New, Interesting and Dynamic Coffees!!!* *Jim's Organic Coffee is pleased to Introduce Our Two Newest Coffees, Colombian Borbon Reserve and Tanzanian Peaberry.*

Wareham, Massachusetts (March 6, 2007) Jim's Organic Coffee is pleased to introduce its two newest coffees. These exciting new beans bring a great sense of pride to the companies' line of coffees. Carefully selected, and as always, 100% organic, Colombian Borbon Reserve and Tanzanian Peaberry, are two coffees that are simply irresistible!

Colombian Borbon Reserve is available now from Jim's Organic Coffee. It is a Limited Edition Series coffee and therefore will only be available for a limited time. Borbon is an 'old growth' type of Arabica bean dating back to the 1700's when coffee was first planted in the Americas. Borbon plants have been replaced since the 1950's by new, agribusiness varieties. Borbon requires shade and flourishes under organic conditions. Because it is a much larger plant, thus needing more space/acre, it produces yields of only 1/4 of modern coffee plants. At our request, this farm in Colombia's Bucaramunga region has separated their Borbon pickings to bring us this Borbon Reserve. The farm is the recipient of the Latin American social and environmental business responsibility award and is Smithsonian Bird Friendly Certified, Rainforest Alliance Certified, and as with any Jim's Organic Coffee, 100% Certified Organic. Cupping Notes: A lush aroma with Bakers Chocolate-like taste and custard-like mouth feel with a trace of spice. Roasted to a deep brown 'Full City' Roast.

Tanzanian Peaberry is another rare coffee that Jim's Organic Coffee is delighted to introduce. Peaberries occur when one bean (as opposed to two) grow inside the coffee cherry. The two beans are often regarded as 'married' while the peaberry is the 'bachelor' (or bachelorette) bean. And, as a swinging single, Peaberries pack a tremendous taste punch. Sort of like a quadruple latte. Peaberries most often produce a brighter, more acidic cup than 'regular' beans from the same coffee crop.

Peaberries exist on coffee farms all over the world. They may be mixed into the regular coffees or separated and sold as a distinct grade of coffee, as ours are. Tanzania (and to a lesser extent, Kenya) has become the origin most famous for them. Peaberries are slightly smaller and more round or oval than 'regular' beans and thus can be and are separated using a screening process. The flavor characteristics make the separation worth it; not to mention the all-important 'interesting-ness'. Our Tanzanian Peaberry is from the HIGHLAND ORGANIC PRODUCE EXPORT (HOPE) centered in the Rungwe and Ileje regions. Here, organic production is critical in combating increasingly apparent soil erosion. Only a small part of Tanzania's agriculture is organic and we are happy to be one of the first companies to support these efforts. Cupping Notes: Medium/Light roast to highlight the coffee's fruity, almost berry character.

"After over 15 years of supplying great organic coffees, we have been having a great fun the past few years pushing the envelope by helping to develop and offer these new and interesting coffees. Of course offering something just because it is different is not what we are about - these coffees are different and certifiably great in the cup. We take great pride in offering these and also by effectively challenging our customers try something out of the ordinary that will expand their taste buds, and quite possibly their minds!" Jim Cannell says about the release of these remarkable coffees.

Jim's Organic Coffee is a leader in the coffee industry providing a wide selection of slow, hand-roasted, certified organically grown coffees from around the world. With over 35 varieties to choose from, the company ensures its effort to support farmers with fair wages, support the ecosystem by buying shade grown coffee which provides vital bird habitat and support organic agriculture which sustains vital ecosystems and now further their efforts, by purchasing wind and other forms of renewable energy as well as providing their customers with 10% post consumer recycled cups. Jim's fine coffees are available at health food stores, markets, fine restaurants, bakeries and through the website at [www.jimsorganiccoffee.com](http://www.jimsorganiccoffee.com).

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Jim Cannell invites you to coffee and some conversation by calling 800.999.9218.

*Full size samples are available to the press upon request.*