

SEATTLE'S BEST COFFEE CELEBRATES SPRING WITH THE NEW BLACKBERRY CREME LATTE

SEATTLE (March 05, 2009) – Seattle's Best Coffee welcomes the arrival of spring with the launch of a new seasonal latte offering, the Blackberry Creme Latte. Prepared with premium ingredients, Seattle's Best Coffee is encouraging guests to awaken their senses with the new Blackberry Creme Latte for a truly delightful experience this spring.

Joining the line-up of springtime favorites, the Blackberry Creme Latte combines Seattle's Best Coffee's signature smooth espresso with mellow blackberry flavors and a hint of floral notes. Made with velvety steamed milk and topped with a sprinkle of citrus-berry infused sugar, the Blackberry Creme Latte is finished with a touch of white chocolate sauce for a smooth and rich latte experience. Expertly layered with light and balanced flavors, the Blackberry Creme Latte is also available in a creamy, cold JavaKula® blended beverage version perfect for when the warm weather arrives.

“With our guests eagerly anticipating the warmer days of spring, Seattle's Best Coffee is excited to offer a deliciously smooth beverage, the Blackberry Creme Latte, that is the essence of the season,” said Steve Hayter, food and beverage director at Seattle's Best Coffee. “This new addition to our latte portfolio is the perfect beverage to help consumers celebrate spring's arrival, a time that drives people outdoors in search of products that awaken their senses.”

As one of Seattle's original coffee houses, Seattle's Best Coffee has been roasting, blending and brewing Uncommonly Smooth™ coffees since 1970. In addition to the new Blackberry Creme Latte debuting this spring, Seattle's Best Coffee is celebrating its 39 years of coffee heritage by offering guests this year's Anniversary Roast. Blending African and Latin American coffees, Anniversary Roast is a bright coffee with hints of floral, citrus and chocolate notes. Seattle's Best Coffee encourages guests to pour a cup this spring and give a toast to the 39th Anniversary with Anniversary Roast.

Additionally, Seattle's Best Coffee recently re-launched the brand's web site, www.SeattlesBest.com. The new web site celebrates Seattle's Best Coffee by highlighting its long coffee heritage, products and business. Visitors to the site can sign up to find out about upcoming special offers from Seattle's Best Coffee.

About Seattle's Best Coffee

Founded in 1970, Seattle's Best Coffee has more than 550 specialty coffee cafes, kiosks and other concepts in the U.S. Its coffee is available nationwide in supermarkets and at more than 6,000 foodservice locations, such as college campuses, restaurants, hotels, airlines and cruise lines. Seattle's Best Coffee's smooth roasting delivers a rich and balanced Uncommonly Smooth™ taste. Seattle's Best Coffee offers more than 30 whole bean and ground coffees (including flavored, organic and Fair Trade Certified™ coffees), espresso beverages, signature hand-crafted JavaKula® blended beverages, OvenSong™ bakery warm food and sandwiches, and select merchandise. Seattle's Best Coffee is a featured brand within Starbucks Corporation. For more information, please visit Seattle's Best Coffee online at www.seattlesbest.com.

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