

Michigan Company Gives Back By Creating Three Unique Brands

MGA Associate Member Paramount Coffee Company gives back to the community by contributing to many charitable causes including launching three special initiatives.

Paramount has created three unique brands to raise awareness and raise money for several important causes.

The Power of Pink

Roast Master and breast cancer survivor **Kathi Zollman** worked with Paramount Coffee to produce Caffe Rosa—a certified organic coffee with a mission to provide funding for breast cancer survivor projects.

- The organic coffee is available in 12-ounce bags.

- Available in 36-unit designer shippers, countertop displays and six-unit case packs.

- \$1.00 per bag donated to Susan G. Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists.

- Suggested retail price: \$9.99 per bag.

- Powerful, eye-catching packaging design.

- Roasted and marketed in the 75-year tradition of Paramount Coffee.

bor devoted entirely to serving the needs of grieving children.

Coffee that Cares

Ele's Place is able to support grieving children at no cost to their families because of strong community support. In an effort to bolster this generosity, Paramount Coffee created the Ele's Place coffee program to:

- Return a minimum of \$1.00 of every purchase directly to Ele's Place.

- Help customers become more aware of Ele's Place.

- Provide the opportunity for retailers to publicly support a respected charity within their community.

Ele's Place brand rolled out regionally in early September.

A Great Coffee with a Greater Mission

Following the 1994 war and genocide in Rwanda, a program was initiated with Michigan State University's Institute of Agriculture and the U.S. Agency for International Development linking Rwanda's depressed coffee farmers with important coffee industry organizations throughout the world. The result is the development of better farming techniques, the best coffee processing practices and access to global

One Thousand Hills Fair Trade coffee is a superb, rich tasting custom roast that has grown from an amazing partnership between Paramount Coffee, Michigan State University and the devoted farmers of war-torn Rwanda.

Rwanda Coffee is Fair Trade Certified, and MSU contributes a portion of profits to Rwanda.

One Thousand Hills custom roast is not a new coffee for Paramount. But the company recently changed the packaging to better tell its story and is planning a marketing and sales push to coincide with October's recognition as National Fair Trade Month, a time when farmers, businesses and consumers across the country participate in a national campaign to raise awareness of Fair Trade products and practices.

Paramount Coffee, an employee-owned company, has a deep



Paramount roasts, packages and markets One Thousand Hills coffee (left) to benefit war-torn Rwanda and Caffe Rosa to benefit breast cancer survivor initiatives.

organizations and these causes, and we want to support them.”

Ele's Place Founder Betsy Stover puts it this way on the back of every bag of Ele's Place coffee:

“I am grateful to the wonderful people at Paramount Coffee who want to make a difference for these children. I hope that you enjoy this coffee and that it warms your heart, knowing that you are helping hundreds of grieving children at Ele's Place every week.”

■ The power of the Pink Ribbon as a recognized symbol of hope.

Paramount Coffee roasts, packages and markets Caffe Rosa as part of its continuing commitment to socially and environmentally responsible business practices.

Caffe Rosa rolls out nationwide in mid-September.

Ele's Place—From Loss to Hope

Ele's Place was established in 1991 by **Betsy Stover** after her daughter Ele died when she was just 11 months old. Ele is survived by four siblings whose lives will be forever affected by her life, illness and death. From her children, Betsy learned that grieving children need to share their feelings with other children who understand how they feel.

Ele's Place is a nonprofit, community-based organization whose mission is to create awareness of and support for grieving children and their families. "ELE" also represents the organization's philosophy of Embracing Loss Effectively.

Ele's Place is the only center in Lansing and in Ann Ar-

markets that are bringing hope and success to the devastated coffee farmers of Rwanda.

As part of this initiative, Paramount Coffee proudly roasts, packages and markets One Thousand Hills coffee.

commitment to give back to support the communities where employee-owners live and do business.

"We didn't create these brands and launch these initiatives just to sell more coffee," says Paramount's **Rob Davis**. "We believe in these

Want to Help?

Retailers interested in learning more about carrying these coffees with a cause can contact Rob Davis at (800) 968-1222, ext. 2454 or rdavis@paramountcoffee.com.

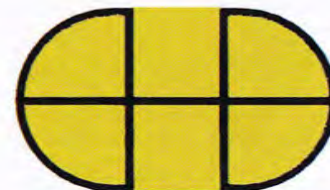
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