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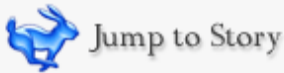


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## New Line of Liquid Coffees offers Convenient and Profitable Coffee On- Demand

Story Number is : 041206105

PROVIDED  
White Coffee Corporation

There's a new product in the 'on- demand' coffee category that is not only great tasting and cost-effective, but also profitable, easy-to-use and convenient for food establishments nationwide during periods of peak demand. The White Coffee Corporation has launched a line of 'liquid coffee concentrate.'

White Coffee's liquid coffee concentrate is extracted through their exclusive roasting process that uses only the finest authentic coffees made from the highest quality beans. Their liquid coffee concentrate is shelf-stable and maintains a flavor and aroma at ambient temperatures for up to six months.

White Coffee's liquid coffee concentrate system can be tailored to meet a customer's specific needs. It is a perfect item for caterers, cruise lines, convention centers, cafeterias, casinos, hotels, hospitals, universities and amusement parks to use when there is high-volume and great demand. There is less time and labor involved which translates into better value for the customer.

There is no thawing of the product, therefore, no refrigeration or freezer space is needed. Additional benefits include no prep time, no waiting for the coffee to brew, no messy coffee grinds to dispose of and no waste. A superb cup of coffee that is consistent in taste.

White Coffee's bag-in-box liquid concentrate easily installs into dispensing equipment, providing by-the-cup or by-the-pot portions that are adjustable in brewing strengths. Customers can enjoy a fresh, full-bodied cup of coffee that is never over-brewed or under-brewed but just right. The White Coffee concentrate is offered in two concentrates, regular and decaf and packaged in two one-gallon bags to a case.

'Our liquid coffee delivers a smooth, rich flavor and we anticipate it being one of our best selling products in the on-demand category,' says Jonathan White, White Coffee Corporation. 'Our goal is to continue to deliver exceptional and innovative products to meet the needs of our customer's and help them simplify their coffee service.'

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