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**The White Coffee Corporation**, a third-generation, family-owned coffee importing and roasting business, has announced that **Charles Cortellini** has been hired as a consultant for the company.

Prior to joining The White Coffee Corporation, Cortellini was CEO and President of First Colony Coffee and Tea. With nearly 30 years in the coffee industry, Cortellini led First Colony from April 2003 through September 2007.

In his new advisory position at The White Coffee Corporation, Cortellini will consult on a wide range of sales and corporate initiatives.

"We are thrilled to be working together with Charlie," said Jonathan White, Executive Vice President of the White Coffee Corporation. "Charlie brings together an unbeatable combination of sales and manufacturing expertise. He is a consummate professional and a pleasure to be associated with. We are confident that Charlie will work well with our existing team and will help our company grow in the short and long term."



**Charles Cortellini has joined The White Coffee Corporation as a consultant.**