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Coffee Review Rates White Coffee's Primaveral 'Outstanding'

Long Island City, NY – The *Coffee Review* has rated White Coffee Corporation's new Primaveral Coffee with a score of "90", which is considered "outstanding" by the largest and most respected coffee buying guide in the world. The review was completed last month through a series of blind, expert cuppings--or tastings--of coffees. The findings are reported in the form of a 100-point rating system, similar to that of the wine industry.

According to Kenneth Davids, noted coffee expert, author, and co-founder of the *Coffee Review*, the November 2010 blind assessment offered an "orange, raisin, roasted nut, dark chocolate in aroma and cup." In addition, the cupping imparted a "dry... medium body, silky mouth feel. The raisiny dark chocolate carries into a rich finish."

The review recommends that "lovers of crisp, discreetly (and naturally) dark-chocolate-toned breakfast coffees" try this brew. "We are seeing a return, especially in café/food service, to the medium-roasted cup...from darker-roasted brewed coffee," says Davids. The complete review of Primaveral Coffee is located on-line at:
www.coffeereview.com/allreviews.cfm?find=White+Coffee.

White Coffee imports Asociación Primaveral Cooperative Coffee from the rich, deep volcanic soil of south Huila. "Huila is probably the most admired of Colombia coffee growing regions," says Davids. The Huila main harvest is concluded in early December.

"We are very proud of the outstanding rating provided by *Coffee Review*," says Alejandro Renjifo of Fairfield Trading, LLC, the Colombian exporter and Primaveral Cooperative Coffee coordinator. "We are privileged to offer superlative beans that yield a delicious, medium-bodied coffee with intense fragrance, sweet notes and a lasting flavor. We are very excited and optimistic about the early interest in this fine brew."

Coffee Review's goal is to entertain and educate coffee drinkers, food service professionals, and the coffee trade with a credible and easy-to-use coffee guide based on objective, blind reviews from some of the most experienced individuals in the specialty coffee industry. The publication can be found at <http://www.coffeereview.com>.

Asociación Primaveral is a non-profit cooperative, registered in the Chamber of Commerce in Huila, Colombia. Fairfield Trading, LLC is the Colombian exporter and coordinator of the cooperative program with the growers. White Coffee Corporation is based in Long Island City, NY and is a third-generation family-owned coffee importing and roasting business in operation since 1939. As a core part of its coffee offerings, White Coffee is proud to feature products that are certified "organic" by Quality Insurance International and "fair trade" by Fair Trade USA and are available on-line at www.whitecoffee.com or call 800-221-0140 for more information.

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