

FOR IMMEDIATE RELEASE
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White Coffee Corporation Serves Hot Joe to 1010 WINS' 5 Borough Breakfasts

Long Island City, NY – The ideas—and the coffee—will be free flowing at breakfast time in the 5 boroughs this year. White Coffee Corporation of Long Island City, NY will provide its signature specialty coffee to business leaders, entrepreneurs and networkers looking to make a business connection during the “1010 Wins 5-Borough Business Breakfast” held over the course of the next year throughout the five boroughs of New York City. 1010 WINS brings together listeners, key members of local government, as well as a highly regarded panel of individuals from companies doing business in the featured borough. The first of five breakfasts will be held on **Wednesday, September 29** at the Hilton Garden Inn at 1100 South Ave., Staten Island, from 7:30 a.m. – 10:00 a.m.

“We are truly excited about our sponsorship with 1010 WINS,” says Jonathan White, Executive Vice President of White Coffee Corporation. This is a tremendous opportunity for our organization, as one of the largest specialty coffee companies in the region, to showcase our products, to introduce ourselves to New York business leaders and to partner with New York’s ‘all news leader’ to promote our message. As a supplier to some of the best-known companies in the city, many consumers already love our products.”

“1010 WINS and a great cup of coffee mean one thing...it’s morning!” says Steve Swenson, Vice President and General Manager at 1010 WINS. “For over 45 years, New Yorkers have awoken to 1010 WINS while sipping their favorite hot beverage. Now, we want to make sure their mugs are filled with delicious White Coffee. Our events will be that much better with attendees holding a cup of White Coffee in their hands!”

1010 WINS has sponsored the event for the past year as a networking opportunity and an informative start on the business day. Tickets are \$20 each. For more information or to register for 1010 WINS 5-Borough Business Breakfast, contact Cecilia Glynn at 212-315-7054 or Glynn@WINS.com. Located in New York City, 1010 WINS is one of the nation’s oldest all-news radio stations and is owned by CBS Radio.

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. Its products are certified “organic” by Quality Insurance International and “fair trade” by Transfair USA and are available on-line at www.whitecoffeeshop.com/.

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