

WholeFoods

MAGAZINE

What's New in *Products*

MISCELLANEOUS



SPECIALTY COFFEE

Brand Name: The White Coffee Corporation

Description: Private label and liquid gourmet coffee.

Features: The White Coffee Corporation has added two new lines: Gourmet Coffees with Personalized Labels and Liquid Coffee Concentrate. The personalized coffees can be designed with a photo, name, or company logo at no additional charge. The new liquid concentrate, also on the market, is shelf-stable and maintains flavor and aroma for up to six months says the company. No refrigeration or thawing is needed and its bag-in-box packaging installs into dispensing equipment.

White Coffee Corporation, 18-35 38 St. (Steinway Place), Long Island City, NY 11105, www.white-coffee.com

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