

La COLOMBE®

FOR IMMEDIATE RELEASE

Sweet Treat: La Colombe Coffee Roasters® Introduces Caramel Draft Latte™

Made with expertly roasted cold-pressed Nizza espresso and fresh milk, combined with real Caramel for the ultimate dessert sans the guilt



(Philadelphia, May 15, 2018) – As an addition to the year-round collection of ready-to-drink offerings, La Colombe Coffee Roasters introduces a new flavor into the Draft Latte family: Caramel. Crafted with expertly roasted cold-pressed Nizza espresso and fresh milk, combined with real Caramel, the newest Draft Latte offers a taste of the sweet life, without the guilt.

The new product launch is a result of last year’s “Craft the Next Draft” campaign where La Colombe allowed customers to vote on the next two seasonal Draft Latte flavors. Following the release of Spring’s limited-edition Honeysuckle Draft Latte, Caramel Draft Latte enters as the second crowdsourced addition, welcoming a healthy indulgence just in time for summer.

The full taste and texture of a cold latte, complete with a frothy layer of silky foam and real caramel, this new Draft Latte will transport you straight to a sweet summer boardwalk for an on-the-go pick-me-up anytime. With the inclusion of lactase in all of La Colombe’s Draft Lattes, each formula is lactose free.

“To put it simply, Caramel is delicious, so it came as no surprise when fans voted to see it as our next Draft Latte flavor.,” explained Todd Carmichael, Co-Founder and CEO of La Colombe. “And we nailed it when it came to the flavor. It’s as if salt water taffy and dulce de leche had a love child. It’s decadent, creamy and indulgent, without the guilt of lots of sugar and artificial flavors.”

Draft Latte — [the revolutionary cold coffee beverage](#) — delivers a completely unique, cafe-style drinking experience thanks to a patent-pending process invented by La Colombe’s CEO and Co-Founder Todd Carmichael. This new variety will join Draft Latte’s existing lineup, which includes the original Draft Latte, Vanilla Draft Latte, Mocha Draft Latte, Triple Draft Latte, Chai Draft Latte, Coconut Draft Latte, and Coconut Mocha Draft Latte. La Colombe also produces a non-textured, ready-to-drink coffee: Pure Black®, [a canned cold-pressed coffee](#).

For more information on Draft Latte, the nutritional value, or to find out which retailers is carrying the can, [visit our website](#) or follow us on social using [#DraftLatte](#). Caramel Draft Latte will be available at La Colombe cafes, in select retailers nationwide and online at www.lacolombe.com for \$2.99 beginning May 15, 2018.

ABOUT LA COLOMBE

La Colombe (www.lacolombe.com) is a leading coffee roaster known for ethical, long-term trade practices with growers. Considered one of the pioneers of the third wave of coffee, it provides signature classic blends and exceptional single-origin coffees to cafés, hotels, restaurants and retailers around the world. In addition, the company owns and operates 30 cafés in Philadelphia, New York, Chicago, Boston, Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2018. The company has also made headlines in the ready-to-drink business with its DRAFT LATTE – the world’s first-ever textured cold latte.

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