

# La COLOMBE®

FOR IMMEDIATE RELEASE

**La Colombe Coffee Roasters® Introduces Honeysuckle Draft Latte™: Sunshine in a Can**  
*Made with natural honeysuckle extract, ready-to-drink coffee disruptor debuts seasonal variety  
with a nostalgic flavor that breathes life into spring*



**(Philadelphia, April 16, 2018)** – For a limited-time, La Colombe Coffee Roasters debuts its seasonal Honeysuckle Draft Latte – made with expertly roasted cold-pressed espresso and fresh milk, combined with honeysuckle extract. Available online and in La Colombe cafes starting April 16, the beverage disruptor is delivering an unexpected twist on their innovative Draft Latte with this refreshingly frothy, floral beverage.

This new product launch was a result of last year’s “Craft the Next Draft” campaign where the brand allowed customers to vote on the next seasonal Draft Latte flavors. The votes were counted and the first flavor is ready for Spring sipping.

Combining perfectly frothed milk, a shot of cold-pressed espresso and natural honeysuckle extract, this new Draft Latte has the full taste and feel of a latte with a hint of spring flavor.

“Fragrance, aromas, and flavors if done right can be a wormhole, in other words it can be a time travel device,” explained Todd Carmichael, Co-Founder and CEO of La Colombe. “This particular flavor brings me back to when I was a young man growing up on the farm. In a lot of ways this is the flavor of our youth and the promise of spring.”

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 seasonal 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 retailer is carrying the can, [visit our website](#) or follow us on social using [#DraftLatte](#). Honeysuckle Draft Latte will be available at La Colombe cafes and online at [www.lacolombe.com](#) for \$2.99 beginning April 16, 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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