

Media Contact: Jennifer Bisbee, APR, at 407.257.4667 or jennifer@BisbeeAndCo.com

FOR IMMEDIATE RELEASE

Perk up your summer with Barnie's Coffee & Tea Co.'s Limited-Time Flavored Medium Roast, Pistachio Ice Cream Fan favorite blend returns just in time for National Ice Cream Month

ORLANDO, Fla. (June 24, 2021) – Looking to perk up your summer? How does a cup of delectable iced coffee sound? Just in time for National Ice Cream Month, Barnie's Coffee & Tea Co. is bringing back a fan favorite, Pistachio Ice Cream coffee. The newest limited-time flavor goes on sale to the public on June 29.

First introduced in 2018 and a hit with flavor fanatics, Barnie's Pistachio Ice Cream is a medium roast blended from 100% Arabica coffee, then packed with the nutty taste of pistachios and punctuated with notes of sweet vanilla cream. Recommended served cold for a chilly blast of refreshment but just as delicious enjoyed hot, a 6-ounce cup has less than five calories, is sugar, fat-, nut- and gluten-free, and available in decaf. When paired with touch of cream and a sweetener of choice, Barnie's latest flavor delivers the rich, slinky goodness of the favorite frozen treat without the pesky calories and melty mess.

"We selected Pistachio Ice Cream a few years ago when we were looking for a groovy summer flavor," explained Barnie's Director of Coffee Programming Dustin Finch. "We had previous successes with other nutty flavors. Once we tasted the bright and sweet essence of pistachio, we knew we were on to something. We then focused on flavor combinations. Since pistachio is the name of the blend and on the bag, it should be the first taste on the palette, but it's easy to overpower it. The sweet vanilla cream base flows perfectly with it."

Added Chief Sales and Marketing Officer Scott Uguccioni, "Pistachio Ice Cream was a hit several years ago and we expect it to be another winner this summer. Our customers have been asking for us to bring it back, and we listened. We have been creating dramatically delicious coffees in collaboration with our loyal fans for more than 40 years. We remain committed to our year-round, limited-time-only and seasonal flavors program."

Pistachio Ice Cream joins a long history of innovative, award-winning flavored roasts and more than 20 flavors now available online at <u>www.barniescoffee.com</u>, including Cool Café Blues[®], Creamy Buttery Caramel, Barnie's Café Blend[®] and America's favorite holiday blend, the wildly popular Santa's White Christmas[®]. The price is \$10.24 per 12-oz bag, and other discounts are available depending on quantities purchased. Barnie's is also offering free shipping in July.

Central Florida residents and visitors can enjoy Pistachio Ice Cream and other familiar flavors during Barnie's Cappy Hour at its Winter Park Café, held each week Monday through Friday between 2-4 PM. Customers save \$1 off any single coffee or tea beverage order or 50 percent off when they buy two or more beverages. Furry friends can join in the fun during their own Yappy Hour with a free Doguccino and special treats from Winter Park neighbor Woof Gang Bakery. Live outside of Orlando? Order a bag online, brew a pot, then mix up a batch of <u>The</u> <u>Perky Pistachio Iced Coffee</u>.

About Barnies Coffee & Tea Co.:

Founded in 1980, Barnie's Coffee & Tea Co. is a worldwide leader in premium coffee and tea. One of the first gourmet coffee brands in the U.S., Barnie's Coffee & Tea Co. is steadfastly dedicated to its 40-year mission: pioneering the most dramatically delicious flavored and premium roasts, then delivering them wherever consumers are exploring new grounds. With an ongoing passion for innovation, Barnie's Coffee & Tea Co. provides category-wide consumer products at a variety of price points and taste profiles in diverse channels, from delectable flavored coffees to its Crop•Ex line of single-origin, small batch roasts, and from single-serve and wholesale solutions to Fueled by Barnie's licensed cafes. Barnie's Coffee & Tea Co.'s products can be purchased online, in select grocery stores, at licensed foodservice providers, and at its company-operated café in Central Florida, where it headquarters. To learn more, visit <u>www.www.barniescoffee.com</u>. Follow the beloved coffee roaster on <u>Facebook</u>, <u>Instagram</u>, <u>Pinterest</u> and <u>Twitter</u> (@barniescoffee). #barniescoffeeandtea #noonedoesflavorlikebarnies

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