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FOR IMMEDIATE RELEASE

**Barnie's Coffee & Tea Co. Introduces Its Newest
Limited-Time Flavored Medium Roast
*Strawberries and Cream offers a comforting taste of spring***

ORLANDO, Fla. (April 17, 2020) – During challenging times, familiar routines are comforting and new experiences inspire hope. Recognizing that its loyal customers are relying on their rituals now more than ever, yet craving new tastes, Barnie's Coffee & Tea Co. is continuing its limited-time flavor program with today's roll out of Strawberries and Cream medium roast coffee.

Blended from 100% Arabica coffee, Strawberries and Cream offers a creamy vanilla body packed with notes of freshly picked strawberries. Delicious served both hot and iced with a little bit of cream and sugar, this new blend is ideal for consumers who want to savor a guilt-free sweet treat or those with special dietary needs. A 6-ounce cup has less than five calories, is sugar-, fat- and gluten-free, and available in decaf.

Describing the coffee in his own words, Barnie's Director of Coffee Programming Dustin Finch said, "Our customers love fruity and creamy flavors, as evidenced last spring when we had a big hit with Blueberry Crumble. With strawberry season at its peak, this is an ideal time to release this flavor. The blend of dairy and fruit makes for a nice, creamy taste that anyone can savor." Finch recommends pairing the new blend with a bowl of yogurt topped with the ubiquitous red berry, with strawberry shortcake, or for a more decadent treat, alongside [Strawberry Supreme Cake with Cream Cheese Frosting](#).

Barnie's Chief Sales and Marketing Officer Scott Uguccioni added, "During this global pandemic when so many are struggling, our customers remain in our thoughts. Coffee is a shared passion enjoyed around the world and, in a small but meaningful way, can unify us and bring some comfort."

Strawberries and Cream joins a long history of innovative, award-winning flavored roasts and more than 20 flavors now available online at www.barniescoffee.com, including Pecan Sticky Bun, 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 \$9.49 per 10-oz bag, and other discounts are available depending on quantities purchased. Bernie's is also offering free shipping on orders totaling \$20 or more through the end of April.

About Barnies Coffee & Tea Co.:

Founded in 1980, Bernie's Coffee & Tea Co. is a worldwide leader in premium coffee and tea. One of the first gourmet coffee brands in the U.S., Bernie'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, Bernie'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 Bernie's licensed cafes. Bernie'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 www.barniescoffee.com. Follow the beloved coffee roaster on [Facebook](#), [Instagram](#) and [Twitter](#) (@barniescoffee). #noonedoesflavorlikebarnies

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