



## BARNIE'S COFFEE & TEA LAUNCHES SINGLE-ORIGIN PREMIUM LINE COFFEE NATIONWIDE AT THE FRESH MARKET

One of the Nation's leaders in organic and premium products picks up the Barnie's Coffee & Tea's artisanal coffee line, Crop•Ex.

### FOR IMMEDIATE RELEASE

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**April 9, 2018 – Winter Park, Fla.** — With a dash of adventure and the brand's innovative, can-do spirit, **Barnie's Coffee & Tea** is launching Crop•Ex—a premium line of single-origin, small batch roasted coffees—nationwide with The Fresh Market. Five rotating, artisanal coffees will be available on The Fresh Market's shelves beginning in May.

Crop•Ex, *Extraordinary Crop*, has been a well-kept secret of Barnie's Coffee & Tea for almost 4 years. From the humble beginnings of 8-pound micro-roasts at the company's Winter Park, Florida cafe to national distribution, Crop•Ex has won fans across the country with its remarkable flavor profiles, tweaked to perfection. With its rollout of Crop•Ex with The Fresh Market, Barnie's Coffee & Tea embarks on the next chapter of an adventure nearly 40 years strong.

The focus when creating the Crop•Ex line was to bring amazing coffee within reach of everyone's cup while sourcing coffee beans from farms Barnie's Coffee & Tea believes in. The Fresh Market shoppers can trace each Crop•Ex coffee back to its literal roots in the mountains and valleys of Ethiopia, Indonesia, Costa Rica and in family farms from around the globe. A portion of the profits from every bag sold will also go directly to *Coffee Kids International*, a nonprofit organization that helps give future coffee growers the education and resources to help them maintain and further their families' coffee farms.

*We're excited for coffee enthusiasts to experience our Crop•Ex line. We're very passionate about contributing to the future of the coffee culture, and are extremely proud of this collection. —Dustin Fleming, Manager of Coffee Programming, Barnie's Coffee & Tea*

**Barnie's Coffee & Tea** was founded in 1980 to bring great coffee to everyone—not just the lucky citizens of cosmopolitan neighborhoods. Now that the whole word is coffee-crazy, the company delivers on that mission with category-wide consumer products at a variety of price points and flavor profiles, from exclusive micro-batches to popular flavored coffees, and from single-serve solutions to wholesale and office coffee.

For more information or to shop, visit [www.barniescoffee.com](http://www.barniescoffee.com). Follow the company on Instagram @Barniescoffeeandtea, @CropExCoffee, Twitter @Barniescoffee, and Facebook @Barniescoffee.