



FOR IMMEDIATE RELEASE

Media Contact:

Phillip Jewell, 517.924.1095, phillip@bluehat.biz

**Don't Send Bad Coffee to College!
Blue Hat Coffee Targets College Dining Services**

COLDWATER, MI (June 13, 2016) – Blue Hat Coffee Chief Operating Officer, Phillip Jewell has learned a lot while selling artisan roasted coffee. “College students definitely know the difference between good and bad coffee”, he stated. “The biggest complaint we get from college students in our retail coffee house is about the bad coffee that is served in their college cafeterias” he continued.

The company recently began supplying coffee to Hillsdale College (Hillsdale, MI) through Bon Appétit’s Farm to Fork program, which encourages sourcing foods and beverages from local producers. Dave Apthorpe, general manager for Bon Appétit presented the idea of selecting Blue Hat Coffee to the Hillsdale students and they picked a favorite coffee in a taste test during finals week in December, 2015.

The company provides two single origin coffees to the college, Guatemalan Huehuetenango medium roast, and Kenya AA medium roast. The coffees are provided as whole bean coffee and are roasted 4 to 7 days prior to delivery. “Hillsdale College students are drinking the coffee at the peak of freshness”, Jewell stated.

As a result of being selected by Hillsdale College, Jewell began contacting other local colleges and succeeded in adding Olivet College (Olivet, MI) as a customer. The college plans to begin serving Blue Hat Coffee during the Fall 2016 semester. Chartwells Higher Education Dining Services Director, Eric Young, decided to add Blue Hat Coffee after tasting their brewed coffee samples.

“College students have very educated palates and they appreciate the distinguishing flavors and complexity of each coffee, whether it is from Guatemala, Peru, Ethiopia, Kenya, Papua New Guinea, or Sumatra. We do not consider coffee to be a commodity, but as an artisanal food product”, stated Mr. Jewell.

About Blue Hat Coffee

Blue Hat Coffee is an artisan coffee roaster based in Coldwater, Michigan. The company roasts and sells wholesale single origin coffees, blended coffees, and espressos in dark and medium roasts. Dark roasted coffees are never burnt, so customers may enjoy the bold flavor of a dark coffee and savor the distinctive flavor subtleties of the bean. Please visit bluehatcoffee.com for additional details. Follow Blue Hat Coffee on Facebook at facebook.com/BlueHatCoffee and Twitter at twitter.com/BlueHatCoffee or twitter.com/BlueHatJava.

###