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Blue Hat Coffee Takes a Stand Against Humdrum Franchise Model, Launches Online Shop for "Real" Roasted Coffee From Premium, Flavorful Beans

COLDWATER, MI (Feb. 16, 2015) – The goal of franchised coffee shops is always the same: Disguise sub-par coffee under a steamy aura of sophistication. Starry-eyed patrons have been bamboozled for years, but now the cat is out of the bag. Independent-minded Blue Hat Coffee is ready to give coffee lovers a taste of something different, and the store has just launched an ecommerce website to sell its fine roasted coffees to discriminating consumers everywhere.

Blue Hat Coffee co-owners Catherine and Phillip Jewell bring diverse backgrounds to the business of coffee roasting. She's a retired opera singer, while he left behind a career in software engineering to pursue something more fulfilling and real. Accomplished artisans in their own rights, Catherine and Phillip have worked hard to introduce a unique, refreshing sense of craft to the art of coffee roasting. They've thrown out the franchise coffee house playbook, starting from scratch to create something new.

"We're aiming to reach consumers looking for a great cup of coffee, period," explained Phillip. "Our specialties include dark, not burnt, and well-roasted medium coffees, along with decaf that's indistinguishable from the 'real McCoy.' We also produce an exceptional half-caf blend that offers a robust and genuine coffee taste with less caffeine."

Deep in the trenches of coffee franchises, it's the French and Italian roasts that dominate the market, and for good reason. They're the most economical choice, which is the overriding concern for larger operations. However, these ultra-dark roasts suffer in the taste department because much of the flavor has been burnt away. Blue Hat Coffee is going against the grain by selecting only premium green coffee beans for roasting. These beans produce a more delicate and refined flavor, rarely needing sweeteners or creams.

Added Phillip: "Multi-national franchises obsess about the bottom line and typically neglect the quality of their product, especially once they've established loyalty and familiarity. At Blue Hat Coffee, we want to avoid that kind of tunnel vision. We put customers first by creating the best coffee roasts money can buy – and now, anyone in the world can buy them."

At launch, the Blue Hat Coffee online shop featured 15 coffees, comprised of a dozen single origin medium and dark roasts, along with three blends. All of the company's espresso and coffee selections are carefully hand roasted in small batches. The results of this noble experiment have so far been positive, and the online shop represents the next stage of the Jewell's long-term vision for their brand.

Blue Hat Coffee has been proudly serving residents of Coldwater since June 2014. Future plans include adding more items to the food menu, introducing new coffee blends and offering the ever-popular, single-serving K cups.

About Blue Hat Coffee / Gallery

Blue Hat Coffee / Gallery is a coffee roaster, cafe, caterer and art gallery. Quality is required by the company in every phase of the business. Excellent coffees are roasted and served as espresso drinks and brewed coffee in the cafe. The company also private labels 15 fine quality teas. Excellence in decor, seating and service is provided for customers. Excellence in art is presented in the gallery. Please visit www.bluehatcoffee.com for additional photographs and details. Follow Blue Hat Coffee on Facebook at www.facebook.com/BlueHatCoffee and Twitter at www.twitter.com/BlueHatCoffee.

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