

Corner Cafe at Tunxis Community College Offers True Blue Coffee Roasters Organic Fair Trade Coffee

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Press release from: [True Blue Coffee Roasters](#)

OLD FIELDS, WV (Apr 11, 2008) - True Blue Coffee Roasters, the Old Fields, West Virginia, Organic Fair Trade coffee roasting company, announced today that their coffee is now being served in the Corner Cafe at Tunxis Community College in Farmington, CT.

Students and faculty at the college now have the option of purchasing a cup of fresh-brewed Connecticut's Earthstock 2008, True Blue Coffee Roaster's new limited edition coffee blend, in the Corner Cafe at the college this month to show support of Earthstock 2008, an environmental awareness event held annually in Plainville, CT.

Serving True Blue came to Corner Cafe manager Rich Braccia's attention through input from students and faculty involved in Earthstock 2008. He realized there are many patrons of the Corner Cafe who would like to see more green-living practices on campus, such as serving Organic Fair Trade coffee. After learning about how Organic and Fair Trade products preserve and protect the eco-system through shade-grown farming methods that do not pollute the soil with harmful pesticides, Braccia made the decision to begin serving Earthstock 2008's honorary coffee blend.

"I think it's important to have Organic Fair Trade product options available for people, and since we have the opportunity to provide it here we're grabbing it. We're helping students have the opportunity to help themselves and help the earth while gaining a better quality product in the cafe," said Braccia, "I plan on carrying True Blue regularly and seeing it grow. The taste of their coffee speaks for itself, so I would like to expand and continue with their whole line of Organic Fair Trade coffee."

Braccia is looking forward to the response True Blue's coffee will get in the Corner Cafe and hopes it will be a popular choice.

Mark Murphy, chief marketing officer of True Blue Coffee Roasters, said, "I am very pleased that True Blue's Organic Fair Trade coffee has been introduced to the Corner Cafe at Tunxis Community College. By purchasing Fair Trade Certified coffee, the Corner Cafe supports the promotion of fair labor conditions, the promotion of direct trade for farmers and co-ops, as well as promoting community development and environmental sustination."

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Media who wish to obtain a Media Kit or request interviews with Rob Luzader should contact (304) 434-4102 or info@trueblueroasters.com

About the Corner Cafe at Tunxis Community College in Farmington, CT

The Corner Cafe, managed by Rich Braccia, is located in inside the main entrance of the east building at Tunxis Community College. Students and visitors can purchase food and beverages there, and enjoy them with ample seating. The dining room is a great place to relax with a meal between classes or grab some refreshments while meeting up with friends or a study group.

About True Blue Coffee Roasters

True Blue Coffee Roasters, located high in the mountains of Eastern West Virginia, expertly roasts the freshest Organic Fair

Trade gourmet coffees-which were made available to the public in July 2006. Exceedingly passionate and consistent with their super-premium line of gourmet coffees, True Blue Coffee Roasters will settle for nothing short of perfection. For their customers, this guarantees a memorable gourmet coffee experience every time. For more information, please visit TrueBlueRoasters.com at www.truebluroasters.com

[You can find this press release here](#)