

Eastside Mart Upgrades To Organic Fair Trade Coffee From True Blue Coffee Roasters

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

Old Fields, WV (Press Release - May 1, 2008) - True Blue Coffee Roasters, the Old Fields, West Virginia, Organic Fair Trade coffee roasting company, announced today their premium coffee is now being brewed and served at Eastside Mart in Providence, RI.

Since purchasing Eastside Mart a year ago, the new owner has completely turned the convenience store around and has continually expanded the store's product lines including upgrading the coffee program. True Blue's Organic Fair Trade coffee was the perfect fit for Eastside Mart's all-new coffee and sandwich island.

Eastside Mart is now much friendlier, brighter, and cleaner, and the customers are constantly commenting on what a great job the new owner is doing to revitalize the business. The owner has also been recognized by Providence mayor, David N. Cicilline, for economic development.

Paul Smith, owner of Eastside Mart, said, "The deciding factor using True Blue Coffee Roasters to upgrade my coffee program was Fair Trade Certification. All their coffee being organic also caught my attention. It was what I was looking for. True Blue's great coffee drives in our customers and will play a significant role in Eastside Mart's success. I plan on sales of True Blue helping to put my 3 children through college."

Mark Murphy, chief marketing officer of True Blue Coffee Roasters, said, "It exciting that Eastside Mart chose True Blue's Organic Fair Trade coffee to brew and serve their loyal customers. The addition of True Blue completes the upgrade of Eastside Mart's coffee program and gives them the best coffee available. They can also be reassured that their purchase of Fair Trade Certified coffee helps small-scale farmers and their families."

Eastside Mart's latest additions include the RI Lottery and deli sandwiches as the convenience store moves forward with its goal to suit all of its customers needs with brands they love in a clean and friendly environment.

Mr. Smith plans to continue to expand his offerings with more all-natural and organic products. He will be creating a section for healthier snacks soon and welcomes his customer's feedback and special requests in order to ensure he's providing the products they are looking for.

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About Eastside Mart in Providence, RI

Eastside Mart is a family operated neighborhood convenience store located in Providence, Rhode Island's beautiful east side at the corner of LLOYD and Elmgrove. Expect to find fresh-brewed True Blue coffee, prompt and friendly service as well as daily newspapers, Powerball tickets, deli sandwiches, organic milk, and much more. Eastside Mart is open 7 days a week from 7am-10pm Sunday thru Wednesday, 7am to 11pm Thursday thru Saturday.

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 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](#)