

## PRESS RELEASE

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### **SURF CITY COFFEE UNITES NORTHERN & SOUTHERN CALIFORNIA SURFERS**

*"Surf City" name dispute settlement prompts micro-roaster to create new So-Cal, Nor-Cal blends*

**SANTA CRUZ, Calif. – March 3, 2008** – Surf City Coffee Company, based in Santa Cruz County, California, has created two new specialty blends of its hand-made, micro-roasted coffee, distributed throughout California. The creation of a "So-Cal Blend" and "Nor-Cal Blend" were prompted by the settlement of the long-standing dispute between a Santa Cruz shop owner and the Huntington Beach CVB over the rightful owner to the title "Surf City USA."

The So-Cal blend is smooth and medium bodied, with a tangy nutty flavor and a light citrus aftertaste. The Nor-Cal blend is a Fair Trade-certified, organic coffee, bold and smoky with a mild body and a sweet follow-through, roasted with high altitude beans.

"Our founder started surfing Huntington Beach in the 1960s, and later came up north for the longboard competitions of Santa Cruz. We are two great surfing capitals, and we surf the same seas," says Jeff Frady, vice president of Surf City Coffee Co.

"Surf City Coffee is for everyone, north and south. We honor the great sport of surfing and anyone who appreciates a superior wave and a superior cup."

Surf City Coffee can be found at Bristol Farms stores throughout Southern California, Mother's Markets in Huntington Beach, Irvine, and Costa Mesa, and Lazy Acres Market in Santa Barbara. In Northern California, Surf City Coffee is sold at three retail locations and in supermarkets such as Safeway, Raley's, Nob Hill, and Whole Foods Market. The coffee can also be purchased online at [www.surfcitycoffee.com](http://www.surfcitycoffee.com).

Through 15 years of growth, Surf City Coffee Co. has remained committed to micro-roasting, believing strongly that the best coffee cannot be mass produced. Surf City Coffee Co. selects the finest Arabica coffee beans to create its unique blends, and roasts them in small batches of 20 to 55 lbs. Its 40+ blends are all hand roasted by master roasters at the Surf City Coffee Co. warehouse and roastery in Santa Cruz.

For more information about Surf City Coffee Co., or to purchase the new Nor-Cal and So-Cal blends, please visit [www.surfcitycoffee.com](http://www.surfcitycoffee.com) or call 888.773.3833 (888.SRF.DUDE).

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#### **About Surf City Coffee Company, Inc.**

Surf City Coffee Company is a micro-roaster of specialty, Fair Trade-certified, and organic coffee based in Santa Cruz County, California, one of the surfing capitals of the world. Surf City Coffee Co. was founded in 1993 with the goal of creating an oasis for local coffee lovers. Inspired by the surfing culture of the California coast, the company embraces the relaxed lifestyle of the beach while valuing superior hand-roasted coffees, efficient service, and community contribution. Surf City Coffee Co. has three retail locations – in Aptos, Scotts Valley, and Moss Landing, California – and wholesale distribution statewide. For more information, please visit [www.surfcitycoffee.com](http://www.surfcitycoffee.com) or call 888.773.3833 (888.SRF.DUDE).