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**CONTACT:**

Noel Nunnally  
First Colony Coffee & Tea Co.  
204 W. 22<sup>nd</sup> St.  
Norfolk, VA 23517  
Phone: 800-446-8555  
Fax: 757-623-1833  
[sales@firstcolonycoffeeinc.com](mailto:sales@firstcolonycoffeeinc.com)  
[www.firstcolonycoffee.com](http://www.firstcolonycoffee.com)

**New Coffee Treats Originate from the Baker's Oven**

***First Colony Introduces Baker's Treats, a Collection of 'Fresh from the Oven' Coffee Flavors***

Norfolk, VA, February 14, 2005 – First Colony Coffee & Tea Co., a leading national coffee roaster and distributor, launches Baker's Treats, an innovative line of flavored coffees, consisting of Blueberry Muffin Coffee and Cinnamon Roll Coffee. Blueberry Muffin has the taste of just-picked, juicy blueberries, and Cinnamon Roll is reminiscent of freshly frosted cinnamon buns.

These offerings will help, in part, to satisfy the ever-increasing demand from coffee drinkers of novel, distinct flavors. The coffees, offered in 12oz ground packages, with vibrant and multicolored graphics, will be available March 1. Look for them at grocery and department stores, gourmet retailers, and specialty shops. Interested retailers can also receive a bright and lively floor display unit for merchandising.

**About First Colony**

For over 100 years, First Colony Coffee & Tea Co. has been one of the leading gourmet coffee roasters and distributors in the United States. Selections include unique blends, organics, and estate coffees. Exclusive licensing rights allow First Colony to manufacture coffees and teas under the famous brands of Ghirardelli®, Jack Daniel's®, Southern Comfort®, Tia Maria® and Frangelico®. New lines include Organic Naturally Flavored Ghirardelli Chocolate Coffees, Southern Comfort Eggnog Flavored Coffees, and Fair Trade Coffees (available March 2005). First Colony does not operate retail shops, but products are available at department stores, grocery stores, gourmet retailers, specialty catalogs, and on the Internet.

To learn more about First Colony, visit [www.firstcolonycoffee.com](http://www.firstcolonycoffee.com).  
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