

Christopher Bean Gourmet Coffee Now On Sale at Safeway Grocery Stores

By Mark Geallis / Christopher Bean Coffee Co.

Dated: Aug 09, 2007

Safeway owned grocery stores have completed the roll out of 6 varieties of Christopher Bean Gourmet coffee in 4 divisions of the Western United States and is promoting them with an introductory sale.

Daytona Beach, Florida – August 9, 2007 – Customers of Safeway, Tom Thumb and Randall’s grocery stores in Denver, Phoenix, Dallas and Houston can now find 6 varieties of Christopher Bean Coffee available in the premium bagged specialty coffee section of their local supermarkets. The selection at Safeway includes six varieties, three delicious flavored coffees, Hazelnut Crème, Vanilla Nut Butter Cookie, this year’s top selling new flavor “Jamaica Me Crazy” and three non flavored Coffees, House Blend, Kenya Kilimanjaro Blend and Christopher Beans famous Jamaica Blue Mountain Blend. Customers count on Christopher Bean Coffee to provide expertly roasted ground coffee made from top quality beans at a moderate price, positioning Christopher Bean perfectly in the fast growing specialty coffee category. Safeway customers are being offered an introductory discount of \$1.50 off per bag from now until August 21st.

About The Christopher Bean Coffee Company

The Christopher Bean Coffee Company, founded in 1996 has become one of America’s fastest growing gourmet coffee roasters by expertly selecting the highest quality, hand picked Arabica coffee beans from the world’s best coffee growing regions. Each variety is roasted in small batches to maximize flavor. After roasting, the coffee is immediately packaged and sealed to guaranty freshness.

Christopher Bean’s premium blends and flavored coffees are roast to order, not pulled from stock, so it is guaranteed to be the freshest gourmet coffee possible. Christopher Bean Coffee Company is located in Daytona Beach, Florida and distributes 12 varieties at over 3,200 Grocery stores in 31 states. Online they feature over 70 blends, single origin and unique flavored coffee varieties at <http://www.christopherbean.com>

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