

# 'All Day Cafe' Represents Multi-Flow's Introduction to the Coffee Bag-in-the-Box Category

HUNTINGDON VALLEY, Pa., March 16 (SEND2PRESS NEWSWIRE) – Multi-Flow Industries, a manufacturer of fountain-dispensed beverages, announced the launch of "All Day Cafe," a shelf-stable, liquid roast Hot Coffee Bag-in-the-Box brand. "We're incredibly excited about competing in the hot beverage category," said Mark Stephens, CEO of Multi-Flow.

"Coffee is a multi-billion dollar category, and more operators are turning to high-quality, simple-to-use delivery systems to meet consumer demand. The beauty of a Hot Coffee Bag-in-the-box system are the operational issues that aren't offered by typical ground-roast systems – no prep time, no labor, no waste, no filters, no grinds, no cleaning chemicals, no safety issues. What's offered is a great tasting coffee available 24/7 without having to brew on-site. Which isn't to say that the coffee isn't real. All Day Cafe is brewed from fresh, 100-percent Columbian Coffee."

Mark Adams, Multi-Flow Business Development Manager, was instrumental in helping to launch the brand. "We're incredibly pleased with the taste," Adams said. "Our line-up features a Columbian Dark Roast and a Decaf Columbian Dark Roast that presents a bold but smooth taste. We've gotten great feedback from customers."

The beverage is being dispensed from a Hot Coffee dispenser available through Multi-Flow, or directly from Bunn and Newco. All Day Cafe is packed in 2.5 gallon cases (2-1.25 gallon bags per case), and is dispensed using a 30:1 ratio.

The brand's logo highlights the product attributes. "We targeted one of the most identifiable cafe locations in the world – diners enjoying a cup of coffee under a New Orleans French Quarter balcony," said Liz Dobrinska, Graphic Designer for Innovative Images. "The centerpiece of the logo is the large Old World-style clock, emphasizing the 'fresh-brewed taste 24 hours a day' message."

Multi-Flow is rounding-out its hot beverage program with a Hot Tea Bag-in-the-Box concept through Hudson Tea, as well as a Hot Apple Cider concept in conjunction with a leading national brand name in the apple cider category.

Multi-Flow recently announced solid revenue growth for 2008. Stephens feels confident that All Day Cafe will allow Multi-Flow to sustain top-line increases in the coming year. "All of our market research and sampling points us to one conclusion: we have a real winner here that will answer a lot of customer needs. We couldn't be more excited about this brand."

All Day Cafe is available for immediate distribution throughout the United

States. Visit the company website for more information: [www.multiflow.net](http://www.multiflow.net).

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News issued by: Multi-Flow Industries

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Original Story ID: (4809) :: 2009-03-0316-003

Original Keywords: Multi-Flow Industries, All Day Cafe, shelf stable, liquid roast Hot Coffee Bag-in-the-Box, hot beverage category, CEO Mark Stephens, Columbian Dark Roast and a Decaf Columbian Dark Roast, Bunn and Newco, Liz Dobrinska, Graphic Designer for Innovative Images, foodservice, beverages, retail, S-IND Multi-Flow Industries