

New Orleans Roast now available at Rouses – proudly roasted by PJ's Coffee of New Orleans

NEW ORLEANS, La., Sept. 2 (SEND2PRESS NEWSWIRE) – New Orleans Roast is pleased to announce that its entire line of gourmet coffees are now available for the first time in grocery stores. New Orleans Roast is proudly roasted by PJ's Coffee of New Orleans and is available exclusively at Rouses for a limited time.

New Orleans Roast has been expanding its operations over the past 18 months with goals such as grocery store, office coffee and convenience store distribution. A recently forged distribution partnership with Champagne Beverage has assisted greatly with broadening the accessibility of the New Orleans Roast products.

“We have wanted to have our coffee available in grocery stores for quite some time, and after carefully reworking the business model, New Orleans Roast has developed a line of quality, gourmet coffees that are both delicious and competitively priced,” commented company president Scott Ballard. “Rouses, with its local and regional roots, has turned out to be the perfect partner to launch this new product.”

New Orleans Roast is now available at all 36 Rouses locations. Each location will carry the entire line of New Orleans Roast coffees, including: Medium Roast, Dark Roast, Coffee & Chicory, and Decaf. 16 oz. (1 lb.) bags of New Orleans Roast are currently available for only \$4.99.

PJ's Coffee proudly roasts coffee for hotels, restaurants, hospitals and offices under the name New Orleans Roast. For more information, visit www.neworleansroast.com.

PJ's Coffee of New Orleans uses hand-selected, premium Arabica beans which are slow-roasted in small batches at its New Orleans roasting facility. PJ's Coffee was established in 1978 and began franchising in 1995. Today there are 55 PJ's locations in seven states.

For more information, visit www.pjscoffee.com.

Note to Editors – Image:

* Print-ready image download (4x5, 300dpi, RGB):

www.send2press.com/MediaDesk/09-0902-NOsroast_300dpi.jpg

* Caption/Cutline: New Orleans Roast is available in 16 oz. bags as Medium Roast, Dark Roast, Coffee & Chicory, and Decaf.

News issued by: PJ's Coffee of New Orleans



Send2Press Newswire

Original Image: https://www.send2press.com/wire/images/09-0902-N0sroast_72dpi.jpg

#

Original Story ID: (5296) :: 2009-09-0902-002

Original Keywords: pjs coffee, gourmet coffee, new grocery items, New Orleans, roast, retail, groceries, Rouses store, hotels, restaurants, hospitals and offices, Scott Ballard PJ's Coffee of New Orleans