

PJ's Coffee Brews Up Saints Black and Gold Blend – Saints Fans Can Purchase Saints Blend at Area PJ's Locations

NEW ORLEANS, La., Jan. 22 (SEND2PRESS NEWSWIRE) – PJ's Coffee of New Orleans has partnered with the New Orleans Saints to produce a custom blend of co-branded coffee: Saints Black & Gold Blend. "This bold, dynamic coffee was developed to represent the amazing Saints football team that New Orleanians love so much," commented Scott Ballard, CEO for PJ's Coffee. "We hope fans enjoy Saints Black & Gold Blend too."

Saints Black & Gold Blend will be launched this Sunday in the Super Dome during the NFC Championship game. Through a season-long partnership, PJ's Coffee is already the preferred coffee of the New Orleans Saints and is exclusively served in the Super Dome.

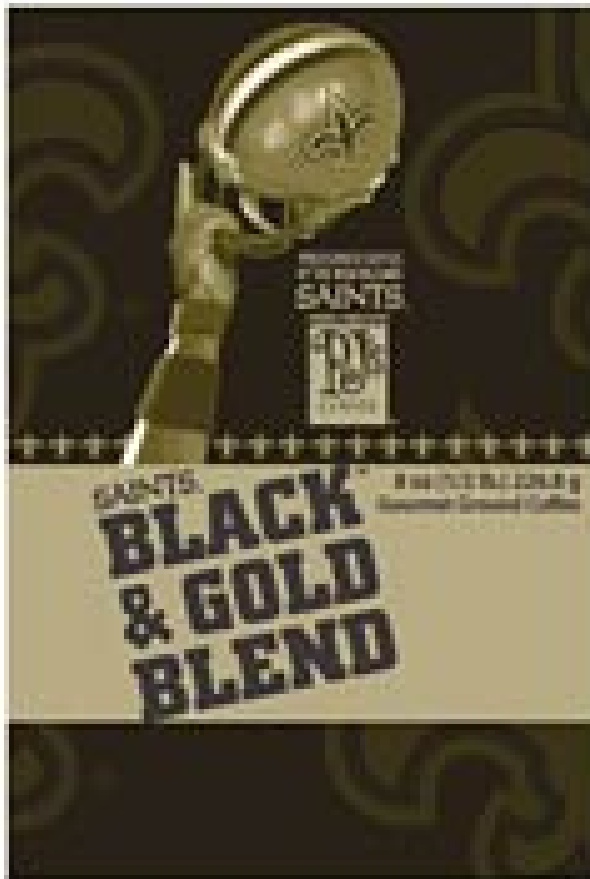
"Like the Saints, PJ's Coffee is a New Orleans original. Both are beloved icons in the city, and we are delighted to co-brand with PJ's to offer a unique Saints coffee custom blended for our fans," said Rita Benson LeBlanc, Saints' Owner/Executive Vice President.

Saints Black & Gold Blend will be available in area PJ's Coffee locations beginning Monday, January 25. Fans attending the game this weekend can show their game ticket beginning Monday, January 25 at area PJ's Coffee locations to receive a \$1.00 discount on a bag of Saints Black & Gold Blend.

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 63 PJ's locations in seven states.

For more information, visit www.pjscoffee.com or www.neworleansroast.com.

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