

Marley Coffee Rolls Out Celebration for 50th Anniversary

Marley Coffee, a sustainable grown, ethically farmed and artisan roasted gourmet coffee, will help celebrate the 50th Jubilee Anniversary of Jamaica's Independence, which will be officially commemorated on Monday, August 6, 2012.

The Jamaica division of Marley Coffee, based at historic 56 Hope Road in Kingston, will display the company's new mobile retail concept, the Marley Coffee BikeCaffe, at the National Arena in Kingston, where it will serve free, fresh brewed cups of Marley Coffee to those joining in the Jamaica Independence Day festivities on Monday, August 6. "Jamaica is where it all begins for Marley Coffee, for me and for my family and I'm excited to roll our new Marley Coffee BikeCaffe concept onto the streets," said Rohan Marley, chairman, Marley Coffee. "We are blessed to celebrate the 50th Anniversary of Jamaican Independence and are very proud of the work we are doing to help spread a more sustainable, earth-friendly and people-friendly farming movement for the coffee industry in Jamaica and beyond." BikeCaffe, found in select cities nationwide and in Europe, is a new approach to serving coffee to customers: the three-wheeled, geared bikes are full-service mobile cafes that can roll from location to location, leaving little carbon footprint behind. Moving forward, the Marley Coffee BikeCaffe will be stationed at 56 Hope Road / Bob Marley Museum, Nine Mile, and Falmouth Port, where hundreds of thousands of tourists go each season. Marley Coffee BikeCaffe worldwide franchising opportunities are available now by contacting BikeCaffe Franchising at sales@bikecaffe.com or calling 877-PEDAL-ME. Learn more at <http://www.bikecaffe.com/marleycoffee>. "We have lots of interest in our new Marley Coffee BikeCaffe from potential franchise partners in Jamaica," said Balram Vaswani, managing director of Marley Coffee Jamaica. "As the nation marks 50 years of independence, we're very pleased to join in the celebration as we bring our innovative new mobile franchise concept to the streets of Jamaica." For the home, Marley Coffee currently offers two new varieties of Jamaica Blue Mountain® Ground and Whole Bean Coffee roasts and six varieties of certified USDA Organic Ground Coffee, Whole Bean Coffee and compostable Single-Serve At-Home Pods. The new Marley Coffee RealCup®;, compatible with most models of the popular Keurig-brand single-serve coffee brewers, will be available in September 2012 in an array of roasts for both home and office use. Marley Coffee is also available for the trade in Traditional 2.5oz Fracs, compostable Single-Serve Breakroom Pods, and Branded Vending and Foodservice Solutions. About The Company: Jammin Java, doing business as Marley Coffee, is a US-based company that provides premium, artisan roasted coffee to the grocery, retail, online, service, hospitality, office coffee service and big box store industries. Under its exclusive licensing agreement with 56 Hope Road, the Company continues to develop its coffee lines under the Marley Coffee brand. All Marley Coffee products live up to the Rastafari standards of ITAL, standing for all things Pure, True and Vital. A portion of all sales of Marley Coffee supports the Kicks for Cause Foundation. Started by Marley Coffee, Kicks for Cause aims to build playable soccer fields and soccer camps for children of coffee-producing communities in Jamaica.

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