



BuyWell International
Artisan Fair Trade Coffee
4850 Northpark Dr.
Colorado Springs, CO 80918
719.598.7870
www.buywell.org

FOR IMMEDIATE RELEASE

Contact: Becca Sickbert, 719-232-1041
or becca@buywell.com

BuyWell International Launches Fair Trade Organic Coffee Roasting Business

COLORADO SPRINGS, Colo., October 15, 2007 — On October 18th, BuyWell International will launch a wholesale coffee campaign that's been brewing since January of 2006. Symbolically scheduled during Fair Trade month, the private launch event will bring leaders of the socially-responsible business world together to celebrate the country's newest and most anticipated Fair Trade Organic coffee company.

Over a year ago, two friends, Jess Arnsteen and Kyle Cureau, left Colorado College and recruited a team of young entrepreneurs, coffee business experts, college interns, and coffee farmers from around the world to perfect the art of coffee. Headquartered in Colorado Springs, BuyWell International, Artisan Fair Trade Roasters, will provide 100% Fair Trade and Organic certified specialty beans to businesses nationwide at the same price they are now paying for conventional coffee.

The company expects to hire over thirty employees while roasting and delivering over 2 million lbs. of coffee in the next three years. BuyWell now holds 40,000 lbs. of exclusive green coffee from eight farming cooperative partners throughout the world. This coffee alone represents a year's harvest for fourteen families, and a direct means for these farmers to escape poverty through the fair trade system.

"The goal is two-fold. One, give 25 million coffee farming families world-wide access to US markets and access to health, education, and opportunity. Two, take mainstream coffee, what was once simply 'caffeine in a cup', and make it the new wine" says Cureau.

Dave White, Vice President, Marketing for the Colorado Springs Economic Development Corporation, commented, "BuyWell is the kind of homegrown company that will make our community proud. Led by bright, energetic young professionals, this kind of innovative company is exactly what Colorado Springs needs to compete in a global economy."

On Thursday, the 18th of October from 4:30 to 6:30, BuyWell will launch operations with an inaugural roast, coffee cupping, and fair trade tasting festival. The tasting will include five distinct single origin coffees, plus fair trade fondue and fair trade fruit.

For more information on the event or the company, contact Becca Sickbert, Communications Director at 719.232.1041 or becca@buywell.org.

###