



**FOR IMMEDIATE RELEASE**  
**Contact:** Steva Austill  
**Telephone:** 205-577-4074  
**Email:** [stevaaustill@reddiamond.com](mailto:stevaaustill@reddiamond.com)

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**Red Diamond® Continues Heritage of Perfection with Estate™ Coffees**  
*The exceptional blends allow operators to customize their own signature coffee collection.*

MOODY, Ala. – Red Diamond continues to streamline perfection through their Estate Coffees, designed uniquely for first-class service in the finest restaurants, cafes and coffee houses. Whether customers and guests desire a complex roast, a smooth, rich cup or a spirited flavored coffee, Red Diamond’s Estate Coffee line is certain to include the ideal blend.

From medium to dark roast coffees, the enticing blends of the Estate Coffees are handpicked and sundried to ensure perfection. Master roasters taste every coffee when it arrives at the Red Diamond facility to guarantee it has the idyllic qualities for which it was selected. The Estate Coffees are custom roasted daily using world-class Scolari roasting systems, promising consistent delivery of fresh coffee. All Red Diamond coffees are selected from only the finest 100% Arabica beans.

“As seasons change, hot coffee becomes an ever hotter commodity,” said Bill Bowron, Chairman, President and CEO at Red Diamond. “This means choosing the correct blend and flavors is critical for operators looking to outshine competition by leading as a coffee destination. We’re confident operators will be delighted with the opportunity to create a custom coffee collection, whether they’re looking to add a winter warmer in the colder months or offer island sensations during the spring and summer.”

Estate Coffees are available in a variety of pack weights to meet operators’ specific needs. Blends include: *Gourmet Reserve, Colombian, French Roast, European Roast, Italian Roast, Max Caff, Naturally Decaffeinated, French Vanilla, Hazelnut, Highlander Grog, Irish Cream, Jamaican Me Crazy and Southern Pecan.*

### **About Red Diamond**

At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection.

For more information visit <http://www.reddiamondbevservice.com>.