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For Immediate Release
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Red Diamond® Coffee & Tea Adds a Dose of Chocolate Hazelnut to Holiday LTO Lineup

MOODY, Ala. – Red Diamond® Coffee & Tea is expanding its holiday Limited-Time-Offer flavors with a brand-new Chocolate Hazelnut coffee to help foodservice and c-store operators celebrate flavors of the holiday season.

Operators now have the opportunity to offer guests two LTO flavors perfected by Red Diamond including the trending fall staple, Pumpkin Harvest, in addition to the new, rich Chocolate Hazelnut that will keep customers coming back for more. The coffee flavors, available in 2.5 oz. fractional packs, make this LTO duo a perfect addition to any restaurant, coffee shop or c-store café.

- **Chocolate Hazelnut** – This new coffee is perfect to offer during cool winter days for customers craving a little treat. The dark, full-bodied and smooth French Roast stands as the perfect base for this limited time offer. Mixed with the creamy goodness of Swiss Chocolate and the rich flavor of hazelnut for pure perfection, the aroma alone is enough to make your mouth water. The rich, full flavor will have your customers coming back for more.
- **Pumpkin Harvest**— This seasonal favorite brings forth images of firesides, color changing leaves and the distinctive smell of freshly baked pumpkin pie. The beautiful, smooth, medium-bodied coffee layered in a rich blend of pumpkin, clove, cinnamon and nutmeg will be a fall customer go-to.

“We take our seasonal LTOs very seriously as they create huge opportunities for our customers to secure incremental sales,” said Emily Wood Bowron, VP of strategic marketing at Red Diamond Coffee & Tea. “Our R&D team constantly has a pulse on trending flavors and spends months planning and testing to craft the perfect blend. We hope to help operators drive meaningful traffic to their establishments with seasonal favorites, which for this year includes our new Chocolate Hazelnut coffee.”

These holiday blends join the line of Red Diamond Estate® coffees, distinguished by superior and new crop beans from selections of the finest coffee estates in the world. For more information on Red Diamond, visit www.reddiamondbevservices.com.

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>.



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