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FOR IMMEDIATE RELEASE

Red Diamond® Coffee & Tea Expands Premium High Altitude™ Line with Latest Panama Reserve

Birmingham, Ala. (November, 2021) – Red Diamond® Coffee & Tea, a leading beverage company that has mastered the art of coffee, has added to its premium High Altitude™ line with a new blend that originates from western Panama.

Red Diamond's High Altitude brand highlights crops grown in climates of high elevations throughout the world and are harvested from estates with particularly fertile growing conditions. All coffees in the High Altitude line are 100% Arabica, single origin or specialty beans, resulting in a rich, balanced cup of the highest quality coffee.

The newest Panama Reserve coffee blend consists of rare and exceptional beans primarily sourced from the mountainous Boquet region of Panama. The unique characteristics of this bean are brought out in a medium to dark roast that results in an aromatic coffee with ambrosial fruit notes.

“Our High Altitude line embodies our passion for creating an unforgettable coffee experience by sourcing coffee beans from regions throughout the world with exceptional growing conditions”, says Emily Wood Bowron, vice president of strategic marketing at Red Diamond, Inc. “We are proud to offer our customers the new medium to dark roast Panama Reserve blend that highlights mellow notes of cherry, orange and berry that results in a remarkably smooth, balanced cup with a lovely finish. It's a very unique coffee and we are confident it will guarantee a superb customer experience.”

Available in 3 oz. fraction packs, Red Diamond's High Altitude coffees are available in a variety of single origin options, as well as premium blends that span the globe including Papua New Guinea, Colombia, Guatemala, Indonesia and more. To learn more about how you can partner with Red Diamond for your coffee program needs, visit www.reddiamondbevservice.com or call 205-577-4000.



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About Red Diamond Coffee & Tea

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>.