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FOR IMMEDIATE RELEASE

Red Diamond® Coffee & Tea Coins Convenience with New Instant Coffee, Helps Promote Efficiency Among Foodservice Operators

Birmingham, Ala. (October 2021) –Red Diamond® Coffee & Tea, a pioneer in the beverage space, has introduced its new Wright’s Mill® instant coffee packets. The perfect addition for operations throughout the foodservice industry trying to balance labor challenges and meeting customer demands.

Made with coffee beans hailing from Central and South America and Mexico, the new instant coffee packets offer rich-bodied flavor at a competitive price. Foodservice operators within the hotel, convenience store, healthcare, education as well as business and industry space will especially benefit from this timesaving, easy to prepare product that delivers on taste.

“It’s no secret that foodservice operations have taken a hit over the last 18 months, so if there is a way to help our customers that are short-staffed—or looking for space or time-saving solutions—we want to be the beverage partner that can cater to their needs,” says Emily Wood Bowron, Vice President of Strategic Marketing at Red Diamond, Inc. “The best part about our new instant coffee packets is that the final product delivers on key needs including consistent flavor, value and convenience – for both the operator and their customers.”

Available in single-serve portions, Wright’s Mill Instant Coffee Packets are offered in regular or decaf options. To learn more about how you can order Red Diamond instant coffee, visit www.reddiamondbevservice.com or call 205-577-4000.

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>.