ROASTe – Company Boilerplate

To be included in small print at the bottom of every press release.

About ROASTe

As the world's largest marketplace of gourmet coffee, ROASTe is the one-stop shop for people who want the at-home gourmet coffee experience. Launched in 2009, ROASTe connects coffee-lovers to the greatest variety and selection of award-winning, micro-roasted coffee, premium brewing equipment and accessories, original coffee content and a vibrant coffee community. User-generated reviews, and intuitive search and recommendation features offer consumers an unparalleled ease of selection. Coffee is shipped directly from the roasters, making ROASTe the next evolutionary step in the world of gourmet coffee consumption at home.

ROASTe – 5 Key Message Points

Used for both PR pitching and spokesperson's media interviews. These points should clearly differentiate the company from its competitors, and highlight what makes the company unique and successful.

1. The largest selection & variety of gourmet coffees in the world.

2. One-stop shop destination website for coffee-lovers (shopping, original articles and content, vibrant coffee community).

3. Easiest and most helpful selection process (user-generated reviews and intuitive search and recommendation tools find the perfect coffee for your taste).

4. Most award-winning coffees in one place.

5. Answering consumer demand for an at-home gourmet coffee experience. Ships fresh from the roaster to the customer's door.