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CHESAPEAKE BAY ROASTING COMPANY ACQUIRES THE OPERATIONS OF CALLAO COFFEE
Doubles customer base and further expands into northern and central Virginia

CROFTON, MD (August 18, 2011) – Chesapeake Bay Roasting Company, one of the fastest-growing specialty coffee roasters in the mid-Atlantic region, announced today the acquisition of Callao Coffee based in Luray, Virginia. Callao serves more than 150 premier coffee shops, restaurants and food service providers across northern and central Virginia as well as clients across the country.

“Chesapeake Bay Roasting Company set out six years ago to be the most environmentally friendly coffee you could buy with a focus on supporting our ‘local’ community,” said CEO Chris Paladino. “We restructured the company and raised more than \$1.2 million to build out these key initiatives. Today we’re excited to combine the two companies and look forward to expanding our community support throughout the entire Chesapeake Bay Watershed area.”

“While researching CBRC Coffee, we were particularly excited by the H2O Initiative,” said Callao president Don Konz. The H2O Initiative is a community outreach program through which Chesapeake Bay Roasting Company and its customers take a proactive role in the restoration and protection of the watershed, through funding (2% of sales), education, volunteerism and enjoyment of the watershed environment.

The current ownership, management and customer service staff of Callao will be joining the Chesapeake Bay Roasting Company team to ensure that customers receive the same quality and service for which Callao has become known. “Together we believe we can be the premier local coffee company in the region – combining top product quality, customer service and a focus on the environment that no other company comes close to matching, with a well capitalized structure that allows us to invest in our customers and the success of their businesses,” said Paladino.

About Chesapeake Bay Roasting Company

Chesapeake Bay Roasting Company serves more than 300 food service clients and can be found in more than 60 grocery and specialty markets including select Whole Foods, Wegmans, MOMs Organic Markets, Roots and other independent retailers, and coming soon to more than 30 Giant and Safeway stores.

Chesapeake Bay Roasting Company purchases premium grade beans from the world’s best growing regions and estates for our organic and fair trade coffees, signature blends, all natural Swiss water decafs and single origins.

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CHESAPEAKE BAY ROASTING COMPANY ACQUIRES THE OPERATIONS OF CALLAO COFFEE, add one

We roast the beans in our Sirocco roaster, a specially designed hybrid that uses 78% less energy than traditional roasters. Named the “single most green roaster in the world” by Roast Magazine, only a few are in use throughout the country. Less energy also means less emissions. The Sirocco reduces them by 80% and keeps an average of more than 400,000 lbs. of CO₂ and 1,750,000 lbs. of nitrogen from being released into the atmosphere each year.

Chesapeake Bay Roasting Company packages our retail products in a steel can – the number one sustainable packaging material. Our package is 100% recyclable and reusable as opposed to non-recyclable, non-compostable bags, and ensures our coffee reaches our customer in perfect freshness. Plus, we made our package larger (13.75 ounces instead of only 10 or 12 ounces) and give our customers more coffee with each purchase.

Chesapeake Bay Roasting Company purchases 100% wind power through Constellation Energy’s renewable energy program.

Reducing our negative impact on the planet by drastically cutting energy use and emissions and using sustainable and recyclable products wasn’t enough for us. Chesapeake Bay Roasting Company has also taken positive steps to improve the health of the Bay and surrounding communities. We created the “H2O Initiative” as a proactive means to do that and dedicate 2% of our coffee sales to organizations in communities throughout the Bay watershed that work to protect and preserve the Bay and its tributaries and watershed, and we promote education, volunteerism and the enjoyment of the Bay.

To learn more, visit us at www.CBRCcoffee.com

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