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**MEDIA CONTACT**

Amy Bonetti  
Big Mouth Communications  
415-384-0900  
amy@bigmouthpr.com

**WEAVER'S COFFEE & TEA INTRODUCES LEGACY BLEND™  
COMMEMORATING JOHN WEAVER'S 30 YEARS OF  
HAND-CRAFTING COFFEE**

*Roasted Using Vintage Coffee Roasters as a Tribute to Legendary Mentors*

**EMERYVILLE, CA – JUNE 23, 2009** –Wild Card Roasters, an artisan coffee roaster, is commemorating John Weaver's 30<sup>th</sup> anniversary in the coffee industry by introducing Legacy Blend™ under their Weaver's Coffee & Tea brand.

Thirty years ago today, a young apprentice chose a path that would lead him to discover his life's work. John Weaver, Master Roaster and President of Coffee & Tea, Wild Card Roasters, has dedicated the last three decades to refining his artisan skills. Combining the wealth of knowledge entrusted to him by his legendary mentors, and his own unique style, John hand-roasts and crafts this rich, full-bodied blend on his vintage coffee roasters. "Years ago I purchased Mr. Peet's original Royal No.5 coffee roaster", said John Weaver. "He was one of my mentors, and I've gained a unique insight as to how he roasted coffee when he first moved to America. The drum of the Royal No.5 roaster is small and perforated, limiting capacity and allowing the flames to directly touch the beans. By roasting fifteen pounds at a time, and using a combination of the Royal and my vintage Probat roaster, I am able to marry the best of both worlds to hand-craft something most coffee drinkers have never experienced".

“Legacy Blend is the glimpse into John’s amazing thirty-year journey,” said Michael Brown, CEO of Wild Card Roasters. “Appropriately named, it stands as a proud tribute to his teachers, Alfred Peet and Sal Bonavita, as well as John’s own continued, artisan legacy.”

Weaver’s line of artisan coffee features 100% Certified Organic, Fair Trade Certified coffees and conventional coffees.

### **ABOUT WEAVER'S COFFEE & TEA**

Based in Emeryville, CA, Weaver’s Coffee & Tea is a wholly owned, proprietary brand of the privately held, California-based, Wild Card Roasters, LLC. The Weaver’s brand bears the name of their Master Roaster and President of Coffee and Tea. John Weaver, who began roasting coffee in 1980 where he apprenticed under two legendary coffee experts, Alfred Peet and Sal Bonavita. Weaver is recognized as one of the most accomplished coffee roasters and tasting experts in the world. After nearly three decades as master roaster, Weaver left Peet’s Coffee to start Wild Card Roasters with Michael Brown and Bryce Inouye. Weaver’s fresh, hand-roasted artisan coffees and hand-selected teas are available through specialty grocery and gourmet food stores throughout the United States as well as their website ([www.weaverscoffee.com](http://www.weaverscoffee.com)) and toll free phone number (800) 328-1178.

For wholesale inquiries including Office Coffee and Food Service, please visit [www.wildcardroasters.com](http://www.wildcardroasters.com).

For any questions or product inquiries, please contact: Michael Brown at (800) 328-1178. Email: [michael@wildcardroasters.com](mailto:michael@wildcardroasters.com)

Product images are available upon request.

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