

December 8, 2003

for immediate release:  
business news

**URBAN BLENDS  
CONDUCTED COFFEE  
ROASTING EVENT**



---

Raleigh, NC – Urban Blends™, an online specialty beverage retailer, recently conducted a C-Member Event at the headquarters of their roaster, Stockton Graham & Co.™. The event took place on Saturday, November 22, 2003 from 9:00am until 6:00pm.

The C-Member Event was sponsored by the Specialty Coffee Association of America (SCAA), targeting coffee aficionados who home roast their own coffees. Attendees took part in roasting and cupping workshops, competitions and a roundtable discussion hosted by a panel of industry experts.

The roundtable discussion included contributions from Brandon Riggs, Roastmaster for Stockton Graham & Co., Terry Davis, President and Roaster of AMBEX, Inc. and New Harmony Coffee and Tea, Peter Guilliano, Vice President of the Roaster's Guild and Head Roaster of Counter Culture Coffee, Robbie Roberts, Owner of Cup of Joe and Lynn Russell of Twiga Imports. Attendees were encouraged to ask questions, taking advantage of the experts' knowledge.

The C-member Event included three competitions: Espresso Blends, Assisted Blends, and Home-Roasted Blends. Mike Walls from Columbia, SC won the assisted blend competition, which used beans provided by Stockton Graham & Co., Don Merrit from Spotsylvania, VA came in first place in the espresso blends competition, and Jim Gundlach won the home-roasted blends competition.

"We were pleased with the turnout of our first C-member Event. We were very excited to have had so many industry experts contribute to our event. Not only did the event turn out to be fun and educational for all who attended, but it was a great opportunity to introduce the launch of Urban Blends' website to home-based specialty beverage consumers," said James Coulter, Founder of Urban Blends.

For more information on the C-Member Event, please email [events@urbanblends.com](mailto:events@urbanblends.com) or call 866 849 1685.

(cont'd)

<b>contact:</b>	<b>James Coulter</b>
<b>company:</b>	<b>Urban Blends</b>
<b>phone:</b>	<b>866-849-1685</b>
<b>email:</b>	<b>coulter@urbanblends.com</b>

December 8, 2003

for immediate release:  
business news

**URBAN BLENDS  
CONDUCTED COFFEE  
ROASTING EVENT**



---

Cont'd –

**About Urban Blends™:**

Urban Blends is an online specialty beverage retailer. When you are looking for the perfect blends, brews, cocoas, mochas and chais, head to [www.urbanblends.com](http://www.urbanblends.com). Urban Blends™ is the hippest, swankiest place to go for your favorite liquid libations and cool concoctions!

**About Stockton Graham & Co.™:**

Stockton Graham & Co.™ is a locally-owned wholesale specialty beverage and accessory supply company. The company provides high-quality, custom-roasted coffees and specialty beverage products and turnkey services to coffeehouses, restaurants, smoothie bars, specialty grocery stores, natural food markets and health clubs. They currently provide hundreds of retailers across the country with the ability to provide fresh, custom-roasted coffees and to create unique specialty beverages for their guests. For more information about Stockton Graham & Co.™, visit [www.stocktongraham.com](http://www.stocktongraham.com).

**About the SCAA:**

The Specialty Coffee Association of America (SCAA) is a national trade association that focuses on quality coffee. Its members include retailers, roasters, producers, exporters, importers and more. The mission of the SCAA is to provide a forum for the development and promotion of coffee excellence and sustainability through their commitment to quality, dedication to continuing industry-related education and sensitivity to the environment. For more information on the SCAA, visit [www.scaa.org](http://www.scaa.org).

Urban Blends and the Urban Blends logo are trademarks of Urban Blends.

Stockton Graham & Co. and the Stockton Graham & Co. logo are trademarks of Stockton Graham & Co.

**contact:** James Coulter  
**company:** Urban Blends  
**phone:** 866-849-1685  
**email:** [coulter@urbanblends.com](mailto:coulter@urbanblends.com)