

NEWS RELEASE
FOR IMMEDIATE RELEASE



Contact:
Brian Kubicki
Massimo Zanetti
757.215.7381
Bkubicki@mzb-usa.com

Suffolk Media & Community Relations
757.514.4104
www.suffolk.va.us

Massimo Zanetti to Introduce new Single-Serve Pod Production to Suffolk Roasting Processing Facility

SUFFOLK, Virginia (May 6, 2014) -- Massimo Zanetti Beverage USA, one of the world's largest coffee roasters, has announced plans to begin producing its latest beverage product, called "Filter Cups™", at its manufacturing facility in Wilroy Industrial Park.

The single-serve coffee Filter Cups™ are the newest addition to Massimo Zanetti's extensive coffee and beverage line and can be used in any single serve coffee brewing machine that accepts K-Cup® portion packs.* The company believes the Filter Cup™ is *A Better Cup by Design™* as it offers convenience without sacrificing quality. "The revolutionary, new open-filter design brews a superior cup of coffee, allowing our consumers to see, smell and taste a difference," said Brian Kubicki, Vice President of Marketing at MZB. "The Filter Cup™ brings aroma to the single serve coffee experience while its unique design insures the optimal extraction of flavor, brewing consistently great coffee cup after cup. All of these benefits from an eco-friendly design that uses less plastic than other single serve cup formats," Kubicki added.

The \$4 million investment to install the production line in Suffolk is expected to create ten new jobs. The Chock full o'Nuts®, Hills Bros.®, Kauai Coffee® and a number of private label brands will be the first to roll out, with other lines possibly to follow in the future. This latest Massimo Zanetti announcement follows on the heels of its other major distribution and warehouse expansions throughout Suffolk in recent years.

Chuck Gosstrom, Massimo Zanetti Senior Vice President of Supply Chain, noted “Suffolk has proven to be an excellent place to operate our business. Here we are able to find the technical talent we need to fulfill our mission to produce world-class coffee. We appreciate the support of the Suffolk Economic Development Authority as we continue to expand our operations to meet an ever-growing demand for our product.”

“Massimo Zanetti’s latest production investment in Suffolk is a testament to our workforce and ideal business location,” said Suffolk Mayor Linda T. Johnson. “Massimo Zanetti’s growth in our community has been astounding, and we couldn’t be happier that Suffolk is where these new innovations, products and jobs are created.”

About Massimo Zanetti:

Massimo Zanetti Beverage USA is among the nation’s largest coffee roasters, with nationally recognized retail brands including Chock full o’Nuts®, Hills Bros.®, Segafredo Zanetti®, MJB®, and Chase & Sanborn®. With its headquarters and state-of-the art manufacturing facility located in Suffolk, VA the company produces proprietary and private label coffee, tea and drink mix for customers in all retail channels and food service locations both throughout North America and around the world.

*K-Cup® is a registered trademark of Keurig Green Mountain, Inc. Massimo Zanetti’s Filter Cups are not affiliated with Keurig Green Mountain, Inc.



####