



DECEMBER 2, 2011
FOR IMMEDIATE RELEASE

Aviano Coffee to Host Event with Handsome Coffee Roasters

**2010 World Champion Barista Michael Phillips Will Be on Bar & Serving Up Free Samples of Brewed Coffee
Event is Open to the Public-Tuesday, December 6th**

DENVER (December 2, 2011) – Denver’s coffee culture is about to get a huge boost on both the national and international coffee scene with a newly announced partnership between Aviano Coffee, a local coffee bar and internationally celebrated, Handsome Coffee Roasters. To kick off their union, Aviano will be hosting an all day event with all three men of Handsome Coffee Roasters; Michael Phillips, Tyler Wells and Chris Owens, on bar for the day on Tuesday December 6th from 9:00 AM to 5:00 PM. Aviano Coffee, located on the NW corner of 2nd and St. Paul, brought the progression of culinary coffee to the Denver Cherry Creek North area 2 years ago. Now, in continuing with their efforts, they’re honored to introduce Handsome Coffee Roasters to Denver as the first location in Colorado to carry the beans.

The Handsome Coffee co-founders will be personally delivering and serving the first shipment of Handsome Coffee at Aviano Coffee on Tuesday December 6th. Each of the Handsome gents brings a unique level of expertise to the bar. Mr. Phillips, who comes from Intelligentsia Coffee, won both the 2009 and 2010 United States Barista Championships (USBC), and became the first American to ever win the World Barista Championship (WBC) in 2010. He has been featured in the New York Times, The Chicago Tribune, Bloomberg Business Week, Epicurious, and has appeared on CBS Early Morning Show, FOX News Chicago, NBC News Chicago, and much more. He will be preparing and serving drinks from the espresso bar.

Mr. Owens prior experience includes Counter Culture, Gimme! Coffee, Ritual, and Intelligentsia, and is Handsome Coffee’s Head Roaster. He has been touted as “one of the most well rounded/traveled/versed coffee professionals in the game today.” Mr. Wells, CEO & Co-Founder, is also from Intelligentsia and brings culinary expertise as well as sensory skills to Handsome, thereby rounding out the trio that is Handsome Coffee Roasters. All three men will be on Brew Bar serving up free coffee and interacting with all customers.

Aviano Coffee is thrilled to introduce Handsome Coffee to Denver, and invites all of Denver to come in and enjoy the finest coffee beans and drinks, prepared by some of the most skilled professionals in the coffee industry.

For more information on Handsome Coffee Roasters: www.handsomecoffee.com
twitter: @handsomeroaster

For more information on Aviano Coffee: www.facebook.com/aviano.coffee
twitter: @AvianoCoffee, 3031 E. 2nd Avenue, Denver, Colorado 80206

Media Contacts:

Douglas or Saadia Naiman d_naiman@msn.com (303) 399-8347
Diana Bianchini diana@dimodapr.com (310) 288-0077