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FOR IMMEDIATE RELEASE

National Coffee Association of USA Celebrates Centennial with National Coffee Break

*Association Honors Coffee Tradition and Culture on January 20, 2011,
Launching Wider Celebration*

New York (October 26, 2010) – The National Coffee Association (NCA), celebrating a century of service to the industry in 2011, will kick off its Centennial year by setting aside Thursday, January 20, 2011 as a day for a National Coffee Break. Commemorating coffee's iconic place in U.S. history and culture, NCA will encourage industry members nationwide to mark the day by spearheading special customer-facing activities and events.

This nationwide coffee celebration is part of the NCA's National Coffee Break campaign, a larger effort to create excitement around coffee culture and consumption that will continue throughout that week and into NCA's Centennial year. Providing a thematic backdrop and driver for the campaign is a soon-to-be-launched website – www.nationalcoffeebreak.org – which will combine knowledge, entertainment and promotional opportunities on a dynamic, interactive platform. NCA also has set up special social media platforms – @NtnlCoffeeBreak on Twitter and NationalCoffeeBreak on Facebook – to expand visibility and industry engagement.

“Coffee has brought people together for centuries, and the coffee break has been part of the fabric of U.S. culture since the 1880s,” said NCA President & CEO Robert Nelson. “As we mark our Centennial, NCA wants to put coffee culture and traditions into the eyes, ears and minds of industry members and their customers as they share a cup of coffee on January 20 and continue to celebrate coffee heritage and enjoyment in 2011 and beyond.”

By design, the campaign seeks active participation from industry members who will drive National Coffee Break activities on January 20, as well as help create a rich and comprehensive compendium of coffee knowledge, history, memorabilia, testimonials, etc., in a dynamic online format. NCA is inviting members to submit current and historic brand materials, print advertisements, television commercials, links to websites and social media accounts, logos and other insignias, memorabilia, and so on, for posting on the site. The resulting content will reinforce NCA's efforts to celebrate coffee's heritage, encourage curiosity and involvement, and drive interest and consumption, as well as create visibility for industry brands, products and services. A host of participation opportunities are under consideration. Members can contact Gerri Buchanan at 212-766-4007 or gbuchanan@ncausa.org to learn more.

About the National Coffee Association

The National Coffee Association of U.S.A, Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is



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comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers and allied industry businesses. NCA offers a wide array of services, focusing on market and scientific research, domestic and international government relations, issues management and public relations, and education. The NCA's core purpose is to champion the well-being of the U.S. coffee industry within the context of the world coffee community. Visit www.ncausa.org

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