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Oakland's Peerless Coffee Now Brewing at University of California Santa Cruz

Oakland, Ca: UC Santa Cruz has awarded local roaster, Peerless Coffee & Tea, a 3-year contract to supply the Santa Cruz campus with fair trade, organic, and single origin coffees. Peerless Coffee was chosen not only for its outstanding taste and large offering of coffees, but also for a company philosophy that is closely aligned with the UCSC Campus Food Guidelines. Peerless has been roasting coffee locally since 1924, the roastery becoming an officially organic approved facility in 1991, and has been a certified Green Business in Alameda County since 2001. Peerless was recognized by the Alameda County "Stopwa\$te" Program for achieving a near "zero waste" program.

"Peerless is committed to quality management, employee talent, quality of product and services and social responsibility," said George Vukasin Jr, President of Peerless Coffee & Tea. "We have been the definition of sustainability since 1924."

In 2004 UCSC formed the Food Systems Working Group (FSWG), which is made up of UCSC students, staff, faculty, and community members with the common goal of improving the campus food system. FSWG works to bring sustainably grown food produced by socially responsible operations to campus dining halls and through a collaborative process, promote education and awareness of our food system.

"Our purchasing preferences are to buy local, buy certified organic, buy direct and buy fair trade" said Scott Berlin, Director of UC Santa Cruz Dining. "Peerless Coffee fits this criteria and has a long tradition of sustainability."

Peerless Coffee & Tea is an eighty-five-year-old, third generation family owned, SF Bay Area based artisan and custom roaster based near historic Jack London Square in Oakland, Ca. We roast the finest Arabica bean coffees from around the world, including fair-trade, biodynamic and organic coffees. Brands include Peerless Coffee, Organic St. George Tea Collection, Organic Tropic Star Iced Tea and Peerless Spice Co. www.peerlesscoffee.com

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