

FOR IMMEDIATE RELEASE

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Peerless Coffee Launches Award Winning 95th Anniversary Micro Reserve Line

Oakland, CA – In celebration of their 95th anniversary launching in January 2019, Oakland, CA-based Peerless Coffee & Tea is introducing a new premier Micro Reserve coffee line.

The Peerless Micro Reserve bag design was just awarded gold in the competition hosted by the World Brand Design Society (WPDS), London, England. WPDS promotes the practices of the packaging design industry, supporting design professionals and contributing to packaging design education/research around the world.

Peerless small batch roasts on their 1964 vintage Probat G60 roaster, roasting Micro Reserve exquisite single origin and blend coffees. These rare and exotic coffees are roasted to ensure maximum extraction of flavor notes.

“We are introducing a bold and unique award-winning brand design and exceptional coffees to ensure our continuing innovations will have a resonating relevance in today’s maturing craft coffee industry,” said Peerless CEO, George Vukasin.

Peerless was recognized as the national 2019 *Roaster of the Year*, the ultimate and most coveted award in America’s specialty coffee industry, by *Roast* magazine. Vukasin said the Micro Reserve line and the Roaster of the Year award will serve as the key centerpieces in the roaster’s 95th anniversary celebration.

“Quality and sustainability are so critical to our company mission that I personally oversee farm-direct relationships, from Costa Rica to Ethiopia,” Vukasin said. “We really wanted to experiment, and push the boundaries in terms of our knowledge and our experience in creating this line,” he added.

The Micro Reserve line includes four light roasts, one medium and one dark. The light roasts include: Ethiopia Mystic Lion, Guatemala Finca Las Salinas, Organic Costa Rica Las Lajas Honey Miel and Heritage Blend. The medium roast is Competition Blend and the dark roast is Organic Balthazar Blend. Four of these coffees recently received highly coveted International Golden Bean Award medals.

Vukasin’s contagious passion for balanced and highly aromatic espresso goes so deep he seeks out exotic and Cup of Excellence coffees that are graded in the high 90s. Along with an impressive Specialty Coffee Association Sensory Skills score, the CEO also benefits from being a Le Cordon Bleu, Paris graduate. He works directly with chefs like San Francisco-based Michelin award and multi James Beard award winner, Gary Danko, to pair the master chef’s desserts with complimenting coffee flavor notes.

Considering himself a coffee geek, Vukasin has dramatically increased the Peerless light coffee line. “Brightness in a carefully crafted light roast brings out maximum flavor. Without brightness, the coffee can taste flat. While challenging, light roasts tend to preserve brightness, which lets varietal subtleties shine through,” said Vukasin.

Peerless pays a considerable premium above Fair Trade for coffee based on more than exceptional quality. Most of the world’s coffee growing regions survive on agriculture. Coffee is used as their predominant cash crop. High premiums paid by socially responsible roasters like Peerless, help the farmers educate their children, and provide medical care for men, women and children.

Peerless Coffee & Tea started as a family business in 1924, and is in its third generation of Vukasin family leadership. The craft coffee roaster has a legacy of industry-leading innovation in the hospitality industry. This mission driven company is recognized as one of the premier craft coffee roasters in North America’s hospitality industry. It is served at prestigious locations, including Pebble Beach Resort, The Resort at Pelican Hill, Hilton Waterfront Beach Resort in Southern California, select Four Seasons properties, as well as four- and five-star restaurant and coffee-centric coffee houses. Visit www.peerlesscoffee.com.

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