

Two Prominent North Carolina Hospitals Choose Boutique Coffee Roaster over National Brands

RALEIGH, NC - Two of North Carolina's most prestigious hospitals have added local flavor with a global purpose to their culinary offerings by including a unique local brand of coffee on their menu.

It wasn't only the taste test that persuaded the University of North Carolina Health Care System and REX Hospital to take a chance with Larry's Beans 100% Fair Trade, Shade Grown, Organic coffee. "We support Fair Trade coffee, which encourages fair wages for the people who grow the beans and enables them to grow their communities," said Jim McGrody, Director of Food & Nutrition Services at REX Hospital.

The reaction of patients, staff and visitors has been overwhelmingly positive. "Our coffee sales have grown approximately 15%. This is mostly from customers, including REX employees, who are now trying Larry's Beans coffee. Now that they can get a good cup of coffee at work, they don't have to try to find the time during their busy day to go off-site," states McGrody. "Plus, a great cup of coffee may seem like a small pleasure, but it's something our patients and visitors relish."

A stroll around Larry's Beans reveals an operation that puts into practice the sustainable values packaged in every 100% biodegradable bag. "The plant is heated with active solar heat re-capture, there is a biodiesel fuel pump out front, and veggie-oil fuels the company's delivery trucks. "The company even uses rainwater flushing toilets and engages in composting.

Traditionally selling to coffeehouses and small markets, Larry's Beans recently began exploring partnerships with large institutional accounts such as UNC Health Care and REX. "These relationships are examples of how a large institution can successfully partner with a boutique, sustainable company. "Larry Larson, founder of Larry's Beans, states "At first we were a bit tentative about working with larger organizations, but we've found hospital staff and patients to be very supportive. "They seem to love the fact that we're sustainability-minded, and bring high quality taste to every cup of coffee."

About the Author

About Larry's Beans:

Since 1994 the mission of Larry's Beans has been to find the best coffees in the world and roast them with precision and artistry. The company is a founding member of Cooperative Coffees, the first and only group of independent coffee roasters that buys green beans directly from Fair Trade co-ops.

Larry's Beans builds Fair Trade relationships with small farm cooperatives, buys only Organic, Shade Grown coffees and supports farming partners in practicing sustainable farming methods. Larry's Beans cultivates relationships that benefit people, animals, and the environment. In 2006, Larry's Beans was the recipient of the NC Sustainability for triple-bottom line business. For more information, please visit www.larrysbeans.com.

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