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## **FOR IMMEDIATE RELEASE**

### **First Green Beans Worldcafé to open in Bay Area**

FAIRFIELD, Calif. – Green Beans Coffee has made a name for itself providing top-of-the-line coffee for U.S. troops stationed in war zones across the globe. They have more than 55 frontline locations in Iraq, Afghanistan, Kuwait, Kyrgyzstan, Africa and other overseas locales. They have won the hearts and minds of the troops with quality coffee drinks and baked goods. Their cafés provide a safe, inviting respite for soldiers in dangerous lands.

The company is now taking the domestic coffee market by storm with organic ingredients, unparalleled value and a commitment to supporting the community. Their first beachhead is the Bay Area.

At 6 a.m. on March 5, 2007, Green Beans Coffee opened its first prototype Green Beans Worldcafé at 3344 N. Texas St., Suite A, in Fairfield. The new store is strategically located near Travis Air Force Base

“I grew up in the Bay Area, and I cannot think of a more natural place to introduce Green Beans to domestic allies,” said Jason Araghi, president of Green Beans Coffee. “Because of the nature of where we operate, we’ve forged strong bonds with our customers over the years. Many of our customers abroad were soldiers deployed from Travis. They are like family. We are excited about building similar relationships stateside with new friends over a good cup of coffee.”

Larkspur, Calif.-based Green Beans plans to open approximately 10 new stores nationwide in 2007. All of the new stores will be located near military bases so

that troops returning from duty find a familiar face when they get home. Green Beans also has plans to expand its customer base into the civilian market.

Green Beans Coffee has several initiatives that position it a cut above other coffee companies.

- Green Beans coffee drinks include more espresso for the money, and prices are equal to or lower than competitors.
- Green Beans Worldcafé regulars do not have to wait until their 10th drink to get one free.
- A Green Bean Coffee Card comes loaded with a 10 percent bonus, meaning customers get a free drink upfront.
- Green Beans beverages and products – from lattes and fruit smoothies to cookies and scones – are made from organic or natural ingredients.
- The new Fairfield store was built in an environmentally friendly manner, using sustainable building products and recycled materials.
- Green Beans experts roast raw coffee beans in the Bay Area.
- Green Beans is dedicated to supporting the community. Up to 2 percent of all profits are donated to charities that support the children and families of soldiers who are wounded or killed in battle. In 2006, Green Beans donated more than \$100,000 to a variety of charities, including the Children of Fallen Soldiers Relief Fund, Soldier Angels and the Pat Tillman Foundation.

Jason and Jon Araghi founded Green Beans Coffee in 1996. Its first store, Art Nouveau Café, was located in Saudi Arabia. The café became popular with local U.S. soldiers, who asked the brothers to open a café on a nearby military base. Green Beans Coffee grew with the U.S. military as its footprint expanded in Southwest Asia, the Middle East and Africa. Today, there are more than 55 Green Beans cafés worldwide.

In December, Green Beans purchased A Perfect Blend in Vacaville, Calif. The established coffee shop at 401 E. Monte Vista is in the process of being transformed into a Green Beans Worldcafé.

For more information visit: [www.greenbeanscoffee.com](http://www.greenbeanscoffee.com).

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