

# EIGHT O'CLOCK

## **EIGHT O'CLOCK® COFFEE NAMED ONE OF "AMERICA'S GREATEST BRANDS"**

America's favorite whole bean coffee is honored for heritage and quality.



Eight O'Clock Coffee, the #1 retail whole bean coffee brand in the U.S., is featured in the 2010 edition of *America's Greatest Brands*—an annual publication recognizing the most respected U.S. brands. Fittingly for Eight O'Clock Coffee, this is the 8<sup>th</sup> edition of the authoritative book.

Since 1859, before there was a Starbucks, Dunkin' Donuts or even a Maxwell House brand, Eight O'Clock has provided high-quality, carefully picked, roasted and packaged coffee – making it possible to brew the freshest, most delicious coffee at home. Today, after 151 years, Eight O'Clock remains America's best-selling whole bean coffee with an expanded product line that includes a variety of roast levels, flavors, caffeine contents and ground coffee.

"Honoring Eight O'Clock Coffee as one of 'America's Greatest Brands' is a tribute to the commitment of our employees, suppliers, customers and consumers," said Alisa Jacoby, Senior Brand Manager at Eight O'Clock Coffee. "It is our privilege to be the home-brewed coffee of choice for generations of coffee-loving Americans since 1859."

Published by the American Brands Council, *America's Greatest Brands* highlights some of the country's strongest and most trusted business brands, delving into each brand's market, positioning, history and heritage.

"We are thrilled to feature Eight O'Clock Coffee in the 2010 edition of *America's Greatest Brands*," says Carl Meyer, CEO and Publisher of America's Greatest Brands LLC. "As a brand that is over 150 years old, it has a most interesting history and is as relevant and fresh today as ever. We know that our readers will find the Eight O'Clock story a fascinating read."

For more information, including how to purchase the 8<sup>th</sup> edition, visit *America's Greatest Brand's* web site [www.americasgreatestbrands.com](http://www.americasgreatestbrands.com). For more information about Eight O'Clock Coffee visit [www.eightoclock.com](http://www.eightoclock.com), Facebook [www.facebook.com/EightOClockCoffee](http://www.facebook.com/EightOClockCoffee) and/or Twitter @8OClockCoffee.