



LATTéLAND INTRODUCES THE RED BULL® AMERICANO

KANSAS CITY, MO, OCTOBER 12, 2005 – LATTéLAND Espresso & Tea is proud to introduce a unique new beverage, the Red Bull® Americano, which combines our artisan-roasted Espresso Blend with Red Bull®, the world's leading energy drink. The Red Bull® Americano is a well-balanced mixture of Espresso and Red Bull served over ice. The beverage contains over 200 mgs (milligrams) of caffeine, is loaded with Vitamin B, and is sure to give your sluggish morning a jump start.

“The Red Bull® Americano is a great combination of two wonderful stimulants, espresso and Red Bull®, which was inspired by healthy Asian tonics. It took a lot of hard work, but we believe that we have created an enjoyable combination” said Edward Schultz, owner. “While this beverage is not for everyone, our customers that love our coffee and also enjoy Red Bull are going to love it.”

The Red Bull® Americano took over six months to develop, as combining espresso and Red Bull® created challenges not typically associated with coffeehouse beverages. However with the help of Benaiah Roeber, a LATTéLAND barista, LATTéLAND was able to launch a truly unique beverage.

About LATTéLAND Espresso & Tea

LATTéLAND Espresso & Tea opened on the Country Club Plaza in 1993 as one of the first espresso bars in Kansas City. Today LATTéLAND Espresso & Tea has three Kansas City locations, two on the Country Club Plaza and one in Prairie Village, Kansas. LATTéLAND Espresso & Tea serves a variety of espresso and tea based beverages, fresh baked goods, Bliss, our sweet and creamy ice blended beverage (available in either coffee-based or coffee-free versions) and fruit smoothies. LATTéLAND Espresso & Tea was awarded the Golden Cup by the Specialty Coffee Association of America in 2004 and was voted Best Local Coffeehouse in Kansas City by Citysearch, KC Magazine and Ingrams Magazine in 2005.

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