



LATTéLAND AWARDED THE GOLDEN CUP

KANSAS CITY, MO, DECEMBER 16, 2004 – LATTéLAND Espresso & Tea has just received The Golden Cup, awarded by the Specialty Coffee Association of America (“SCAA”) for coffee brewing excellence.

The Golden Cup is awarded to coffee retail operators that meet a stringent set of brewing standards. “The Golden Cup is intended to motivate coffeehouses to learn how to improve the quality of their brewed coffee.” said Ted Lingle, Executive Director of the SCAA. “We are happy to then recognize those who can satisfy the SCAA’s high standards.”

Both of LATTéLAND’s locations on the Country Club Plaza have been awarded with this high distinction. “This accomplished is the result of the fine baristas we have and their attention to detail and dedication to brewing the best coffee possible,” said Edward Schultz, owner of LATTéLAND. “We will use this same philosophy and mentality to further excel in other aspects of our business as well, such as espresso, latté and tea preparation.”

Applicants for the Golden Cup must work with an SCAA Certified Brewing Technician, who evaluates the retailers brewing procedures, equipment, and the quality of the resulting coffee. Samples of the applicant’s coffee are tested at the Specialty Coffee Institute in Long Beach, California. Lingle added, “Coffee drinkers are becoming connoisseurs. The Golden Cup recipients understand that better coffee means better business.”

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 two Kansas City locations, both on the Country Club Plaza and serves a variety of espresso and tea based beverages, fresh baked goods, Cracked Ice drinks (a sweet, creamy coffee-based frappe) and fruit smoothies.

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