

For Immediate Release
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BULL RUN TO OPEN SINGLE CUP COFFEEBAR IN CALHOUN SQUARE

Bull Run Roasting to Open Stand-Alone Coffeebar, Upgrade Uptown Coffee Landscape

(MINNEAPOLIS, MINN.)- Locally owned Bull Run Roasting will open a single-cup coffeebar in Uptown's Calhoun Square, 3001 Hennepin Ave S. in fall 2010. In November 2009, Bull Run brought the third wave coffee experience to Minneapolis with its coffeebar located inside Rustica Bakery in Calhoun Village. Bull Run's Calhoun Square space, next to Kitchen Window, will expand on the single-cup coffee experience by pairing each guest with an expertly trained barista for a one-on-one beverage crafting experience.

Bull Run's professional baristas will be able to recommend specific beans and brew methods to personally craft beverages to meet each guest's preferences. The design of the space, conceptualized by David Shea, principal of Shea, Inc., was inspired by Bull Run's operation philosophy that encourages honesty, integrity and sustainability. The minimal design keeps the focus on the exchange between the barista and his or her guest.

Uptown coffee aficionados can also attend cupping events to sample new beans and develop a sophisticated coffee palette. "Cupping" is the process of sampling a progression of brewed coffee and noting the aroma, flavor profile and tasting notes of each bean and roast. Each cupping is lead by a Bull Run coffee expert.

Bull Run will introduce Minneapolis to latte art "throwdowns." This coffee industry competition pits two baristas against one another to create the best, most creative latte milk foam art. Spectators will be invited to observe these head-to-head battles that produce flowers, hearts, and skull and cross bones in latte foam.

About Bull Run Roasting

Bull Run Roasting Company is a Minneapolis-based small-batch coffee roaster that encourages people to develop a palate and appreciation for coffee and strives to create an intimate experience for every coffee and espresso lover. Bull Run was the first in the Twin Cities to offer "single-cup coffee" at its coffeebar located in Rustica Bakery which means not an ounce of coffee is brewed until a customer places an order. In fall 2010, Bull Run will open its flagship store in Calhoun Square. Bull Run's coffee can be enjoyed at a number of noted restaurants around the Twin Cities that include Heartland in St. Paul and La Belle Vie in Minneapolis. Founder, Greg Hoyt, was nominated for Ernst & Young's Entrepreneur Of The Year® 2010 for his success with the coffeebar and involvement with 1% for Humanity and Fifty Lanterns. Bull Run believes in building

relationships with its buyers at the origin to secure the most incredible coffee. Learn more at www.bullrunroasting.com