

What's Brewing™

News Release From The Hampton Coffee Company

For Immediate Release July, 2004 Contact: Jason Belkin - (631) 726-2633

**New York City's #1 Frozen Dessert
Tasti D-Lite
Now Exclusively At
Hampton Coffee Company®**

Tasti D-Lite soft serve frozen dessert has finally arrived in The Hamptons! New York City's #1 Frozen Dessert is now available in The Hamptons exclusively at Hampton Coffee Company in Water Mill and East Hampton. The famous 100% all natural soft serve dessert is available in dozens of flavors like Rice Pudding, French Vanilla, Chocolate Espresso, Dutch Chocolate, and Strawberry Colada, to name a few. Four delicious flavors are offered each day at both Hamptons locations and free samples are always offered.

Devoted *Tasti D-Lite* customers in New York City and Miami Beach wait on long lines for their daily fix of *Tasti D-Lite* not only for the incredible flavors and rich taste, but also because each serving of the soft serve frozen dessert is low calorie, 99% fat free, cholesterol free, and even Kosher. So, many devotees enjoy *Tasti D-Lite* as a healthy meal replacement or add their favorite toppings (more than a dozen to choose from!) to make it a true dessert.

At Hampton Coffee Company's *Express Café* in East Hampton, located right next to the East Hampton movie theater, *Tasti D-Lite* is open from 10 am-9 pm Sunday-Thursday and 10 am-12 midnight Friday and Saturday. Next to The Green Thumb Farmstand in Water Mill, *Tasti D-Lite* has its own separate *Dessert Shoppe* inside Hampton Coffee Company's espresso bar & café. It's open from 11 am-9 pm daily. Hampton Coffee Company customers who dine in the indoor/outdoor full service café can order *Tasti D-Lite* delivered to their table.

Both locations are open year round. For more information, downloadable menus, or directions, visit their website: www.hamptoncoffeecompany.com.

Hampton Coffee Company is Long Island, New York's largest independently-owned roaster-retailer. Its cafés are located in East Hampton and Water Mill. Its company coffee roastery and headquarters is located in Water Mill.



Photo Caption: Customers enjoy *Tasti D-Lite* soft serve frozen dessert on opening day at Hampton Coffee Company in Water Mill, site of the two company's first joint venture! (Photo by Jason Belkin Public Relations)