

What's Brewing™

News Release From The Hampton Coffee Company

For Immediate Release **November, 2005** Contact: Jason Belkin Jason Belkin Public Relations (516) 658-9583 · JasonBelkinPR@aol.com

**Hampton Coffee Company®
Opens Café In Fair Lawn, NJ
The Company's First Espresso Bar Outside The Hamptons**

Southampton-based Hampton Coffee Company opened its first espresso bar & café outside of The Hamptons last week in Fair Lawn, a town in Bergen County, New Jersey, about 15 miles from New York City. The café is the first to be opened by Westhampton Beach residents Theresa and Jason Belkin. The couple is the exclusive licensee of the brand. Before becoming licensees, the couple were involved in running the original Hampton Coffee Company espresso bar & café in Water Mill, which has become a Hamptons landmark over its past 12 years.

In honor of the new Hampton Coffee Company espresso bar & café in his town, the Mayor of Fair Lawn officially proclaimed October 22 "Hampton Coffee Company Day" throughout the borough. Fair Lawn Mayor David Ganz and Hampton Coffee Company café owner Theresa Belkin used a pair of giant scissors to cut the ribbon at a Grand Opening ceremony attended by a large number of Fair Lawn officials, and New Jersey State Senator Joseph Coniglio, who presented the café with a commendation from the New Jersey State Senate.

"We're not Dunkin' Donuts, but we're not Starbucks either," said café owner Theresa Belkin. "Our coffee is medium roasted, so it's not as burnt-tasting as Starbucks, but not as weak as Dunkin' Donuts. Plus, we do all our own baking right here in the café each and every morning." Just as they do in The Hamptons, Hampton Coffee Company wasted no time in becoming part of the local community, having joined the Chamber of Commerce right away and participating in the Knights of Pythias's Charity Bike-A-Thon and a community Street Fair.

In addition to the traditional Hampton Coffee Company menu of hand roasted estate grown coffee, espresso beverages, and baked-on-premises savories, the new Express Café in New Jersey features Krispy Kreme donuts delivered daily and New York City's popular Hale & Hearty soups.

Theresa and Jason Belkin's next Hampton Coffee Company espresso bar & café is set to open in December in Bridgehampton National Bank's new branch on Mill Road in Westhampton Beach.

For more information about Zagat-rated Hampton Coffee Company, visit their Web site: www.hamptoncoffeecompany.com. Hampton Coffee Company is Long Island, New York's largest independently owned roaster-retailer. Its company owned and licensed cafés are located in Water Mill and Westhampton Beach in The Hamptons, Long Island, New York, and in Fair Lawn, Bergen County, New Jersey. Its company coffee roastery and headquarters is located in Southampton.





Senate

Citation

Commendations and praise are extended to

Jason Belkin

by the citizenry of the 38th New Jersey Legislative District, through their elected representative, in celebration of the Grand Opening and "Chai Day" of the Hampton Coffee Company Espresso Bar & Cafe in Fair Lawn, New Jersey.

October 22, 2005
Date

Joseph C. Signor, Jr.
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