

What's Brewing™

News Release From The Hampton Coffee Company

For Immediate Release **November, 2006** Contact: Jason Belkin (516) 658-9583 ·

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**Hampton Coffee Company®
Introduces The "Gold Card"**

A must-have Hamptons accessory!

Just in time for the holiday season, Hampton Coffee Company introduces its first-ever electronic gift card/stored value card this week. The custom-designed Hampton Coffee Gold Card is a metallic gold plastic card with the Hampton Coffee Company logo on the front. They come with a burlap coffee sack-themed card and are available in denominations starting at \$10.

As a "gift card", the Hampton Coffee Gold Card takes the place of a paper gift certificate. The Card makes a thoughtful gift for everyone this holiday season because the gift recipient can enjoy Hampton Coffee whenever they want it. Since it's reloadable, the recipient can keep using it again and again. For the holidays, Hampton Coffee is offering specially-priced gift packages that include a real burlap coffee sack with the purchase of the new Hampton Coffee Gold Card!

For regular Hampton Coffee customers, the Gold Card acts as a "stored value card" just like the ones offered by Starbucks and Panera Bread! Once activated, customers can stop worrying about fumbling around for money each morning. Since it's reloadable, customers can keep adding to their accounts. Besides being a time-saver at the register each day, it is also a great way to cut down on paperwork. Instead of using a credit or debit card and dealing with a receipt each day, customers can add value to their cards once a month and only have one bank transaction to reconcile.

The Hampton Coffee Gold Card is currently only available for purchase and use at the Westhampton Beach café at 194 Mill Road, at the new Six Corners Roundabout. The café is open all-year-round from 6:30am-7pm daily, with later closing hours on Tuesdays, Fridays, and Saturdays. Call 631-288-4480 for more details.



All Hampton Coffee Company locations feature estate grown gourmet coffee hand-roasted by their own Roastmaster at their Water Mill Roastery. Besides freshly-roasted coffee and espresso beverages, Hampton Coffee features muffins, croissants, their famous scones, cinnamon rolls, and cookies all freshly-baked each morning on the premises, homemade soups and gourmet sandwiches, and a variety of delicious desserts.

For more information about Hampton Coffee Company, downloadable menus, or directions, visit their Web site: www.hamptoncoffeecompany.com. Thirteen-year-old 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. Its company coffee roastery and headquarters is located in Water Mill.