



Contact: Kristen Heath
Phone: (415) 663-5464 x: 101
Cell: (707) 490-2191
E-mail: kristen@strausmilk.com
Website: www.StrausFamilyCreamery.com

Friday, September 14, 2007

News Release

Barista Milk: the first specially formulated, organic milk made just for coffee!

Straus Family Creamery has developed the first organic milk made just for coffee. The special formula has been co-created by many notable baristas and Straus milk experts in order to develop a milk that is able to highlight the coffee flavor and maintain tight, uniform bubbles all while adding a smooth, creamy texture. Some of the participating baristas at the Straus co-creation event in August were: Mark Inman of Taylor Maid Farms, Andy Newbom and Adam Teitelbaum of Barefoot Coffee Roasters, Eileen Hassi of Ritual Coffee Roasters, Arnie Holt of Caffé Calabria, Maria Cleaveland of Equator and Martin Diedrichs of Kéan Coffee.

“The coffee world has been obsessively taking apart the idea of coffee and espresso, in particular specific preparation, roasting, and blending methodology,” said Mark Inman, President and Green Buyer for Taylor Maid Farms Organic Coffee and Tea. “Yet in the United States only eight to ten percent of all drinks are solely espresso, the remaining are milk based. This is the next frontier in the barista’s quest for greatness.”

Inman and Albert Straus, President of Straus Family Creamery, first collaborated in February and began development of Barista Milk; first sampled at the Specialty Coffee Association of America’s Western Regional Competition. The Barista Milk line includes whole milk, nonfat milk and half & half.

Distribution will focus on the Western U.S., particularly California, Oregon and Washington.

“We have been trying for many years to have organic coffee shops serve organic milk. When Mark [Inman] proposed the idea for a milk specifically formulated for coffee, it was very exciting. Now coffee shops are able to offer a totally organic coffee drink,” said Straus.

Straus Family Creamery began in 1994 as the first certified organic dairy and creamery west of the Mississippi River. The company strives for sustainability: from the farm’s methane digester that powers Albert’s electric car to using environmentally friendly cleaning agents in the processing facility.

For more information about Barista Milk and about Straus Family Creamery contact Kristen Heath at kristen@strausmilk.com. She can also be reached by phone at (415) 663-5464 x:101 or (707) 490-2191. Please visit Straus Family Creamery’s website www.StrausFamilyCreamery.com for more information.



Straus Family Creamery
Phone: (415) 663-5464

P.O. Box 768 Marshall, CA 94940
Fax: (415) 663-5465

www.StrausFamilyCreamery.com
E-mail: family@strausmilk.com

Straus Family Creamery strives to consistently provide the highest quality, best tasting, organic dairy products with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations, which support the philosophy of sustainable, organic family farming, for the health and well-being of the company, its producers, employees and the community at large.