



PRODUCTION MILESTONE
PRESS RELEASE
TEMPLATE

Questionnaire To Write A Production Milestone Press Release

The purpose of this press release is to publicize a notable milestone or goal achieved by the company.

The following questionnaire is designed to help you organize the most relevant information for this type of press release. Providing clear, concise, and informative answers will directly impact its quality. Whether your goal is to write the press release yourself or submit a fact sheet to a professional writer, take the time to organize and explain the facts of your development by answering these questions.

What Is The Major Milestone Or Goal That Has Been Achieved:

True Brew has sold its millionth cup of shop-roasted coffee.

What Product Or Service Is Most Relevant:

Our in-shop roasted coffee.

How Long Did It Take For The Company To Reach This Milestone:

4 years.

What Equipment, Departments, Individuals, Or Other Assets Were Integral To This Milestone:

Our coffee roasting and counter staff.

What Hurdles And Challenges Were Overcome To Achieve This Milestone:

We worked hard at our service capabilities and constantly improved and maintain the quality of our product to attract more and more customers since our shop opened just over four years ago. This was not an easy task in such a competitive, coffee-loving city.

How Did The Company Mark Or Celebrate This Milestone:

We held a celebration with our customers and staff and treated our staff to an additional party with local catering.

What Is The Next Major Goal The Company Is Working To Achieve:

We're going to continue serving great coffee to more customers until we've become the most productive coffee shop in the city. We are also going to continue to build our raw and roasted bean shipping service so that coffee drinkers throughout the country and all around the world can taste the wonderful product that's brought hundreds of thousands of customers through our door.

How Is This Achievement Emblematic Of The Mission Or Philosophy Of The Company:

From our first cup served, through our millionth and beyond, our mission has stayed the same, to make and serve a perfect cup of coffee.

Quote From The Company About This Milestone:

"When we opened our doors just a few years ago, we knew that our roasted-to-perfection would keep customers coming in, but we had no idea we'd hit such a milestone so soon. It's a huge honor to serve great coffee to this community and be so appreciated."

Person Providing The Quote:

Gina Fiore

Their Professional Title/Role:

Owner

Formal Headline:

This headline will be submitted to news services. It must be straightforward and factual.

True Brew Of Downtown Kinsmouth Hits Millionth Cup Milestone In Just Four Years.

Summary

Downtown Kinsmouth's True Brew has become a fast favorite among the city's coffee lovers. The combination roasting facility and coffee shop has recently served its million cup of shop-roasted coffee just four years after opening its doors.



TRUE BREW OF DOWNTOWN KINSMOUTH HITS MILLIONTH CUP MILESTONE IN JUST FOUR YEARS

PRESS RELEASE SUMMARY

Downtown Kinsmouth's True Brew has become a fast favorite among the city's coffee lovers. The combination roasting facility and coffee shop has recently served its millionth cup of shop-roasted coffee just four years after opening its doors.

PRESS RELEASE

The city of Kinsmouth loves a good cup of coffee and the consensus is that True Blue is the place to get it. The combination coffee bean roasting facility and coffee shop opened its doors just four years ago and in that time, has now served more than a million cups of shop-roasted coffee.

To learn more about True Brew's coffee roasting capabilities and downtown coffee shop, visit truebrewdowntown.com/menu.htm.

True Brew credits its millionth cup accomplishment to efforts of the coffee roasting staff who are responsible for taking the company's fair trade, sustainably imported green coffee beans and roasting them to bring out a smooth and robust flavor. The counter staff who reliably serves cup after cup to hundreds of customers every day have been essential to realizing this impressive accomplishment. In addition to celebrating with customers in the shop, the True Brew staff commemorated their victory with a locally catered party.

"When we opened our doors just a few years ago, we knew that our roasted-to-perfection would keep customers coming in, but we had no idea we'd hit such a milestone so soon. It's a huge honor to serve great coffee to this community and be so appreciated." True Brew's owner Gina Fiore said of the milestone. Continuously attracting customers in such a competitive, coffee-loving city, and doing so as a relatively new establishment, was not an easy feat, but the coffee provider attributed its success to focusing on service capabilities and a dedication to constant quality in its product.

Moving forward, True Brew plans to continue to realize its mission to make and serve a perfect cup of coffee from its first through its millionth cup and beyond. The coffee roaster and shop also plans to expand its raw and roasted coffee delivery to more national and international customers while it continues to build on its local service and popularity.

BOILERPLATE

Kinsmouth, New Hampshire-based True Brew is a combination coffee shop and roasting facility that's become a rising star in the city's downtown area. True Brew specializes in roasting fair trade, sustainably-harvested beans to optimal flavor that appeals to everyone from casual coffee drinkers and true coffee snobs.