



## **WOLFGANG PUCK BOTTLED ICED COFFEE**

### **SET FOR MAJOR U.S EXPANSION:**

*Surges from California to 35 States by June, 2011*

BEVERLY HILLS, Calif – May 11, 2011 -- After its initial 2009 launch in Beverly Hills, Wolfgang Puck Iced Coffee (WPIC) is Eastbound, rolling into *The Fresh Market* stores this month and with *Kroger*, who will offer it through their Natural Foods Sections in June. Additionally, WPIC will now be made available through New York's specialty food retailers.

The popularity of Wolfgang Puck's beverage is due to burgeoning interest in iced coffee within the US, along with tremendous support by consumers who view the product as a healthier alternative to other ready- to-drink iced coffee offerings. Media including *The Huffington Post* and a lucky posting on the *Hungry Girl* website, with over 1,000,000 subscribers, have helped bring the product to the forefront in its category. Consumption of iced coffee in the US continues to grow with more than 1.2 billion servings in 2010-up 6% over the previous year, according to *Wall Street Journal* (Aug, 2010).

Collaboration between Chef Wolfgang Puck and Woodway Beverage Partners, LLC...WPIC was created in the kitchen of Spago Beverly Hills by Puck and his Executive Pastry Chef Sherry Yard. Wolfgang Puck's iced coffee is made using a cold brewed process that reduces tannins and the bitter taste often found in hot brewed drinks. It's also organic, kosher and only 120 calories per bottle. Current flavors are Vanilla Fusion, Double Blend Mocha, Crème Caramel and Café au Lait.

"I am passionate about coffee and extremely proud of our product...it's a wonderful drink and it's great that more people will be able to enjoy it now," said Chef Puck.

Craig Lieberman, President of Woodway Beverage Partners, adds, "The timing for the national rollout is perfect as summer is a prime time for bottled coffee drinks. We're receiving daily validation from consumers that Chef Puck has created a terrific, low fat beverage which is a welcome alternative to the overly sweet or bitter taste found in other packaged coffee drinks."

In June, look for single bottles and four packs of Wolfgang Puck Iced Coffee in the organic food sections of *Fresh Markets, Kroger, Smith's Food, King Soopers, City Markets, Fry's, Dillons, Rice Epicurean Markets* and in Southern California *Whole Foods, select CVS stores, Henrys Farmers Markets, Bristol Farms, Jimbo's and Wolfgang Puck Express Cafes*. For store locations please visit [www.wolfgangpuckicedcoffee.com](http://www.wolfgangpuckicedcoffee.com) or find information on Wolfgang Puck at [www.wolfgangpuck.com](http://www.wolfgangpuck.com).



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