



SPECIALTY GRADE
FRESH ROASTED

FOR IMMEDIATE RELEASE

Cleveland Coffee Company introduces “Viva Brasil” coffee blend in partnership with Cleveland Indians catcher Yan Gomes

June 23, 2016 – Cleveland-based Cleveland Coffee Company announced today an exciting partnership with Cleveland Indians catcher **Yan Gomes** to produce a unique coffee blend called “**Viva Brasil**.”

Viva Brasil is a specialty-grade Brazilian coffee, well-balanced with chocolate tones and clean finish. The blend is a small batch roasted, Arabica coffee which was custom-created by Gomes while sampling coffees on a recent visit to Cleveland Coffee Company, owned by local entrepreneur Brendan Walton.

“Yan is the first Brazilian-born athlete in Major League history, and since Brazil is the largest exporter of coffee in the world, I thought he might enjoy branding a custom Brazilian coffee,” said Walton. “Yan and his wife, Jenna, came out to our warehouse to learn more about roasting. We’re very excited to launch this new coffee and, at the same time, give back to a great cause.”

Cleveland Coffee Company will donate 15% of the proceeds from all Viva Brasil sales to **Providence House**, a crisis nursery committed to child abuse prevention and family preservation in the Cleveland area (www.provhouse.org).

“Providence House is so grateful to the Cleveland Coffee Company and Yan Gomes of the Cleveland Indians,” said Natalie Leek-Nelson, CEO and President of Providence House. “Their partnership will help us provide emergency shelter and care for babies and children in crisis across Greater Cleveland and further our mission to protect at-risk children, empower families in crisis, and build safer communities for every child.”

Gomes’ family moved to the United States from Sao Paulo, Brazil when he was 12. Gomes played high school baseball in Miami, Florida, and played college baseball at University of Tennessee and Barry University. Age 28, Gomes has been with the Cleveland Indians since 2012.

Viva Brasil will be on shelves beginning June 17 and available through October 31 in more than 40 retail outlets, including Heinen’s, Zagara’s Marketplace, Dave’s Supermarkets and Market District (whole bean only), online at www.clevelandcoffeecompany.com (shipping available worldwide) as well as at Walton’s downtown café and bar A.J. Rocco’s located on Huron Road, around the corner from Progressive Field.

This is Cleveland Coffee Company’s second partnership with a local professional athlete. In January, the company launched **G’Day Mate** Blend with Australian-born, Cleveland Cavaliers player Matthew “Delly” Dellavedova. The custom blend of specialty-grade Peruvian and Sumatra coffees is available through June 30.

Walton is fully renovating an aged building at W. 58th Street and Lorain Avenue to open Cleveland Coffee Company’s first retail shop later this year. For more details, visit www.clevelandcoffeecompany.com; Facebook: Cleveland Coffee Company; Twitter: @ClevelandCoffee; and, Instagram: @ClevelandCoffeeCompany. Hashtag: #VivaBrasilCLE

About Cleveland Coffee Company

Located in Cleveland’s Midtown, Cleveland Coffee Company is a small-batch roaster dedicated to providing quality and perfection. Owned by local entrepreneur Brendan Walton, the company purchases 100% specialty grade Arabica green coffee from world importers that support coffee farmers who maintain a belief in social, environmental and economic values. Cleveland Coffee Company has been providing fresh roasted coffee to area cafes and businesses since 2003.

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Photos available upon request.

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Viva Brasil label



Cleveland Indians catcher Yan Gomes



Yan Gomes visits Cleveland Coffee Company

