



FOR IMMEDIATE RELEASE

Cleveland Coffee Company introduces “G’Day Mate” coffee blend in partnership with Cavaliers star Matthew “Delly” Dellavedova

January 25, 2016 – Cleveland-based Cleveland Coffee Company announced today an exciting partnership with Cleveland Cavaliers star, Australian native and national sports icon Matthew “Delly” Dellavedova to produce a unique coffee blend called **G’Day Mate** blend.

Created by Delly, a seasoned coffee aficionado, **G’Day Mate** is a custom blend of specialty-grade Peruvian and Sumatra coffees, filled with a rich aroma and perfectly-crafted flavor for a winning coffee experience.

The blend is a small batch roasted, specialty grade Arabica coffee which was custom-created by Dellavedova while sampling coffees on a recent visit to Cleveland Coffee Company, owned by local entrepreneur Brendan Walton.

“During one of the Cavs playoff games last year, I noticed that coffee was Delly’s drink of choice, so I approached him with the idea of branding his own coffee,” said Walton. “He came out to our warehouse to learn about roasting and sampled a variety of coffees to create his own blend. We’re excited to incorporate a philanthropic component to this partnership, too.”

Cleveland Coffee Company will donate 10% of the proceeds from all G’Day Mate sales to All Faiths Pantry, a Cleveland-based non-profit organization that delivers groceries to individuals with limited mobility. With direct deliveries to clients’ homes and monthly mobile pantries, the non-profit’s vision is to be part of a community where diverse individuals and groups unite to feed the underserved.

G’Day Mate blend will be on shelves beginning on Australia Day – January 25 – and will be available through the end of June in 40 retail outlets, including Heinen’s, Zagara’s and Market District (whole bean only), online at www.clevelandcoffee.com as well as at Walton’s downtown café and bar A.J. Rocco’s located down the street from Quicken Loans Arena on Huron Road.

Walton also announced that he is fully renovating an aged building at W. 58th Street and Lorain Avenue to open a second café called Cleveland Coffee Company early this summer.

For more information, visit www.clevelandcoffee.com; Facebook: Cleveland Coffee Company; Twitter: @ClevelandCoffee; and, Instagram: @ClevelandCoffeeCompany.

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.

Photos by Thom Sivo

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Photos available upon request.

Cleveland coffee co.

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