



ADVANCING PUBLIC TRUST SOLUTIONS  
TO SAVE THE GREAT LAKES

IN PARTNERSHIP WITH:



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FOR IMMEDIATE RELEASE

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### **Beans4Blue Coffee Now in Three Blends at Stores Statewide**

3% of Sales to Benefit the FLOW Great Lakes Policy and Education Center

TRAVERSE CITY, MI – A new series of three coffee blends aims to caffeinate and conserve water for Great Lakes lovers. The Beans 4 Blue coffee line from Traverse City-based Great Northern Roasting Company (GNRC) has three blends: the original Lake Effect blend, the Wake 5 dark roast, and the Shoreline light roast. All three blends are now on the shelves at grocers throughout Michigan’s lower peninsula. Three percent of every bag benefits FLOW, a Traverse City-based policy and education center working to protect the Great Lakes.



The GNRC has been roasting and selling coffee beans since 2001 when it was founded by Jack and Sarah Davis. GNRC is dedicated to providing the most exclusive and unique coffees, all of which are drum roasted by hand and held to the highest standard in quality and freshness. Embedded within their business standards is Jack and Sarah Davis’s love for the Great Lakes. Now with three blends available in the Beans 4 Blue coffee line, the GNRC is happy to announce that their customers can join them to help protect the Great Lakes.

“After all, coffee is just filtered water” says GNRC Owner Jack Davis, “and you just won’t get a good cup of coffee without fresh, clean water. That’s why we decided to create a product that includes protecting the Great Lakes as a part of the bottom line.” Teaming up with the Traverse City-based nonprofit FLOW “was a no-brainer” says Mr. Davis, because of their common goal to protect the Great Lakes.

FLOW’s mission is to advance solutions to save the Great Lakes and their expert team of attorneys and professionals specialize in the legal strategies known as the *public trust doctrine*. Through educational presentations and advanced policy research, FLOW develops legal strategies that all add up to better protections for the waters of the Great Lakes.

“Sometimes folks can feel helpless when big issues threaten to harm the Great Lakes,” says FLOW Executive Director Liz Kirkwood, “and that’s where FLOW comes in, to empower people with tools for taking action that will ultimately create a better future for these waters.”

This rang true and captured the attention of Mr. Davis, whose daughter goes to the same school in Traverse City as both of Mrs. Kirkwood’s kids. A longtime vision that had yet to come to life, Mr. Davis had always wanted to find a way for his company to give back to the community. When he learned about FLOW’s action-oriented policy and education programs that address Great Lakes issues, “right away I knew that we should collaborate to create a coffee that benefits the Great Lakes,” he says. And so, Beans 4 Blue was created.

The first Beans 4 Blue coffee, the Lake Effect blend, premiered in stores in late fall of 2013. Now, GNRC is in full-tilt production and fulfilling requests for Lake Effect blend as well as the new dark roast, Wake 5 blend, and the light roast, Shoreline blend. All blends of the Beans 4 Blue Coffee are 100% shade grown Arabica, and Rainforest Alliance certified.

Not unlike FLOW’s educational programs, and in the spirit of ensuring an excellent coffee experience to customers, GNRC also offers informational workshops on coffee, roasting, tasting, and human and economic impact of global coffee markets. GNRC specializes in direct trade and fair trade, and are committed to upholding the highest standards for human and labor rights as well as environmental protection, including biodiversity and sustainability.

For more information, to find a store near you that carries Beans 4 Blue, or to place an online order, please visit

<http://beans4blue.com>

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