

Mocha Kiss Coffee To Make First Appearance At The Winter Fancy Food Show in San Francisco

Company will launch its packaged coffee for retail store purchase

HOLLYWOOD (January 20, 2006) – Fresh off the red carpet from the 63rd Annual Golden Globes, Mocha Kiss Coffee, “The Coffee to the Stars,” will be making its first-ever appearance at the Winter Fancy Foods Show on Jan. 22, at the Moscone Center in San Francisco.

Now the brewed coffee Hollywood’s hottest “crave,” will be available for sampling by the thousands of specialty food retailers, caterers and supermarket buyers attending the show. Additionally, this is first time the company will offer packaged Mocha Kiss Coffee for purchase by food retail outlets.

Now in its 31st year, the Winter Fancy Foods Show is one of the largest trade-only shows in the country, regularly attracting between 20,000 and 32,000 attendees. Mocha Kiss will be located at booth number 452 under the Marketing Connections Group.

“This will be the first time buyers at the Winter Fancy Food Show will have the opportunity to savor Mocha Kiss’ tasty drinks that the Hollywood “A-list” has been enjoying for years,” said Jeremy Gursey, Mocha Kiss Coffee founder and CEO. “We’re going to make sure that when people walk in the door, they’ve got one of our delicious drinks in their hand.”

Mocha Kiss operates retail stores on the lots of Sony Pictures Studios, Paramount Studios and NBC Studios, and has mobile espresso bars that service a number of TV and movie sets, as well as prestigious special events such as the Academy Awards and Golden Globes.

The company serves its coffee to the cast and crew on a number of hit network and cable television sets including “Entourage,” “Deadwood,” “Grey’s Anatomy,” “House” and “Nip/Tuck” to name a few. Mocha Kiss’ recent movie credits include “Fun with Dick and Jane,” “Pirates of the Caribbean 2” and “Spanglish.”

Mocha Kiss’ “star quality” products have been profiled in publications including the Wall Street Journal, The Hollywood Reporter, Family Circle Magazine, Entrepreneur

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Mocha Kiss Coffee/Add One

and Premier Magazine, as well as broadcast shows Access Hollywood and ABC Network's "What's the Buzz."

The company's comprehensive variety of coffee flavors including Houseblend, French Roast, Hazelnut and Irish Cream, are available for purchase at www.mochakisscoffee.com, and can be delivered anywhere in North America.

ABOUT MOCHA KISS

Mocha Kiss Coffee is the invention of Jeremy Gurse, a former film student at California State University, Northridge. Like many others, Gurse was determined to make it in Hollywood any way he could. In 1994, while working in a coffee house part time and attending school, he came up with his ingenious entrée into the film business. With a mere \$100 investment and months of research on coffee flavors and formulations, the young film student perfected his signature Mocha Frost® and launched Mocha Kiss Coffee. His coffee drinks proved a big hit with the entertainment crowd, who soon insisted on Mocha Kiss Coffee on movie and TV sets. Today, Mocha Kiss Coffee is a fixture in Hollywood and is the "Coffee to the Stars."

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