

NEWS RELEASE



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Cuvee Coffee Conducting Coffee Demo at Whole Foods Market's Flagship Store in Austin

February 27, 2009 (AUSTIN, TX)...Cuvee Coffee Roasting Company, which recently relocated to Spicewood from Houston, is hosting coffee demonstrations on Saturday, February 28 from 11 a.m. to 3 p.m. at the Whole Foods Market's flagship store, located at Sixth Street and Lamar in Austin.

Cuvee Coffee president Mike McKim, barista trainer Dan Streetman, and roaster and accomplished competition barista, Clancy Rose, will be on-hand to provide patrons with samples of press pot coffee, espresso, and latte art. Rose, recently took top honors at the Specialty Coffee Association of America's South Central Region Barista Competition in Austin. He is now training for the SCAA's national barista competition held next weekend in Portland, Oregon, where he will vie for a chance to participate in the World Barista Championship in Atlanta, Georgia in May 2009. In 2008, Rose also was crowned one of only nine international "Ultimate Baristas."

Whole Foods Market recently added the specialty coffee roasting company's beans to its shelves. Cuvee offers both single origin and blend coffees from Central America, South America, and Africa.

"We are excited about the opportunity to introduce our coffee and our direct trade coffee model to those in the Austin community who are not yet familiar with us," said Mike McKim, head of Cuvee Coffee. "We place a major emphasis on helping people learn more about the process of making coffee – from sourcing beans at origin to processing and shipping to roasting and preparation – and in-store demos are great additions to our barista trainings, Web site, and other education channels."

About Cuvee Coffee

With a presence in Houston and Austin, Texas, Cuvee Coffee is a specialty coffee roaster that provides independent coffee houses with sustainable, artisan blends, single origin, and estate coffees from Africa, South America, and Central America. Each of the coffees is roasted to order in small batches. Cuvee also provides barista training and sells high-end espresso and brewing equipment. For more information about

the company, visit: www.cuveecoffee.com. The company also can be found on Twitter, Facebook, MySpace and Flickr.

About Whole Foods Market

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by Health magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"TM captures the Company's mission to find success in customer satisfaction and wellness, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 12 consecutive years. In fiscal year 2008, the Company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & WildTM, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community MarketTM are trademarks owned by Wild Marks, Inc.

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