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R Miguel Coffee Established to bring the World's most Luxurious and Exclusive Coffees to the Market

Having achieved coffee roasting excellence, R Miguel Meza strikes out on his own to establish the most exclusive, expensive and exquisite coffees ever made available to the world's gourmet coffee consumers

/24-7PressRelease/ - ANDOVER, MN, November 17, 2007 — Having established a record of excellence as Roastmaster at Paradise Roasters, R Miguel Meza has begun the process of realizing his dream. R Miguel has long sought to bring the world's scarcest and most exclusive coffee beans to the market, permitting consumers an opportunity to savor coffees more distinctive than any ever offered before. R Miguel announced his new venture, R Miguel Coffees, with a bold statement of purpose, "My passion has been to procure and make available coffees that are unimaginably rich, flavorful and rare. R Miguel will offer coffees so startling and so rewarding that the experience alone is worth the price of admission. No one can simply buy an RMiguel coffee, as it is made available exclusively by invitation only. These are all coffee beans so immensely flavorful from years of precious care and impeccable processing that tiny amounts are made available from the world's most loved coffee trees." R Miguel Coffee is launched at www.rmiguelcoffee.com.

What is unique and eye opening about the method of sales for the company is the "Invitation Only" nature of the sales channel. According to R Miguel, no one will be able to simply access the web site and purchase these rare coffees, "This is a situation where the lot sizes are so small that I wish to make them available only to discerning consumers who can truly appreciate the value we are providing. Thus, you must receive an invitation in order to purchase the product."

The first two offerings of the new company are from Panama and an Ethiopian varietal of coffee tree called "Gesha". The Gesha varietal has enabled the Esmeralda Special coffee bean to become the most famous, most expensive coffee in the world for the past 4 years. R Miguel is very excited about these offerings, "Our initial offerings will be the finest Gesha varietal coffees ever offered in terms of quality, clarity and distinction!"

The first offering will be called Aurora, a washed-process coffee bean of the gesha varietal lovingly harvested by the Mama Cata Farm in Boquete Panama. R Miguel describes the bean's characteristics, "This coffee is the perfect expression of this varietal, perhaps the most unearthly, uncoffee-like coffee imaginable. Pristinely clear and sweet, a cornucopia of fruit flavors can be found in this coffee: Orange, Peach, Apricot, Passion Fruit and unbelievably, Strawberry. Absolute coffee perfection!"

The second limited offering will named Nectar and comes from the same producer as Aurora. R Miguel elaborates, "Nectar is in the style of the great naturals from Ethiopia like the Biloya and Balekara coffees Paradise Roasters has offered in the past. Produced under the watchful eye and consultation of Graciano Cruz of the Los Lajones farm in Boquete, Nectar compared to the Aurora is more exotic and full-bodied. The aroma is an intense mix of orange peach and berries. Nectar is the finest example of a natural process coffee I have seen from anywhere in the world."

Anyone wishing to purchase R Miguel Coffees should go to the website and put their names in the waiting list, which will be processed on a first-come, first-served basis. WWW DOT RMIGUELCOFFEE DOT COM.

About R Miguel Coffee

Based in Andover, MN, R Miguel Coffee is one man's continuing pursuit of coffee perfection and excellence. Owned and operated by R. Miguel Meza of Paradise Roasters fame, R Miguel Coffee roasts are extremely small batch, requiring consumers to be invited in order to purchase product. Over the past 5 years, R Miguel Meza has produced some of the highest rated coffees in the world.

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