



When is coffee not “just coffee?”

Jim Townley, President,
Fresh Cup Roastery Café

For over 20 years I've looked at coffee differently than most. I really watch people's faces when they sip it and how they handle their cup. Everyone's face changes depending on who they are talking to whether it's a parent, friend ... and then there's the "lover look" over coffee! Coffee is not just coffee to our team, coffee is a catalyst, an ingredient, that can elevate not just your mood, but food and it can even be served cold with nitrous gas to give it some effervescence, life if you will. *Viva la coffee!*