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## Puroast Low Acid Coffee Utilizes Sustainable Energy Technology

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Sep 8, 2006 - Renewable energy use has been determined by many organizations, such as the EPA and the US Department of Energy, as important in the effort to make better use of resources used by industry.



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08/09/06 Puroast Low Acid Coffee utilizes an innovative and sustainable energy technology to fuel its plant operations. The patented roasting system produces a low acid coffee that is 50% reduced in acid compared to other leading coffee brands. Puroast's breakthrough however has been to combine low acidity with great gourmet coffee taste. The full-bodied, smooth taste of their coffee is directly tied to Puroast's renewable energy-driven burners, which fire the roasting systems.

Renewable energy use has been determined by many organizations, such as the EPA and the US Department of Energy, as important in the effort to make better use of resources used by industry. Puroast's furnaces deliver a unique method of heat transfer which provides for the less bitter brew.

The Sustainable Business Institute (SBI), based in Silicon Valley, recognized Puroast for its advancements by awarding the company with the Seal of Sustainability. The SBI is one of the leading non-profit groups in the area of assessing and promoting the use of sustainable business practices by US and global industries.

Puroast was recognized for "progressive management practices, attention to the environmental effect of their business practices, and a concern for their employees, customers and the communities in which they operate," according to Jessica Fullmer, Executive Director of the SBI. "We proudly recognize them and encourage other companies to join them in earning this prestigious award." The Seal of Sustainability is on Puroast Low Acid coffee bags that are now beginning to enter grocery stores throughout the country and are available on-line at <http://www.puroast.com>.

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