



Rook Coffee Roasters Launches Online Ordering



HOLLY MIGLIACCIO AND SHAWN KINGSLEY, OWNERS, ROOK COFFEE ROASTERS

Fresh roasted coffee ships right to your doorstep

Rook Coffee Roasters, the visionary coffee store and in-house roasting facility pioneering the Third Wave of Coffee movement in Monmouth County, has expanded nationally with the launch of its online shipping and delivery side of the business on www.rookcoffeeroasters.com.

Rook owners Holly Migliaccio and Shawn Kingsley decided to speed up the online shipping portion of their business after receiving numerous requests from California to St. Louis for their fresh roasted

beans through word-of-mouth buzz.

“The repeat business and influx of new customers during the six months since we’ve been open is incredible,” says co-owner Migliaccio. “We’ve had to hire six new employees and the warmer months are bringing in many customers for our signature New Orleans-style cold brewed coffee.”

Established in January 2010, Rook Coffee Roasters is the brainchild of entrepreneurs and co-owners Holly Migliaccio and Shawn Kingsley, childhood friends who left their big city corporate jobs to follow their



shared passion for specialty coffee.

After traveling the globe and doing extensive coffee research in the U.S., particularly in the Pacific Northwest region, they identified a need for fresh roasted coffee on the East Coast. They took it a step

further by purchasing a state-of-the-art roaster and quickly mastered the art of roasting themselves, using only the highest quality Arabica green coffee beans.

“Exceptional product mixed with over-the-top customer service is our philosophy,” says Migliaccio.

“We believe that in a short time people will become savvy coffee drinkers like they’ve become savvy wine drinkers,” says Kingsley. “Once they taste truly fresh roasted coffee they’re hooked. They can’t believe they’ve been settling for anything less all these years.”

Rook Coffee Roasters educates its customers on single origin coffees, blends, roast profiles, the roasting process, the brewing process, the cupping process, and how to best store and brew coffees at home and in the office.



Listed from their mildest to darkest roast, the following are Rook Coffee Roaster’s single origin coffee offerings, which change periodically based on harvest seasons and availability:

- Costa Rica (organic)
- Ethiopia Yirgacheffe (organic)
- Ethiopia Harrar
- Guatemala Decaf (water processed)
- El Salvador
- Guatemala (fair trade + organic)
- Nicaragua (fair trade + organic)
- Bali (organic)
- Sumatra (fair trade + organic)

All of Rook’s coffee is always triple fresh:

- 1) Freshly roasted - coffee is served within just days of being freshly roasted.
- 2) Freshly ground - coffee is brewed within seconds of being freshly ground.

For more information contact:

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3) Freshly brewed - each cup of coffee is individually brewed by either a pour-over brewing method or French press brewing method.

Rook Coffee Roasters, located at 60r Monmouth Road in Oakhurst, NJ, is a visionary coffee business complete with a retail store, in-house roasting facility, wholesale distribution and delivery, and online shipping service in one.



A unique roasting technique makes rook coffee a special experience



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