

Date 1/17/2011

LostCoffee would like to welcome you to our first official press release. In this release you will find a short story about LostCoffee, the concept, and the mobile branding.

Our Story

LostCoffee was started in early 2010 by two individuals who have an entrepreneurial spirit and a passion for coffee. From the start we knew that your typical coffee shop was not going to be our path. We define ourselves with standards not yet seen in the industry. We are fortunate to have found two others that were willing to take a partner with us in our dream. The passion these two have for helping small business entrepreneurs knows no boundary. The four of us are proud to present to you Lost-Coffee.

Our Concept

LostCoffee will revolutionize the way the world sees, drinks, and buys coffee. In early 2011 we will release our first mobile coffee truck. Our truck will be serving brewed and espresso blended coffee drinks, along with a variety of hot and cold teas and tasty fruit smoothies. We will also be serving your choice of fresh pastries and hot breakfast items.

Each truck is designed to run self sustained. No external power source is needed. These trucks are revolutionary and will change the coffee business forever. Along with game-changing trucks comes game-changing technology. Every LostCoffee truck customer will be able to order and pay by a simple cell phone text message. There is no need for a smartphone, app, or a mobile browser. Just a simple text message will order and pay for your favorite drink and pastry.

The LostCoffee slogan is ...mixing speed and quality in a cup™

Our Branding - Mobile division logo and truck design*

*designs are for the LostCoffee Mobile Division only. The Cafe', Office, and Roasting Division brands are yet to be released.



For more information about this release or any others please contact media@lostcoffee.com