

NEWS OF OUR CLIENTS



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HEMISPHERE COFFEE ROASTERS™ PARTNERS WITH FULL-THROTTLE COMMUNICATIONS TO HELP DRIVE PUBLIC RELATIONS EFFORTS FOR NEW HUNTER'S BLEND COFFEE

Mechanicsburg, Ohio- Hemisphere Coffee Roasters™, a premier coffee brand who's passion and core mission is to offer great-tasting coffee that benefits growers and their communities around the globe, has announced it has selected Moorpark, Calif.-based Full-Throttle Communications as its new agency of record for public relations strategy and media outreach.

"Full-Throttle Communications has a long history working with top brands in the hunting industry, making the agency a natural fit to help us promote our new Hunter's Blend Coffee to outdoorsmen nationwide," said Paul Kurtz, Owner of Hemisphere Coffee Roasters. "By working directly with the best coffee producers in optimum growing locations like Kenya, Indonesia, Peru and Nicaragua, we not only provide customers with one of the best tasting coffee blends in the world, our direct-to-grower business model helps these producers and their communities thrive. We're excited to have Full-Throttle on board to help us share our story with hunters and coffee drinkers everywhere," he added.

Hemisphere Coffee Roasters is passionate about creating good coffee and doing some good in the process of creating it. This is why the company operates a direct-trade business model, which means it only works directly with growers from the best producing locations in the world where every bean is hand-picked by the hard-working people of its community. In fact, twenty-five million families derive their major living from the production of coffee and Hemisphere's Coffee Roasters is dedicated to helping as many as possible.

Nothing blends better than a good cup of joe and an early-morning hunt, because when the alarm goes off at '0-dark thirty' – being alert for that prized shot is a non-negotiable. Created by the hunters behind Hemisphere Coffee Roasters, the company's new Hunter's Blend will get you up and out in the woods. "Hunters will be impressed with the great-tasting quality you can taste in the new Hunter's Blend by Hemisphere Coffee Roasters," said Jason Bear, President/CEO of Full-Throttle Communications. "We're honored to be working with a company who not only offers a great product, we're proud to work with a company whose business model is centered around helping others, and we're excited to share this message with the media," Bear added.

For more information about Hemisphere Coffee Roasters, visit: hemispherecoffee.roasters.com. To find out more about the company's new Hunter's Blend, created by hunters for hunters, visit: huntersblendcoffee.com.

About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: full-throttlecom.com.

Editor's Note: For press releases and hi-res images from Full-Throttle's wide range of clients, please visit our online [press room](#).