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Ready, Roast, Sip ... and Shop!

Locally Roasted Coffee Beans to Make a Debut At the Marshall Area Farmers' Market

COLDWATER, MI (April 20, 2015) – For the first time ever, fresh food lovers will have the chance to buy locally roasted coffee beans at the Marshall Area Farmers' Market.

Choosing “fresh” is just as important when buying roasted coffee beans as it is when opting for fresh fruits and vegetables, said Phillip Jewell, co-owner of Blue Hat Coffee, a new market vendor.

“Most of the roasted coffee beans you buy in the store are four to six months old if not older, and coffee degrades within the first six to eight weeks,” Jewell said. “The main advantage to our coffee is it’s freshly roasted, no more than a few days ago. From our point of view, we’re very selective of what we roast. We buy very high quality coffee, which is a little more expensive but much better tasting.”

Jewell said Blue Hat is also offering freshly brewed coffee to fresh food lovers to sip while browsing the market. Also featured at the market will be Blue Hat private label teas, including black teas, green teas, Oolong teas and herbal teas—available in sachets and as loose teas.

Blue Hat will bring a grinder to the market so customers can build their own blends and grind the beans as they wish. There are 15 single origin coffees to choose from, including a fair market and organic bean from Peru. And customers are free to buy sample sizes—as little as a quarter of a pound of coffee.

Jewell said the scent of freshly roasted coffee and fine teas will add to the already great smells that mingle in the farmers' market.

“People love the aroma of freshly roasted coffee, even non-coffee-drinkers,” stated Phillip. “The phrase we hear the most in our cafe is, ‘It smells so good in here.’ It’s like perfume! We want to bring that experience to the farm market.”

The market is located at 125 West Green Street, between Eagle and Jefferson Streets in downtown historic Marshall, Michigan. It is a seasonal open-air market that occurs every Saturday 8 a.m. to 1 p.m. from May 16 to October 31.

[Blue Hat Coffee](#), located in Coldwater, features 15 coffees, comprised of a dozen single origin medium and dark roasts, along with three blends. All of the company's espresso and coffee selections are carefully hand-roasted in small batches.

“Our goal is to produce exceptional coffees at reasonable prices,” Jewell said.

Coffees sold at the farmers market will also be available on the Blue Hat Coffee website. “We have had numerous customer requests for online availability of our coffees. As a result, we recently introduced our new ecommerce site,” explained Phillip. Please visit www.bluehatcoffee.com/shop.html.

About Blue Hat Coffee / Gallery

Blue Hat Coffee / Gallery is a coffee roaster, cafe, caterer and art gallery located in Coldwater, Michigan. We take pride in the quality we offer in every aspect of our business. Customers can enjoy the wonderful aroma of our excellent coffees as they relax in our elegant 1850s Italianate home. Beautiful, handcrafted scarves, jewelry, ironwork, artwork, ceramics and paintings are featured throughout the gallery. Catered meals can be served in our facility or delivered to your desired location. Please visit www.bluehatcoffee.com for additional photographs and details. Follow Blue Hat Coffee on Facebook at www.facebook.com/BlueHatCoffee and Twitter at www.twitter.com/BlueHatCoffee.