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## **Happy Cup Coffee Launches Consumer “Roaster For a Day” Contest**

*Company brews up fun contest where java junkies can create their own signature blend and take home a year’s supply of fresh, sustainably sourced coffee*

**Portland, Ore.** – February 23, 2012 – Happy Cup Coffee, a social enterprise company that supports adults with disabilities, announced its “Roaster for a Day” contest. One lucky winner (and three friends) will enjoy a hands-on coffee roasting lesson from master roaster Trevin Miller, create their own signature coffee blend, and take home a year’s supply of fresh, sustainably sourced coffee (\$750 value).

### **How to Enter “Roaster for a Day” Contest**

In addition to learning impressive sounding coffee lingo like ‘roast profiling’ ‘cupping,’ and ‘double charging the roasting drum,’ the winner will get a chance to create a signature coffee blend tailored to his or her unique palate. Travel and accommodations to Portland, Ore. are not included.

To enter, simply “like” [Happy Cup on Facebook](#) or sign up at [www.happycup.com](http://www.happycup.com). Entries will be accepted until midnight PST, March 27, 2012. The winner will be announced Tuesday, April 10, 2012.

“This idea has been percolating for a while,” states Rachel Bloom, co-founder and president. “We wanted to introduce people to our amazing line of coffee, as well as to our company. At Happy Cup Coffee, we’re dedicated to providing employment opportunities to adults with disabilities, where unemployment rates now top a staggering 78 percent.”

### **About Happy Cup Coffee**

Happy Cup Coffee is a Portland Ore., based social enterprise company that employs individuals with disabilities to assist in the roasting, packaging, and distribution of high-quality, ethically traded coffees. In addition to providing employment opportunities, Happy Cup Coffee Company will donate 100 percent of profits after taxes to programs assisting individuals with disabilities. For more information, visit [www.happycup.com](http://www.happycup.com).

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