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CONTACTS:

Matthew Jackson, Inventure Foods, Inc.
mjackson@lambert-edwards.com
616-233-0500

Erin Schaeffer, Seattle's Best Coffee
press@seattlesbest.com
206.318.7100

Seattle's Best Coffee Lets Coffee Lovers Tap Their Inner Barista to Make Frozen Coffee Blends at Home

PHOENIX, June 26, 2013 – Seattle's Best Coffee, together with innovative food manufacturer Inventure Foods, Inc. (NASDAQ:SNAK)—the company responsible for bringing the “at home” frozen smoothie category to life in grocery store freezers three years ago—today unveiled [Seattle's Best Coffee® Frozen Coffee Blends](#), available in grocery, club and mass merchandise stores nationwide. Part of Starbucks corporation (NASDAQ: SBUX), Seattle's Best brings great coffee to new and unexpected places. The blended coffee drink category continues to grow, with U.S. sales surging to \$4.3 billion last year^[1].

The **Seattle's Best Coffee® Frozen Coffee Blends** are an innovative blended coffee for the at-home barista who is looking for a convenient warm-weather coffee boost suitable for any time of day.

- Made with high-quality, 100-percent *arabica* coffee beans in four varieties: Coffee Chiller®, Creamy Caramel®, Very Vanilla®, and Mega Mocha®
- 130 calories or less, just 10 grams of sugar and zero trans fats
- Each package provides two, eight-ounce servings when prepared as directed. Suggested retail price ranges from \$2.99 - \$3.49.

“To make an amazing cold coffee drink you have to strike the perfect balance between rich coffee flavor and chocolate or other sweet flavors,” said Sue McCown, classically trained chef and R&D manager for Seattle's Best Coffee. “We teamed with Inventure foods to develop a well-balanced frozen coffee blend that is simple and fun to make at home. Coffee lovers can add their favorite milk and inspiration, perhaps frozen fruit, peanut butter or other creative ingredients to enjoy their own blended masterpiece on a hot summer's day.”

“This represents the first time a premium coffee brand has crossed over into the frozen section of the grocery store,” said Steve Sklar, senior vice president of marketing for Inventure Foods, Inc., licensee and manufacturer of the frozen coffee blends. “This is great news for consumers who love frozen coffee drinks but have previously had no way to recreate that café experience from the comfort of home.”

To ignite online conversation of the new product, the brand is simultaneously launching a consumer-facing campaign urging consumers to share how they are making it the coolest summer ever with the Frozen Coffee Blends. It's what we call “Freezing the Day”- the ability to make the most of a summer day by making a cool, delicious frozen coffee drink at home, and then sitting back to relax and enjoy. In

^[1] Source: Study Logic 2012

addition, to help “Freeze the Day” this summer, Seattle’s Best Coffee has 50,000 \$1-off coupons available on its Facebook [page](#).

“This product furthers our goal of bringing great coffee everywhere customers need it,” said Jennifer Dimaris, vice president of Brand Management for Seattle’s Best Coffee. “We also know our customers seek things that are a great value and add a little something special to keep them going on a busy morning and when they need an afternoon pickup.”

About Inventure Foods, Inc.

With manufacturing facilities in Arizona, Indiana and Washington, Inventure Foods, Inc. (Nasdaq: SNAK) is a marketer and manufacturer of specialty food brands in better-for-you and indulgent categories under a variety of Company owned and licensed brand names, including Boulder Canyon Natural Foods®, Jamba®, Seattle’s Best Coffee®, Rader Farms®, T.G.I. Friday’s®, Nathan’s Famous®, Vidalia Brands™, Poore Brothers®, Tato Skins® and Bob’s Texas Style®. For further information about Inventure Foods, please visit www.inventurefoods.com.

About Seattle’s Best Coffee

Seattle’s Best Coffee LLC has been roasting premium coffee since 1970 and today roasts more than 20 million pounds of coffee every year and millions of cups of our coffee are served every day. A freshly-brewed cup of Seattle’s Best Coffee® is currently available in more than 50,000 locations including cafes, college campuses, restaurants, hotels, airlines, cruise ships, grocery stores and movie theatres. Seattle’s Best Coffee is a featured brand within Starbucks Corporation (NASDAQ: SBUX). For more information, please visit Seattle’s Best Coffee online at www.seattlesbest.com. Become a member of the coffee community at www.facebook.com/SeattlesBestCoffee or follow Seattle’s Best Coffee on Pinterest for unique coffee inspiration at www.pinterest.com/seattlesbest. For information about our retail franchise opportunity, please visit www.seattlesbest.com.

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