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Chick-fil-A Looks to Perk Sales by Offering First-Ever Specialty-Grade Coffee in QSR Industry

Partnership with THRIVE Farmers Coffee supports economic sustainability for coffee farmers

ATLANTA (Aug. 12, 2014) – Chick-fil-A® is partnering with THRIVE Farmers™ Coffee to introduce the QSR industry’s first-ever specialty-grade coffee. The coffee was created specifically for the chain and is available in restaurants nationwide beginning today. The sale of each cup of coffee provides direct revenue to THRIVE Farmers network of family farmers in Central America, allowing them to earn up to 10 times more than farmers earn in traditional revenue models.

The Atlanta-based restaurant chain’s new coffee qualifies as specialty grade per the standards of the Specialty Coffee Association of America and only the top 10% of coffees consumed worldwide meet this quality designation. THRIVE Farmers’ blend is also unique to Chick-fil-A as it has been crafted with characteristics and flavors that complement the chain’s breakfast menu as well as allows it to stand alone as a premium cup of coffee throughout the day. The hand-picked, medium roast coffee offers a rich balance of flavors not typically seen in the quick service industry, including notes of caramel and cocoa with a light citrus finish. The proprietary coffee blend starts at \$1.59.

Chick-fil-A’s new iced coffee is handcrafted daily and prepared with an exclusive blend of THRIVE Farmers’ cold-brewed, specialty coffee beans and fresh two percent milk, sweetened with pure cane syrup and served over ice. Available in original and vanilla, iced coffee is available in 16oz. and 20oz. servings and priced starting from \$2.29 and \$2.59, respectively.

“We reflected on feedback from our customers who expressed that they wanted a better cup of coffee, and we found a partner who brought the added expertise we needed. The true magic of this relationship is that not only does the coffee taste great, we also found a partner who shares our belief that business can be bigger than the bottom line,” said David Farmer, vice president of product strategy and development for Chick-fil-A. “Now we are able to serve our customers an amazing cup of coffee that also will improve the lives of the farmers who grow it.”

Michael Jones, founder and CEO of THRIVE Farmers added, “Our partnership with Chick-fil-A is rooted in a shared commitment to providing quality coffee while impacting farmers and their communities. By partnering with Chick-fil-A’s 1,800-plus restaurants, we have together an unprecedented opportunity to expand the impact of our

farmer-direct platform and allow Chick-fil-A's customers to know the positive impact they are having on the farmers who grow their coffee.”

THRIVE Farmers farmer-direct platform includes a unique revenue sharing model that stabilizes the price paid to farmers year over year. THRIVE Farmers signs contracts with actual farmers and farmer groups to supply Chick-fil-A coffee, and the farmers' payment for the sale of their coffee is not tied to the volatile commodity markets. Instead farmers maintain an economic interest in their coffee from the time it leaves the farm until Chick-fil-A purchases it from THRIVE Farmers. By eliminating all non-essential layers in the supply chain, this model creates economic sustainability for farmers because they can earn more money, up to 10 times more than through traditional models, which allows them to reinvest in their communities and crops.

To learn more about Chick-fil-A's partnership with THRIVE Farmers Coffee, its new coffee menu additions, and the farmers who are impacted by this partnership, visit coffeewithastory.com

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About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is a family owned and privately held restaurant company dedicated to serving the communities in which its restaurants operate. Known for its original chicken sandwich, Chick-fil-A serves freshly prepared food in more than 1,800 restaurants in 39 states and Washington, D.C.

Founded by S. Truett Cathy in 1967, Chick-fil-A produced sales of \$5 billion in 2013. Chick-fil-A was recognized in 2014 as one of America's "Top 20 Most Admired Brands" by *The Harris Poll* and "Top Fast Food Chicken Chain" by Consumer Reports, among other honors. More information on Chick-fil-A is available on the chain's website, located at www.chick-fil-a.com.

About THRIVE Farmers Coffee

THRIVE Farmers is changing the coffee industry through an innovative revenue sharing model that aligns the interests of coffee producers and consumers by directly contracting with farmers and farmer groups. The THRIVE Farmers model involves farmers in the supply chain from seed to cup, giving consumers sustainably-sourced, specialty-grade coffee while providing farmers with economic sustainability to invest in the future of their families and farms. Now, farmers are financial stakeholders and are no longer subject to the volatile commodities market, and consumers know who grows the coffee they enjoy every morning. THRIVE Farmers, pioneered in Costa Rica, now works with over 5,000 farmers in the world's premier coffee growing regions. To learn more, visit www.ThriveFarmers.com.