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FOR IMMEDIATE RELEASE

THE RIMROCK RESORT HOTEL TAKES A GREAT LEAP FORWARD WITH FROG FRIENDLY COFFEE

BANFF, ALBERTA, CANADA – As greater numbers of diners and consumers turn their attention to questions of conscionable sourcing, the Rimrock Resort Hotel (the Rimrock) has tapped into a one-of-a-kind bean for brewing. Its newest find represents a concerted effort to provide its guests with an exemplary experience 'grounded' in attention to detail. After a year-long search by director of food and beverage Trevor Long, the Rimrock is proud to offer Frog Friendly Wild Coffee (www.frogfriendlywildcoffee.com) in both the Rimrock Cafe and AAA/CAA, 5-Diamond Eden dining room.

A 'humane bean for human beings', Frog Friendly is a coffee as rich in history as it is in the cup. Sourced directly from the cloud forest outside Oaxaca, Mexico, and small-batch roasted in Vancouver, its beans are harvested from the wild by the region's indigenous people. For the conscious connoisseur, there is no better cup. Rising above fair trade standards, Frog Friendly aims to make the world a better place one cup at a time.

"We pay a premium to those responsible for the harvest, which is generally \$1.00 more than the fair trade minimum, so we can ensure there is no profit erosion for the pickers. The simple act of paying fairly has impacted their lives deeply," explains Frog Friendly founder Karla Ferster. "The insecurity for harvester's futures is less apparent, kids are in school and life is more joyful. We also support through on going food aid and dedicated programs. We also heavily support SOS Children's Villages and their commitment internationally to children and families in distress."

Credit is due to Long for procuring a coffee that is as distinct in its flavour as it is in its business ethics. For the exclusive appreciation of its local, national and international clientele, the Rimrock has secured one-year rights as the sole supplier of Frog Friendly Wild Coffee in the Bow Valley.

Whole bean retail packages of Frog Friendly Wild Coffee are now available in the Rimrock Cafe in dark, medium and decaf roasts. Rich and smoothly balanced with undertones of chocolate and the wild, Frog Friendly offers a conscious cup that makes for a world of difference.

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