

PRIDE

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Firm Expands Fifth Time

Coffee Break Big Business

By NEIL HUNTER
Journal Staff Writer

A day's work is one long coffee break for 56-year-old David Radway who parlayed a delicate taste and sense of smell into one of Lansing's growing small businesses.

Last year Radway's Paramount Coffee Co., 130 N. Larch, had gross sales slightly over \$1.5 million with its product going to hotels, restaurants and to other big coffee users throughout Michigan and into parts of bordering states.

What's so great about it is that Radway personally sampled and gave his O.K. on every batch of coffee that went out of the plant, and he's been doing that day in and day out since Aug. 5, 1935.

Paramount buys coffee beans by the 150-pound bag in carload lots just as it is packed on plantations in more than a dozen foreign countries. The beans are roasted and blended into a variety of coffee mixtures according to Radway's discerning taste.

The ready-to-use mixture is packaged on the company's highly automated assembly line. When Radway came here from Chicago 30 years ago the job was done all by hand after he had established the then new plant.

He and his partner in the beginning, Lawrence Weingarten, would go out during the day for orders and then work filling them until midnight and beyond. Now Paramount has 28 em-



DAVID RADWAY AND SON, RONALD, SAMPLE COFFEE
One Phase of Business Still Not Automated

Corporate Overview

Since 1935, Paramount Coffee has had a rich heritage of roasting and distributing high quality coffee products. Based in Lansing, Michigan, Paramount Coffee is one of the oldest and largest regional coffee roasters in the United States.



Paramount Coffee successfully markets to supermarkets, convenience stores, cafés, restaurants, offices, and institutions such as schools, universities, hospitals, and government facilities.

Passion for Quality

Under the direction of Angelo Oricchio, a native of Brazil and coffee artisan, Paramount Coffee uses only hand selected 100% Arabica coffee beans from the finest estates and private growers worldwide. The roasting and packaging process uses state-of-the-art equipment and is closely monitored to ensure the highest quality results.

Full Service Coffee Resource

Paramount Coffee has the resources and capacity to meet all of your coffee needs.

- Quality coffees featuring Single Origins, Unique and Custom Blends, Fair Trades, Organics, Dark Roasts, Flavors and Decafs
- Retail gourmet coffee in ground or whole bean
- Available package sizes include 1.25oz–2.5oz fractional packs, 12oz–48oz retail valve bags, and 5lb bulk bean valve bags
- Complete private label program capability
- Complete programs for on premise customers including equipment, service, allied products, supplies, and marketing materials

Partnering with Paramount Coffee will help make any coffee program a success.

an employee-owned roaster in lansing, michigan **800 968 1222** | www.paramountcoffee.com

