

Baristas Coffee Adds Vitamins, Herbs, and Other Supplements Entering the Alternative and Functional Beverage Market

Baristas announced today that they have begun product distribution channel development for an expanded line of alternative and functional coffee SKU's

KENMORE, WA, UNITED STATES, August 30, 2018 /EINPresswire.com/ -- [Baristas Coffee](http://BaristasCoffee.com) Company, Inc. (OTCPK:BCCI)

Fueled by the widespread market acceptance of their boutique coffee product: Baristas White Coffee, Now an [Amazon](http://Amazon.com) Prime's Choice coffee product, Baristas announced today that they have begun distribution channel development for an expanded line of alternative and functional coffee SKU's

The product line which will use Coffee, The world's most popular beverage, to offer consumers the ability to enhance their daily coffee consumption with vitamins, minerals, nutraceuticals and other additives legal in the state which the product is being distributed in.



Baristas Products

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Barry Henthorn

Coffee industry analysts have recently started pointing to the consumer demand, especially that of millennials, for healthful products that provide added nutrition and functionality such as vitamins, protein, extended energy, and Probiotics as well as functionality that addresses specific issues such as joint health, Heart health, memory support, diabetes and adult consumption.

Consumers want increased benefit from the products they are already consuming as opposed to introducing pills into their daily regimen as reported by 92% of the consumers surveyed as part of an internal focus group study

With U.S. coffee consumption at over 83% of adults and increasing annually, the ability for the consumer to impact their vitamin consumption, heart, brain and digestive health in brewed and Ready to Drink selections is estimated to drive significant revenues to the Baristas sales channel.

Current forecasts are to have the first of several 2018 SKU's on shelves in 60 days while also

focusing on an international licensing agreement to expand distribution into Asia. China ranks second behind the US in functional beverage sales at an expected \$20 billion by 2020.

Barry Henthorn CEO stated: "Coffee is a perfect daily vehicle for the delivery of a variety of health supplements, herbs, and vitamins that promote healthy living and medicinal benefits all in a cup of the highest quality coffee Baristas is known for. We have been approached many times by those wanting us to move into the functional beverage sector. And we now have a clear path to expand our offerings and increase our distribution channels."

About Baristas Coffee Company: Baristas is a national Coffee Company that is recognized throughout the US. It currently produces and sells coffee related products under the Baristas brand. The Baristas White Coffee single-serve cups compatible with the Keurig 2.0 brewing system is the bestselling product in its category. Baristas also markets other coffee related products. Baristas gained mainstream exposure when it became the subject of "Grounded in Seattle" the reality show special feature which aired on WE tv. It has been featured nationally including during Shark Tank on CNBC, CNN, ESPN, Food Network, Cosmopolitan Magazine, Forbes Magazine, Modern Living with Kathy Ireland, Sports Illustrated, and other notable media.

Barry Henthorn
Baristas Coffee Company
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Baristas Logo



Baristas White Coffee



Baristas White Coffee bags



Baristas White K-cup

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