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Mont Blanc Gourmet and NASCORE Expo Raising the Roof for Victims of Hurricane Katrina

The specialty beverage industry will join together during tradeshow in Denver to raise money for Habitat for Humanity's "Operation Home Delivery"

DENVER – Sept. 23, 2005 -- Mont Blanc Gourmet, a Denver-based specialty beverage manufacturer, will host *Raising the Roof for New Orleans* on Sat., Sept. 24, from 6:00 p.m. – 9:00 p.m. at the 1170 Sherman St. Complex in downtown Denver to raise funds for Habitat for Humanity. The event will be held in conjunction with NASCORE Expo, one of the nation's largest tradeshows for the coffee, tea and specialty beverage industry. All proceeds raised will be given specifically to Habitat's "Operation Home Delivery" which will build and restore homes for the victims of Hurricane Katrina.

NASCORE Expo opens today and runs through Sunday at the Denver Convention Center. Show management is expecting more than 5,000 exhibitors and attendees. Michael Szyliowicz, president and official chocolatier of Mont Blanc Gourmet, came up with the idea while preparing for NASCORE just days after Hurricane Katrina hit the Gulf Coast. Mont Blanc Gourmet sells flavored sauces and syrups to the specialty coffee industry with clients such as Peaberry's, Peet's, Dunkin' Donuts, Krispy Kreme,

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Caribou Coffee and more. He says the coffee industry is known for its philanthropic nature.

“My experience having been in this industry for the past 20+ years is that we always try to do everything we can to help those less fortunate. New Orleans is the largest coffee port in the US and holds a special place in all of our hearts,” he said. “Since we’ll be together as an industry for NASCORE, why not combine resources and raise a bunch of money for the victims who lost their homes in the Hurricane?”

Attendees, exhibitors and anyone else interested in attending the fundraiser are asked to make a \$65 dollar donation for an evening filled with Big Easy-themed food, drinks and entertainment provided by a local favorite – The Nacho Men. Holding the event during NASCORE provides the ideal setting for bringing the industry together for a necessary and worthy cause.

“In a time of a national tragedy, *Raising the Roof for New Orleans* gives our industry an opportunity to come together while we’re doing business and give something back as an industry – which is more impactful than individual efforts,” said NASCORE executive director, Jan Wiegel.

Cohn Marketing Group and Pepper Productions have donated time and services to help Mont Blanc Gourmet with an overall event theme and design. Attendees can purchase *Raising the Roof for New Orleans* T-shirts and official Mardi Gras beads throughout the evening. Szyliowicz says he is hoping to raise over \$50,000 in overall donations and proceeds.

“We’re looking forward to a great night to pay our respects to the people of the Gulf Coast and New Orleans by celebrating the charm and history of the Big Easy – from Cajun jambalaya and etouffee, to Mardi Gras masks, to the sweet sounds of Dixieland jazz. Habitat for Humanity is going to need an unending amount of money to build

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homes for the hundreds of thousands of people who lost everything. Saturday night, the specialty beverage industry has a unique opportunity to join together to raise the roof and a bunch of money for the people of New Orleans and the Gulf Coast.”

About Mont Blanc Gourmet

Mont Blanc Gourmet, based in Denver, CO, offers a complete product line for the specialty coffee and beverage industry that provides complete business solutions. For the past 20 years we've created beverages that not only help meet your business objectives but your operational ones as well. We offer high-quality products, efficient packaging, less preparation time for your staff, less waste, and finally, great taste for your customers. Visit www.montblancgourmet.com for a complete list of products or to locate a distributor.

About NASCORE

NASCORE 2005, Sept. 23-25, Denver Convention Center, is one of the nation's largest tradeshows for the specialty coffee, tea and beverage industry. In today's economy, this is one of the few areas that continues to experience outstanding and unprecedented growth. Industry studies show that more people are interested in opening new or expanding present coffee, tea and specialty beverage businesses than ever before. NASCORE invites manufactures, importers or distributors of specialty beverage products to this rapidly expanding segment of the foodservice industry. NASCORE 2005 is an excellent venue to get your product in front of thousands of qualified buyers. Visit www.nascore.net for more information.

About Habitat for Humanity

Habitat for Humanity International, based in Americus, Ga., is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. The organization recently launched “Operation Home Delivery,” a three-phase response to help provide assistance and rebuilding opportunities in New Orleans and elsewhere along the Gulf Coast in the aftermath of Hurricane Katrina. Since 1976, Habitat has built more than 200,000 houses in nearly 100 countries, providing simple, decent and affordable shelter for more than one million people. For more information, visit www.habitat.org.

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