

FOR IMMEDIATE RELEASE

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FETCO® Celebrates 20 Years of Pioneering Innovation in the Coffee and Tea Brewing Equipment Industry

(Lake Zurich, IL, January 3, 2007) – Twenty years ago, two men had a vision. Ziggy Lassota and Christopher Nowak started FETCO® in 1987 with one goal in mind: To develop industry leading, innovative technology to create a coffee brewing system that not only extracted the perfect cup of coffee, but also held coffee at serving temperature without the use of an external heat source that required fewer service calls. This ambitious undertaking ultimately led FETCO® to trail blaze a path where no one else had ventured.

Breakthrough Technology

Twenty years later FETCO® is known for its cutting-edge technology that sets today's standards. Our LUXUS® Thermal Dispensers, since their introduction in 1987, are the benchmark of beverage freshness. Our latest award-winning LUXUS® Thermal Dispensers offer exceptional thermal-holding technology and also include a Built-In Drip Tray, Volume Indicator™ and Freshness Timer® in 1.0 gallon, 1.5 gallon and 2.0 to make operation even easier and selection tailored to specific needs.

We continue to bring forefront thinking in technology to the marketplace with our award-winning Extractor® Brewer Series where brew time and brew volume are separated to precisely control and maintain a consistent taste profile. The Extractor® Brewer Series brewers are specially designed to brew directly into our LUXUS® Thermal Dispensers to make equipment selection a breeze.

Solidifying The Pacesetter Role

Over the last few years there has been a growing desire within the coffee community to achieve and maintain a consistent cup of coffee based on consumer expectations. As the technology leader, FETCO® has answered the challenge with a line of sleek, modern coffee and tea brewing equipment that can brew hot coffee, hot tea, iced coffee and iced tea. FETCO's product line also includes coffee grinders, mobile, high volume brewing systems and accessories.

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FETCO® continues to be an industry leader by engineering a number of industry firsts. FETCO® was the first to develop the gravity-dispensing tube and FETCO® was also the first to design removable grinder hoppers so operators could change coffee bean selections without spills or waste.

In the future, FETCO® plans to continue building upon its successes as an innovative pioneer in the thermal market and maintain its reputation for new ideas and engineering excellence.

To celebrate its 20 Anniversary, FETCO® is holding a contest to find the oldest CBS-52H still in operation. For more information on contest details and the contest rules, please visit www.FETCO.com.

FETCO® is a leading innovator of specialty coffee grinding, brewing and serving equipment. They continue to pioneer the thermal market and maintain a reputation for new ideas and engineering excellence by taking a leadership role in educating new segments of foodservice and retail about preparing and serving premium coffee.

**Manufacturer of the world famous LUXUS® Thermal Dispensers.
The Right To Serve Coffee That Tastes Just Brewed.™**

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