



## PRESS RELEASE

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### **CARMEL VALLEY COFFEE ROASTING CO. OPENS 7th COFFEEHOUSE IN SEASIDE, CALIFORNIA**

*Official Seaside Chamber of Commerce Ribbon Cutting Held July 22, 2015*

#### **HIRES BRANDON MIHEVC AS DIRECTOR OF OPERATION**

*Seaside, California* -- Carmel Valley Coffee Roasting Co. has just opened their 7<sup>th</sup> location, a newly renovated coffeehouse at the corner of Fremont Blvd. and Broadway Ave. at bustling City Center Shopping Center. A formal Seaside Chamber of Commerce ribbon-cutting ceremony attended by Mayor Ralph Rubio was held on Wednesday, July 22<sup>nd</sup> at 4:30PM. Chamber members, City officials and local business owners attended to celebrate the renovation and meet the owners, management and staff. Complimentary coffee, espresso, tea and baked goods were enjoyed by all.

"We're thrilled to bring our brand to Seaside and have been welcomed with open arms by City of Seaside officials and leaders in the community," said Dean McAthie, president and CEO of Carmel Roasters Inc. "In anticipation of the opening of the new location and future growth, we have hired Brandon Mihevc, director of operations, to oversee daily operations and expansion of our local coffeehouses. He brings a wealth of experience in both hospitality management and food & beverage. He began his career in the hotel industry, similarly to me

and my wife and business partner, Janet, so we see speak the same language and see eye-to-eye on the guiding principles of our brand”, said McAthie.

“Over the course of my career, I have developed a true passion for cultivating meaningful experiences for customers. I respect the way Dean and Janet have grown their company over the last 15 years and their generous spirit. I’m proud to be a part of an organization that cares about their employees, their customers and the local community,” said Brandon Mihevc.

The Seaside location is offering **Specials** through August 15<sup>th</sup> to celebrate the opening. Customers can purchase these specials daily while supplies last:

- Grilled Breakfast Sandwich (egg, cheese, ham on English muffin) and 12 oz. cup of coffee \$3.95
- Egg, Tuna or Chicken Salad Sandwich, Chips, and Coffee or Iced Tea \$4.95
- Salami, Turkey or Vegetarian Grilled Panini Sandwich, Chips, and Coffee or Iced Tea \$5.95
- 12-6 PM All Frappes & Smoothies \$1.00 Off

Carmel Valley Coffee Roasting Co. is a micro-chain of locally owned and operated coffeehouses as well as a certified organic roasting facility and wholesaler of coffee and espresso, located in Carmel, California. The company was founded in 1994 and Dean and Janet McAthie have owned the company since 2001. The coffeehouses are conveniently located on the Monterey Peninsula in these locations: Crossroads Carmel, The Barnyard Shopping Village, Ocean Avenue Carmel-by-the-Sea, Mid Valley Shopping Center, Lighthouse Ave. Pacific Grove, Seaside at the Corner of Fremont & Broadway, and East Village Coffee Lounge in Monterey. ###

**MEDIA CONTACT | CALL FOR PHOTOGRAPHY**

Janet McAthie

[jmcathie@carmelcoffeeroasters.com](mailto:jmcathie@carmelcoffeeroasters.com) | 831-521-5932 (Cell)