

RISE: WHERE DOES THE PERFECT COFFEE EXPERIENCE BEGIN? I'M RISE JILL MILLER. NOW YOU CAN DISCOVER THE ORIGINS OF THE PERFECT CUP OF COFFEE.

COFFEE ENTHUSIASTS CAN GO ONLINE TO DISCOVER THE DISTINCTIVE 'BEAN TO CUP' JOURNEY THAT BRINGS TO LIFE THE PROCESS, PRECISION AND CARE THAT MAKE EACH CUP OF MILLSTONE® COFFEE A PREMIUM COFFEE EXPERIENCE. THE TASTE AND VARIETY IS A RESULT OF THE BRAND'S PRECISE 'BEAN TO CUP' PROCESS THAT INVOLVES AN INTRICATE METHOD OF GROWING, ROASTING, AND BLENDING.

MARIBETH BADERTSCHER, VICE PRESIDENT OF CORPORATE COMMUNICATIONS, THE J.M. SMUCKER COMPANY:

MB: "MILLSTONE COFFEE STARTS WITH PREMIUM ARABICA BEANS AND THE TASTE, AROMA AND VARIETY TELL A STORY OF DISCOVERY, CHARACTER AND QUALITY. OUR MASTER ROASTERS HAVE TAKEN GREAT CARE CRAFTING MORE THAN 30 BLENDS TO SUIT EVERY COFFEE DRINKER'S TASTE ENSURING THAT EVERY CUP OF MILLSTONE COFFEE DELIVERS A MOMENT OF EXCELLENCE.

RISE: TO DISCOVER THE 'BEAN TO CUP' JOURNEY FOR YOURSELF AND FOR MORE INFORMATION AND RECIPES, VISIT MILLSTONE DOT COM. I'M RISE JILL MILLER.