



## VendingMarketWatch News

### Copper Moon Coffee LLC Buys Coffee Etc. From Crystal Food Services in Indianapolis, Ind.

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Indianapolis specialty coffee roaster Copper Moon Coffee LLC has acquired Coffee, Etc., an Indiana office coffee service provider formerly owned by Crystal Food Services, a division of Marsh Supermarkets, based in Indianapolis, Ind. Coffee, Etc. will now be named Copper Moon Refreshment Services and will enable Copper Moon to provide superior office coffee service to the greater Indianapolis market.

"Copper Moon Refreshment Services allows us to establish direct relationships with businesses throughout central Indiana, and provide a complete and consistent coffee program for any office, large or small," said Braden Gutwein, CEO of Copper Moon, in a prepared statement.

Doug Bachman, vice president and general manager of Copper Moon, will oversee the company's refreshment services division. "With coffee, freshness means everything, and since the coffee is roasted right here in Indianapolis, and sometimes delivered the same day, you can't get any fresher than this," he said.

Copper Moon will operate its new office coffee service division from its headquarters and 50,000 square foot roasting plant on the East side of Indianapolis. The terms of the deal include a customer base of hundreds of central Indiana businesses and convenience store chains. The company will continue to offer professional-grade equipment, installation and maintenance as well as a wide variety of premium coffees, cappuccino, teas, water, flavored syrups, and allied products.

Copper Moon Coffee LLC is an Indianapolis, Indiana based branded and private label coffee roaster and packager of premium, gourmet and specialty coffees from around the world. Consumers can find Copper Moon Coffees -- including varietals, flavored, organic, fair trade and estate coffees -- at retailers, hotels, offices, grocers, convenient stores and foodservice distributors throughout North America. Lifesong Brands, Inc., a Lafayette, Indiana-based consumer products investment firm, owns Copper Moon. For more information, visit [www.coppermooncoffee.com](http://www.coppermooncoffee.com), email [info@coppermooncoffee.com](mailto:info@coppermooncoffee.com), or call 317.541.9000.