

For Immediate

Release:

January 10, 2017

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FRENCH TRUCK RELEASES MARDI GRAS BLEND

Big Chief Ya Ya is the perfect Carnival beverage

New Orleans, Louisiana—French Truck Coffee in New Orleans is excited to announce the release of a special Mardi Gras blend just in time for the traditional kickoff to Mardi Gras - **Big Chief Ya Ya, is a blend of Kenyan and Latin American (Mexico and Colombia) coffees.** In addition, during the Mardi Gras season, French Truck will sell a special treat from Bakery Bar.

“We are pleased to have the ability to bring in these specialty coffees from around the world,” states Geoffrey Meeker, owner of French Truck Coffee. “Each one has special nuances on their own, but to blend them into something uniquely New Orleans is truly exciting.” The Big Chief Ya Ya blend has tasting notes of big chocolate and nutty from the Latin American coffees and a little bright sweetness from Kenya, culminating in a well-rounded, creamy, and crisp cup.

French Truck locations will also sell “Salty Mardi Gras Balls,” from Bakery Bar. “The cake balls will make the perfect Carnival treat,” continues Meeker. “And if you find yourself across town you can grab a cup of Big Chief Ya Ya at Bakery Bar, as they will be serving it as their drip coffee.” Bakery Bar is located at 1179 Annunciation Street.

The French Truck Coffee Shop and Café on Dryades and the original location on Magazine Street are located just off the parade routes, and will have specialty To Go cups available before, during and after parades, all all Mardi Gras season long. Twelve ounce bags of whole beans of the Big Chief Ya Ya blend are available for \$14 per bag. They will only be available at the two New Orleans locations and online at frenchtruckcoffee.com.

French Truck Coffee is a small-batch coffee roastery based in New Orleans, Louisiana and dedicated to respecting the flavor of the bean. Owner Geoffrey Meeker scrupulously selects the best quality beans to ensure the finest possible cup. French Truck operates a coffee shop at the main roastery in New Orleans, as well as French Truck Café. Meeker opened French Truck Roastery and Espresso Bar in Memphis in mid 2016, and plans to open a second café in Memphis, as well as Baton Rouge and the French Quarter in Spring 2017. For more information about French Truck Café, call (504) 298-1115.

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