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**FOR IMMEDIATE RELEASE:**

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## **FAMILY CHOOSES COFFEE OVER GRIND OF CORPORATE LIFE**

**PHILADELPHIA—DEC 21, 2006—**Burlap and Bean, a new family owned and operated coffee house in Newtown Square that imports and roasts 100% fair trade coffee beans on site, is fulfilling a family dream that represents a shift from corporate to coffee culture for the owners.

Brothers and owners Brent and Ben Endicott left their positions as Application Developer and Waterfront Director for Young Life, respectively, to pursue their passion-coffee. With the support of their wives, the brothers were able to see their vision come to life. Brent used his skills as Application Developer to compose a robust website for the new business, while Ben painstakingly researched coffee importers and their offerings. Christine, Ben's wife, put her marketing background to work in developing the company's graphics and retail line that includes stone coffee mugs, travel mugs, t-shirts and their own line of freshly roasted coffee.

Housemates in Media, PA, the two couples have successfully created a second home in their coffee house. The "living room" is inviting with its soft brown leather furniture and burnt orange color scheme, accented by the warmth and aroma of freshly roasted coffee beverages including cappuccino, espresso, latte and an authentic Italian macchiato. Burlap and Bean is a place where friends can meet and enjoy many of the comforts of home, such as local newspapers, a community bookshelf and free WIFI that provides free Internet usage for customers with laptop computers.

Classic coffee accompaniments, such as biscotti, muffins and dessert breads are also available, along with live musical entertainment on Saturday nights from talented local guitarists, singers and songwriters. Completing its artistic atmosphere, Burlap and Bean is also home to the work of local photographer Carina Romano, which is displayed on the walls, and for sale in the coffee house.

In keeping with their community focus of giving back, the Endicotts are partners with TransFair, an organization that ensures fair compensation to coffee farmers overseas. Fair trade is something they share with their hometown of Media, which is the "First Fair Trade Town in the U.S."

Visit [www.burlapandbean.com](http://www.burlapandbean.com) for more information.

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