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Radio Station's New Coffee Blend Celebrates Universality of Enjoyment

Coffee lovers in southeastern Virginia have a new brew to enjoy thanks to a unique partnership between a radio station and one of the nation's only grower-owned coffee companies. Selecta Blend, created by the region's Spanish radio station, La Selecta 1050 WVXX, and First Colony Coffee and Tea Company is now available in area Kroger, Fresh World, Kroger and Tienda Jessy's supermarkets.

"We appreciate everyone in our listening audience so much that we'd love to sit down and have a cup of coffee with each one," said Dave Bowling, General Sales Manager of La Selecta 1050 WVXX. "That's not practical, of course, but teaming with First Colony's renowned coffee artisans to design and offer our own blend allows us to share a special experience with our listeners."

Bowling believes the coffee's appeal will also reach beyond La Selecta's current listenership.

"Coffee is like music. It's a universal experience that everyone can savor and so we hope that all coffee lovers will give Selecta Blend a sip to see how they like it," he said.

Joyce Jordan, National Sales Director, First Colony said: "First Colony began a unique business relationship with Colombian coffee growers about 10

years ago. The fruits of their labor combined with our passion produce the finest coffees available. This partnership with La Selecta 1050, our first such with a radio station, is a wonderful way to further showcase our achievements.”

Experts with First Colony and staff from La Selecta spent six months working with different coffees before finalizing Selecta Blend, which is full-bodied, medium to dark roast with medium acidity “and carefully crafted with attention to detail and nuance,” said Julia Alexander, Marketing Specialist, First Colony.

Initially, Selecta Blend will be available at Fresh World , Kroger, and Tienda Jessy’s locations. Free tasting events will be held in coming months.

La Selecta 1050 WVXX broadcasts at 1050 AM, covering southeastern Virginia, the Eastern Shore of Virginia, and northeastern North Carolina, and it streams live at www.selecta1050.com. On the air for six years, its format is contemporary Spanish and Latino music, along with news and informational programming. Its studios are located in Norfolk, Virginia.

First Colony has over a century of experience roasting and distributing gourmet coffees and blending fine teas. Coffees are hand-selected and small batch roasted for exceptional quality. Selections include third-party certified organics, .estates, distinctive blends and flavored coffees. The company also blends delicious Bencheley® teas.

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