

B r a d m e r F o o d s L L C
Investing In & Growing Emerging Specialty Food Companies

December 20, 2011

News Release

For Immediate Release

Contacts: James Markiewicz
Associate, Bradmer Foods, LLC
(410) 905-0492
james.markiewicz@bradmer.com

Chris Paladino
CEO, Chesapeake Bay Roasting Co.
(410) 454-0102
chris@cbrccoffee.com

Bradmer Foods announces investment in Chesapeake Bay Roasting Co.; Adam Borden named to CBRC's Executive Team.

Baltimore, MD – (December 20, 2011) – Bradmer Foods, one of the country's only food and beverage focused investment firms, announces an equity investment in Chesapeake Bay Roasting Company (CBRC), a leading Mid-Atlantic coffee roaster based in Crofton, MD. In addition to the investment, Adam Borden, Managing Director of Bradmer Foods, will join the executive team of CBRC as Chief Operating Officer effective January 1, 2012.

“Chesapeake Bay Roasting Company and Bradmer are a great match. As CBRC continues to grow and become the dominant regional coffee roaster focused on sustainability, Adam's expertise and contacts in food and finance will help take us to the next level,” said Chris Paladino, CBRC's CEO.

“I am really fortunate to join a team with so much experience and be able to help them deliver on their vision of making CBRC the go-to regional coffee brand,” said Borden. “CBRC is precisely the kind of company we seek to partner with at Bradmer Foods: an emerging company with a great product, environmentally aware and poised to grow into the next coffee powerhouse.”

Since its founding in 2005, Bradmer Foods has become a leading consumer product-focused private equity and venture capital fund. It has successfully invested in Adina for Life, Blue Horizon Wild, Sambazon, Charles Chocolates and Organic To Go. Bradmer Foods Managing Director Adam Borden has been widely quoted on food entrepreneurship in the *New York Times*, the *Washington Post* and on National Public Radio. Prior to establishing Bradmer Foods, Borden worked briefly for Kraft Foods and was the Marketing and E-Commerce Manager for Petrossian, the Paris-based luxury food importer and distributor.

Borden graduated *Phi Beta Kappa* from Wesleyan and has an MBA from the University of Michigan's Ross School of Business. Bradmer Foods will continue to selectively seek investment opportunities in emerging specialty food and beverage businesses. For more information about Bradmer's investment criteria, visit <http://www.bradmerfoods.com/investment.htm>.

About Chesapeake Bay Roasting Company: CBRC was established in January of 2002 and has grown to supply almost 300 food service clients and more than 100 grocery and specialty retail stores including Whole Foods, Safeway, Wegman's, Giant Foods, Fresh Markets, MOMs Organic Markets, Yes Organic Markets, Graul's and select independent markets. Committed to organic and "green" processes, CBRC established the H2O Initiative, pledging 2% of sales to support community organizations and groups that make a measurable impact on the health of the Chesapeake Bay watershed. CBRC also boasts one of the world's most efficient and eco-friendly coffee roasters, custom-designed to consume 78 percent less energy and reduce emissions by 80 percent when compared to traditional roasting technology. For more information, visit www.cbrccoffee.com.

About Bradmer Foods: Bradmer Foods is a venture capital and private equity firm based in Baltimore that invests exclusively in emerging specialty food and beverage businesses. Bradmer Foods partners with food and beverage entrepreneurs to help them grow their \$1-\$60+ million business through outside capital and management expertise while providing superior financial returns for our investors. For more information, visit www.bradmerfoods.com.