

NEWS RELEASE

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Bloomsburg, Pa – Bloomsburg University Dining Services/ARAMARK introduced Eco-Grounds, an environmentally and socially responsible coffee brand in the University's Roongo's Café, located in the Warren Student Services Center. The Eco-Grounds program was launched by California based coffee company Java City, and is an extensive line of coffees promoting a myriad of social and environmental issues, including improvement of farmers' and workers' standards of living, sustainable agriculture and rainforest preservation.

Roongo's Café converted all of the locations coffee offerings to Eco-Grounds. Featured flavors include: Utopian Blend, a Fair Trade Certified full flavored brew with hearty spice and smoky aftertaste, Vanilla Bean, also a Fair Trade Certified coffee with exotic vanilla flavor and decaf Café Verde.

"We are pleased to debut Eco-Grounds on Bloomsburg's Campus and are excited to offer students responsible coffee options that will work for environmental, economic and social betterment," said Dave Giron, Resident District Manager, Bloomsburg University Dining Services.

About Bloomsburg University Dining/ARAMARK

For more than 20 years ARAMARK has been the food service provider for Bloomsburg University. For more information about Bloomsburg University Dining visit our web site at www.bloomu.campusdish.com.

About Bloomsburg University Dining/ARAMARK

ARAMARK Higher Education is dedicated to excellence in dining, facility, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information and a list of our services, visit www.aramarkhighered.com.