



FOR IMMEDIATE RELEASE

Contact: Paula Weigel
Probat Inc. Marketing
pweigel@probatburns.com
Phone: 847-415-5293

PROBAT INC. ANNOUNCES STIR YOUR PASSION SWEEPSTAKES WINNER

VERNON HILLS, IL – August 1, 2017 Probat Inc. the leading producer of coffee roasting and grinding equipment in North America has just announced the winner of its “Stir Your Passion Sweepstakes.” The drawing was one of several highlights at the Probat booth during the SCAA Global Specialty Coffee Expo in Seattle, Washington. Probat revealed that the sweepstakes winner was Tim Thwaites, co-owner and founder of Coda Coffee in Denver, Colorado.

Thwaites was one of hundreds of SCAA expo attendees who participated in this unique Probat promotion. All were asked to complete a survey to enter a random drawing to win a visit to Probat’s headquarters in Germany, valued at up to \$5,000. In addition, each participant also received a FREE limited edition Probat T-shirt.

As the “Stir Your Passion Sweepstakes” winner, Thwaites and a guest will travel to Emmerich, on Germany’s River Rhine to tour Probat’s state-of-the-art facility this fall. They will see and learn how the passion for great coffee led Probat’s founders to create the industry’s leading roaster company. Their visit will include an opportunity to see the world’s finest roasters, grinders and coffee processing equipment being developed in the factory, visit Probat’s unique R&D center, take a cupping tour with Probat experts and learn about the history of the company at its Coffee Museum.

Pleased and a bit surprised by his good fortune, Tim Thwaites exclaimed, “I was very excited and thankful to win. It’s the trip of a lifetime for anyone in the coffee industry - a chance to visit the mecca of roaster manufacturing. I am very grateful to Probat, and am looking forward to learning all about their roasters and other industrial coffee equipment.”

John Fortin, President of Probat Inc., is equally enthusiastic about the results of this promotion. “We were delighted to select and announce the winner of our “Stir Your Passion Sweepstakes” at one of the key trade events in our industry. Everyone in the company was impressed by the number of people who completed the survey and came to our booth to compete in this competition. The enthusiasm and engagement shown by our customers and the general audience at this event was most gratifying and we look forward to making an even greater impact next year.”



About Probat Inc.

Probat Inc. is America's most trusted name in the coffee roasting industry, offering innovative products renowned for their quality, longevity and return on investment. For nearly 150 years, Probat Inc. has proven itself to be an unmatched resource in engineering, R&D, sales and premier installation services. Based in Vernon Hills, Illinois, Probat Inc. provides the most prestigious coffee companies in North America with roasters, grinders, coffee process equipment and controls needed to prepare their signature blends. Probat Inc. has the largest staff in North America dedicated to coffee roasting technology and offers both global reach and highly responsive local support. For more information, please visit probatburns.com or on Facebook @probatusa.

About Coda Coffee

Coda Coffee is a wholesale coffee roaster with a plant in Denver, Colorado, and Glendale, AZ. Coda Coffee roasts for thousands of establishments across the US and world that serve the Coda brand and for private label. Coda Coffee has built its following on trying to better the world through synergistic relationships with coffee growing communities, and unique environmental practices in their 2 facilities. Coda Coffee is also B Corp. B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. For more information, please visit codacoffee.com or on Facebook @codacoffee.

###