



**FOR IMMEDIATE RELEASE**

## **Martha Stewart Café to be first to serve brewed ULIVjava Martha Stewart "Coffee with Benefits"® at flagship location in NYC.**

***Beginning May 7th, ULIVjava Martha Stewart® "Smart," "Lean" and "Happy" organic fair-trade coffees will be served daily at the Martha Stewart Café in Chelsea -- a 'benefit' a day! The introduction will be celebrated with an all-day sampling at 601 West 26th St., NYC.***

CROSS RIVER, NY, MAY 4, 2015 - ULIVjava Martha Stewart 'Coffee with Benefits'® is pleased to announce that beginning May 7, 2015 the company's line of hand-crafted, functional organic coffees inspired by Martha Stewart - "Smart," "Happy," and "Lean" -- will be brewed daily at the Martha Stewart Café (Starrett-Lehigh building, 601 West 26th St., NYC). The Martha Stewart Café is the first - and only - location in NYC to serve ULIVjava Martha Stewart® brewed coffee blends. An all-day 'sampling' will take place in the lobby of the building next to the café to accompany the introduction of the ULIVjava Martha Stewart® product line. The Martha Stewart Café will also sell ULIVjava Martha Stewart® low-calorie Mocha and Vanilla ready-to-drink iced coffees blended with herbs and botanicals.

"We're thrilled that Martha wants to feature our coffees in the café," says Mary Tedesco, co-founder ULIVjava Martha Stewart®. "Knowing how much care Martha took in curating the exquisite selection of coffees, teas and bakery treats for the Martha Stewart Café, we're especially proud that she wants to showcase ULIVjava Martha Stewart® coffees daily!"

To introduce ULIVjava Martha Stewart® "Smart," "Lean," and "Happy" coffees and the concept of functional coffee, the Martha Stewart Café will brew a different blend every day. "Each blend has a different functional benefit, and that's fundamental to our business of creating coffees that are good for you - 'coffee with benefits,'" says Kathleen Schoen, co-founder and clinical nutritionist. "We created our coffee blends with herbs and botanicals that have been traditionally used to increase energy, boost metabolism, reduce stress, and revitalize the mind. We hope that once consumers taste our delicious and nutritious coffees, they will replace their daily cup with coffees that are super healthy."

### **About ULIVjava Martha Stewart®**

ULIVjava's ready-to-drink iced coffees were introduced in July 2014. Created by Martha Stewart's longtime personal trainer, Mary Tedesco, and clinically-trained celebrity nutritionist, Kathleen Schoen. ULIVjava was developed to incorporate the nutritional value of green tea and other herbs and botanical ingredients into coffee for a delicious "Coffee with Benefits!" The beverages contain 80 calories per serving, and uses organic Fair Trade coffee. The line currently includes Mocha iced coffee and Vanilla iced coffee. A 9.5-ounce bottle retails for approximately \$2.99.

ULIVjava's iced coffees are available in Whole Foods, King Kullen, Mrs. Green's, DeCicco's, and Fairway among many other retail stores in New York, and are available online at Amazon.com. ULIVjava iced coffees are distributed by Manhattan Beer, Bronx, New York.

In 2014, ULIVjava also introduced a line of organic Fair Trade ground coffees in "lean," "happy," and "smart" varieties blended with herbs that are used to boost metabolism, reduce stress, and to boost your brain health. ULIVjava's ground coffees are being marketed as replacements for regular coffee. A 12oz (340g) bag retails for \$14.99. ULIVjava "lean," "happy," and "smart" coffees are available at Martha's Cafe in NYC beginning February 2015, and online at ebay and ULIVjava.com.

**For more information, contact:** [info@ulivjava.com](mailto:info@ulivjava.com)

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