

BEARCLAW COFFEE CO. OPENS FIRST OUT-OF STATE STORE

CHELSEA, MI: Bearclaw Coffee Co. has announced the opening of its newest store location and first store outside of Michigan in Cheyenne, Wyoming. The full-serve drive-thru business is located at 2634A, Dell Range Blvd, and is owned and operated by Bill and Mary Ann Hakonson. Their phone number is 307-831-6562. The announcement was made by Bearclaw President, Debi Scroggins.

The Cheyenne store is the 22nd Bearclaw franchise store to open for the Chelsea, Michigan based company. Started in a Dexter, Michigan cornfield in 2002 by owners Debi and Doug Scroggins, Bearclaw has become one of the fastest growing Coffee Shop Franchisors in the country, with franchise openings being planned for more out-of-state sites. Hakonson has future plans to open more Bearclaw locations in Wyoming and Nebraska.

"The Bearclaw franchise was a perfect choice for us," says Hakonson. "It fits the dynamics of the great state of Wyoming from the log-sided building to the bear and wings logo. It's a perfect match for Wyoming's western culture and spirit. And, best of all, the coffee is outstanding!"

In addition to the Bearclaw gourmet roast coffees, the new Cheyenne store will offer a variety of Bearclaw signature hot and cold coffee drinks, bottled water and flavored frozen smoothies. They will also carry an assortment of Bearclaw pastries, bagels, muffins and other breakfast treats.

Bearclaw Coffee Co. offers several different franchise opportunities. They include the signature drive-thru cabin, a sit down facility, mobile espresso truck, and strip mall end cap store that can be drive-thru, sit down or a combination of both.

"We're glad to have Bill on board," says Bearclaw President, Debi Scroggins. "This opens a whole new market for us and kicks off our franchise expansion plans for west of the Mississippi. Bill could be opening a lot of stores for us."

Bearclaw Coffee Co. currently has 22 locations with more scheduled to open in 2007. The first franchise location opened in 2003. Bearclaw partners with Paramount Coffee Company of Lansing, Michigan to roast and private label its special blends of regular and decaffeinated coffee. Paramount is a pioneer in the coffee industry dating back to 1935. Bearclaw Coffee is also available by the bag in select grocery stores.

Bearclaw Coffee Co. remains privately owned and is operated out of its home base in Chelsea, Michigan. Projected revenue for 2007 is \$4.3 million. The Bearclaw Coffee Co. is a proud member of the International Franchise Association (IFA), MinorityFran, and VetFran which is an initiative of the International Franchise Association (IFA). Learn more about Bearclaw Coffee Co. by visiting their website at www.bearclawcoffee.com or by calling them direct at 734-395-3864.