

FOR IMMEDIATE RELEASE

## **Loring Signs Exclusive Distribution Agreement with Shanghai Fortunecaffe Co.**

Expands sales and support network for China and Hong Kong

**SHANGHAI, CHINA – March 28, 2017** – Loring Smart Roast Inc. announced today that Shanghai Fortunecaffe, Co. is now the exclusive distributor of Loring coffee roasters and accessories in China and Hong Kong. With this new relationship, Loring looks to strengthen its position in Asia’s growing specialty coffee industry by offering high quality, efficient and eco-friendly roasting products. In addition to sales, Shanghai Fortunecaffe will provide support services to customers in China and Hong Kong utilizing factory trained technicians.

“The China market represents an exciting opportunity for us,” said Dennis Vogel, Director of Marketing and Sales for Loring Smart Roast. “We expect that the growing interest in specialty coffee will translate into increased demand for precise and efficient coffee roasting machines. Shanghai Fortunecaffe has earned an excellent reputation in the specialty coffee industry. Working with them will enable us to deliver better value for our current and future customers in China.”

“At Shanghai Fortunecaffe, we are excited not only because we are distributing one of the most technologically advanced roasters in Loring, but also the growth it will bring to the China market,” said Douglas Chang, Head of Sales and Marketing for Shanghai Fortunecaffe. “In our opinion, we are helping to shape an innovative brand’s future in China, which is more important to us than mere monetary gains alone. Shanghai Fortunecaffe will be utilizing the upcoming Shanghai Hotelex (booth #E6D60) as a platform to launch Loring into orbit, in a collective effort with our coffee loving partners.”

### **About Loring Smart Roast, Inc.**

Loring Smart Roast designs and manufactures the most innovative coffee roasting solutions in the world, along with destoners, bean carts, and custom roaster accessories. With coffee roasters operating in more than 30 countries, Loring supplies clean and efficient roasting solutions to specialty coffee roasters around the world. Roastmasters using Loring roasters have won top coffee honors, including 1st place at the World Roasters Cup in Taiwan.

### **About Shanghai Fortunecaffe Co.**

Fortunecaffe was founded through its founder Gordon’s love of coffee, first started in the early 1990’s in Taipei Taiwan as an illy distributor. Its Shanghai branch was launched in the early 2000’s, with the acceptance of coffee booming, Gordon decided to take his talent to the other side of the Taiwan strait to help further the growth of coffee community. SFC initially started distributing illy and La Cimbali in China, later on in 2003 added La Marzocco to its offering, and late in 2016 secured the chance to distribute the most technologically advanced roaster in the market to its portfolio. Fortunecaffe’s core-values are Honesty, Responsibility and Sustainable Growth, which has never changed through 20 plus years in the coffee business.

### **Press Contacts**

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