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Loring Smart Roast Acquires ColorTrack Product Line

SANTA ROSA, California — April 23, 2026 — Loring Smart Roast, Inc., a global leader in coffee roasting innovation, has announced its acquisition of the assets of **Fresh Roast Systems**, the Santa Clara–based company behind the **ColorTrack** line of roast color measurement products.

The move unites two trailblazers in coffee roasting technology. Loring plans to relaunch the ColorTrack brand as **ColorTrack by Loring**, continuing its development and production at Loring’s manufacturing facility in Santa Rosa, California. A prototype of the revitalized color analysis system was debuted at World of Coffee in San Diego.

The acquisition transfers all Fresh Roast Systems assets to Loring. Production and sales of ColorTrack products are expected to resume within the year, marking the return of a tool long valued for its accuracy in measuring roast color and consistency — increasingly valuable metrics for coffee quality and reproducibility.

“Incorporating ColorTrack technology into the Loring system provides additional measurement capabilities, giving our customers deeper insight and greater control over what’s happening inside their roaster,” said **Robert Austin**, President of Loring Smart Roast. “We’ve always been motivated by artistry, sustainability, and scientific innovation. ColorTrack fits perfectly with that mission as we continue to push the boundaries of what’s possible in precision coffee roasting.”

Loring plans to expand the ColorTrack line with **new real-time color measurement and data integration capabilities**, enhancing the company’s commitment to data-driven roasting solutions that elevate product quality while improving consistency and efficiency.

Pricing and availability for **ColorTrack by Loring** will be announced in **Q3 2026**.

For customer support, product information, and repairs on ColorTrack products, contact CTsupport@loring.com.

About Loring Smart Roast

Based in **Santa Rosa, California**, **Loring Smart Roast, Inc.** designs and manufactures advanced coffee roasting systems that combine **efficiency, precision, and sustainability**. Loring’s patented single-burner technology and integrated PID controls have set a new standard for **fuel savings, roast consistency, and environmental responsibility** in the specialty coffee industry.

For more information, visit www.Loring.com