



Jo To Go Coffee Customers "Save the Brew"

One specialty coffee drink connoisseur will win \$500 Jo To Go Dollars and share their favorite coffee concoction with Jo To Go Coffee® customers nationwide as winner of the "Save the Brew" contest. The coffee drive-thru is accepting entries until August 14, 2007. Customers can visit the Jo To Go Coffee Blogspot to help decide the winner August 21st - 31st, 2007.

Green Bay, WI, August 09, 2007 --(PR.com)-- Jo To Go Coffee customers are busy trying to "save" their favorite brew by sending in their own coffee drink creations for a chance to win \$500 Jo To Go Dollars and to have their beverage featured for a month at all Jo To Go Coffee franchise locations.

The specialty coffee drive-thru is accepting original coffee drink entries until August 14, 2007. Recipes are limited to the flavor shots, chocolate and caramel that are available at Jo To Go Coffee®. All ingredients are measured in shots; one shot is equal to one ounce. To enter the contest, customers can e-mail their recipes and contact information to: jotogocoffee@jotogo.com.

The entries will be narrowed down to three finalists by a panel of seasoned taste-testers. From August 21st - 31st, 2007, Jo To Go Coffee® customers will have the opportunity to vote for their favorite concoction, and will ultimately determine the winner. Beginning August 21st, customers who wish to cast a vote for their favorite recipe can see the three recipe finalists on the Jo To Go Coffee® blogspot and send their votes to: jotogocoffee@jotogo.com. In addition to bragging rights, the winner's Rapid Rewards Card will be credited with \$500, and their drink will be featured at Jo To Go Coffee® locations nationwide for the month of October.

Matt Bogenschutz, Jo To Go Coffee® Marketing Coordinator, commented that creativity will likely play a key role in determining the winner. He offered the following tips:

- Come up with a unique combination of ingredients that aren't already featured as drinks on the Jo To Go Coffee® menu.
- Taste your drink. Sometimes the flavor combinations in your imagination don't translate well to the coffee cup. If you request it, your coffee bartender will make your latte any way you want it. All ingredients are measured in shots. One shot is equal to one ounce.
- Pay attention to the name. A jazzy name like Jo's Jolted Jack 'o' Lantern will be more apt to catch the panel's attention than White Chocolate Pumpkin Latte.

Jo To Go Coffee® is a leading specialty coffee drive-through. Founded in Green Bay, Wisconsin in 1998, Jo To Go Coffee® caters to busy lifestyles with speed, convenience, and fun. Jo To Go Coffee® has been hailed by Entrepreneur Magazine as the counterbrand to the world's leading specialty coffee retailer and Crittenden's Restaurant Insider as a coffee franchise with an innovative growth strategy. The drive-thru coffee bar continues to add coffee franchise opportunities across the U.S. with franchises under contract in Georgia, Illinois, Kansas, Michigan, Missouri, New York and Wisconsin.

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