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For Immediate Release

Introducing the world's first and only coffee naturally grown with only 1% caffeine: Daterra Coffee's Opus 1 Exotic

Following twelve and a half years of intense breeding and cultivation, Daterra Coffee of Brazil announces Opus 1 Exotic, the first 100% Arabica coffee grown to be naturally lower in caffeine. With less than 1% caffeine, Daterra Coffee's Opus 1 Exotic is the first naturally grown low-caffeine coffee available to Specialty Coffee roasters.

Developed through natural breeding methods, Opus 1 Exotic is not genetically modified; rather it has been meticulously bred from ancient Ethiopian varieties of *Coffea Arabica*, the finest coffees in the world. Opus 1 Exotic is not a GMO product and poses no threats that are so often associated with GMO products. All Daterra Coffees, including Opus 1 Exotic are Rainforest Alliance certified, ISO 14001, and Utz Kapeh certified.

Daterra Coffee has successfully cultivated and brought to maturity this extraordinary new coffee. It is ready to ship to roasters worldwide. Opus 1 Exotic has 30% less caffeine than traditional Arabicas making it the perfect coffee for afternoons and evenings - and its taste profile is one of a kind.

For more information on Daterra's Opus 1 Exotic in North America, contact Linda Smithers at lsmithers@embarqmail.com or contact the company at Andreza@daterracoffee.com.br.

About Daterra Coffee

Daterra started 20 years ago as a project of premium and sustainable agricultural products. Today, 100% of the agricultural business of Daterra is coffee. Its vision is to preserve the planet and protect its people. These are the seeds for a better world and great coffee. Daterra's values revolve around massive investment in research, quality improvement, solid partnerships and responsible governance, environmental protection, and social development. Daterra grows its own seedlings and uses organic composting in 100% of the plantation. Daterra coffees participated as finalists in two Cup of Excellence competitions and were the coffee of choice of the 2005 and 2006 World Barista Champions.

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