

Big Coffee Chain
325 W Ohio St. 7th Floor
Chicago, IL 60654

Feb. 6, 2019

General Release
Release: Immediate

Contact: Emma Eriksen
(630) 642-4683
pr@bigcoffeechain.com

WORLDWIDE TO LOCAL: BIG COFFEE CHAIN HAS ITS EYES ON NEW ENGLAND

Today, Big Coffee Chain announces the launch of a new specialty handcrafted beverage exclusive to the New England area. The new beverage, The Leprechaun Latte, is a mint mocha topped with green whipped cream. Big Coffee Chain is partnering with The Literacy Lab, a local children's literacy charity, located in Boston, Massachusetts. This limited edition drink is set to hit stores in the beginning of March and sell throughout the month.

Big Coffee Chain will donate 10 cents from each Leprechaun Latte to The Literacy Lab, in hopes of helping better the future lives and success of low-income children and children experiencing homelessness. In the United States, 82 percent of students eligible for free or reduced lunches are unable to read with proficiency. Without the ability to read proficiently by fifth grade, students are five times more likely to dropout of high school and never earn a degree. Sarah Lewis, the founder of the Literacy Lab, believes the income gap shouldn't prevent students from being successful.

"The students we work with, they want to be successful. However, their circumstances are preventing them from getting there. That's why I started The Literacy Lab, to help low-income students achieve what I know they're capable of."

-more-

Add-1 WORLDWIDE TO LOCAL: BIG COFFEE CHAIN HAS ITS EYES ON NEW ENGLAND

In addition to the impact of the Leprechaun Latte on The Literacy Lab, the specialty beverage is here to bring together the New England community. Fostering a local, community-based feel, Big Coffee Chain encourages the New England area to support a cause that directly impacts their community. The Leprechaun Latte is here to build strength, hope and connections throughout the New England area.

Founded in 1961, Big Coffee Chain is America's favorite spot for coffee and breakfast. Big Coffee Chain is a market leader in the hot and iced regular, decaf and flavored coffee categories. Big Coffee Chain is in the Top 10 for customer loyalty in the United States by Forbes for three years in a row. The company has a total of 10,500 restaurants in 15 countries. Based in Chicago, Big Coffee Chain is committed to ensuring high-quality coffee for their customers worldwide.

For more information, visit www.BigCoffeeChain.com

Founded in 2005, The Literacy Lab's mission is to serve low-income children with reading education to improve their literacy skills. This leads to higher success in school and increased opportunities throughout life. The Literacy Lab supports children from preschool through elementary school as well as families experiencing homelessness.

For more information, visit www.TheLiteracyLab.org