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**MorningStar Coffee to Promote Earth Savor coffee at
2007 All Things Organic show**

Minneapolis, MN, April 20, 2007 - MorningStar Coffee, the socially responsible green coffee company, will be showcasing its very successful coffee brand, Earth Savor, at the All Things Organic Exhibition & Trade Show, May 6-8 at McCormick Place in Chicago, Illinois. The Earth Savor brand is handcrafted, certified organic and packaged in a 100% recycled steel can. Earth Savor coffee utilizes a unique, one-way valve technology ensuring maximum freshness, and an ecologically superior alternative to paper packaging.

“The challenge was to package our coffee in a 100% recycled steel can, yet still keep it at its highest level of freshness and quality, said Jose Vido, Founder and President of MorningStar Coffee. “Most companies who package their coffee in steel cans vacuum seal their product, unfortunately, coffee loses its freshness through the vacuum sealing process. By using a thin metal product, combined with our unique and innovative one-way valve solution, it allows us to be ecologically responsible, yet still providing the highest level of freshness and quality.”

All MorningStar Coffee brands are certified fair trade and sustainable - supporting local coffee farmers all over the world. MorningStar buys certified shade grown coffee, which promotes global biodiversity. In addition, MorningStar Coffee partners with Trees for the Future, an organization committed to restoring trees to the world’s most degraded lands.

For more information on MorningStar Coffee and their Earth Savor brands, please visit them at: www.morningstarcoffee.com and at **Booth 137** at the All Things Organic Trade Show.

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About MorningStar Coffee

MorningStar Coffee is a socially responsible company that has been serving the mid-west the highest quality, organic coffee since 1996. Our Earth Savor brands of coffees are exceptional. Each blend is handcrafted, certified organic, sustainable, roasted daily and packaged in a 100% steel can- ensuring that not only are you enjoying the finest quality coffee available in the marketplace today - but choosing an ecologically and globally-responsible coffee.