



PRESS RELEASE

October 24, 2014

Title: Going all natural with coffee at Mooresville Ice Cream

Mooresville, NC – Mooresville Ice Cream and Black Powder Roasting Company, both locally owned and operated businesses, announces a new partnership to drive all natural coffee ingredients into ice cream.

Mike Werran, Mooresville Ice Cream and David Stahlman, Black Power Roasting first met in early June after Dave made some coffee flavored ice cream at home with his company's coffee concentrate. "Naturally creamy and delicious!" says the Stahlman family. In early June, Black Powder provided concentrate samples to Mooresville Ice Cream to see what the feedback would be from an expert. Over the subsequent months, Mike and Dave changed the cold brew coffee recipe and dosage to transform all the coffee flavored treats that are now on store shelves and available at the Mooresville IC Parlor.

The coffee concentrate is made using a blend of Peru Organic Swisswater processed decaffeinated, single origin, prime coffee beans....and Fair Trade certified. Two different roast levels are used to transform the green to roasted beans. The fresh roasted coffee is ground shortly after roasting and then brewed for 12-14 hours at low temperatures to reduce the acidity by 67% and increase the concentration to 350% of a normal brewed cup of coffee with very low astringency. Right after roasting coffee, carbon dioxide naturally degasses from the bean allowing an automatic peculator for the process.

The ice cream flavors in Deluxe brand are **Coffee** and **Espresso** while the Super Premium Front Porch brand flavor is **Caroline's Coffee & Caramel**. By using the coffee concentrate in lieu of artificial coffee flavoring, the ice cream produced a naturally creamy coffee taste without bitterness. For color enrichment, an organic food coloring is added to provide a deeper brown color to the product without additional taste impact. The coffee concentrate from Black Powder is then added during final mixing and right before being frozen and packaged.

Stop by the dip shop in your local area or find these flavors at your local grocery store. Another example of working together for a higher quality, natural ingredients, and a local product!

Black Powder Roasting Company Cupping Table, 256 Raceway Drive, Suite 10, Mooresville, NC 28117
Hours: M-TH by appointment; Friday 12pm-7pm; Saturday 8am-3pm
Website: www.BlackPowderRoasting.com

Mooresville Ice Cream Dip Shop, 186 N. Broad Street, Mooresville, North Carolina 28115
Hours: Monday - Saturday 11:00 - 8:00 pm, Sunday 12:00 - 8:00 pm
Website: www.deluxe1924.com



About Black Powder Roasting Company

A family roastery started officially in July 2013; Stahlman's vision is to provide world-class coffee without leaving a heavy footprint on the earth. We do not want to be the largest roasting company, but the best both in terms of gourmet quality and environmental sensitivity that makes people feel good after every cup. That's why our name harkens to days gone by, reminding us that honest, hard work and integrity lead to dynamite results.

About Mooresville Ice Cream Company:

It all started back in 1924 with the founding of the Mooresville Ice Cream Company. By 1947, R.C. Millsap's had bought out all of the original investors. For the next three generations, his family ran the business and Deluxe became known for its premium quality. Now, more than 85 years later, the tradition continues. In September 2009, a partnership of the Alarcon and Stamey families purchased the company from the Millsap's family. Today, as in the past, Mooresville Ice Cream is still a family-based organization that looks forward to continuing the tradition of bringing a high quality, local dairy product to market and maintaining strong ties to the community and the region.

Pictures:

