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## PRESS RELEASE

# “All Day Café” Represents Multi-Flow’s Introduction Into the Coffee Bag-In-The-Box Category

HUNTINGDON VALLEY, PA – March 12, 2009 – Multi-Flow Industries, a manufacturer of fountain-dispensed beverages, announced the launch of “All Day Café,” a shelf-stable, liquid roast Hot Coffee Bag-in-the-Box brand.

“We’re incredibly excited about competing in the hot beverage category,” said Mark Stephens, CEO of Multi-Flow. “Coffee is a multi-billion dollar category, and more operators are turning to high-quality, simple-to-use delivery systems to meet consumer demand. The beauty of a Hot Coffee Bag-in-the-box system are the operational issues that aren’t offered by typical ground-roast systems – no prep time, no labor, no waste, no filters, no grinds, no cleaning chemicals, no safety issues. What’s offered is a great tasting coffee available 24/7 without having to brew on-site. Which isn’t to say that the coffee isn’t real. All Day Café is brewed from fresh, 100% Columbian Coffee.”

Mark Adams, Multi-Flow Business Development Manager, was instrumental in helping to launch the brand. “We’re incredibly pleased with the taste,” Adams said. “Our line-up features a Columbian Dark Roast and a Decaf Columbian Dark Roast that presents a bold but smooth taste. We’ve gotten great feedback from customers.”

The beverage is being dispensed from a Hot Coffee dispenser available through Multi-Flow, or directly from Bunn and Newco. All Day Café is packed in 2.5 gallon cases (2-1.25 gallon bags per case), and is dispensed using a 30:1 ratio.

The brand’s logo highlights the product attributes. “We targeted one of the most identifiable café locations in the world—diners enjoying a cup of coffee under a New Orleans French Quarter balcony,” said Liz Dobrinska, Graphic Designer for Innovative Images. “The centerpiece of the logo is the large Old World-style clock, emphasizing the ‘fresh-brewed taste 24 hours a day’ message.”

Multi-Flow is rounding-out its hot beverage program with a Hot Tea Bag-in-the-Box concept through Hudson Tea, as well as a Hot Apple Cider concept in conjunction with a leading national brand name in the apple cider category.

Multi-Flow recently announced solid revenue growth for 2008. Stephens feels confident that All Day Café will allow Multi-Flow to sustain top-line increases in the coming year. “All of our market research and sampling points us to one conclusion: we have a real winner here that will answer a lot of customer needs. We couldn’t be more excited about this brand.”

### About Multi-Flow Industries

Multi-Flow Industries, based in Huntingdon Valley, PA, produces branded and private label concentrated Iced Teas, Juices, Carbonated Soft Drinks, Energy Drinks and Fortified Functional in Bag-in-the-Box packages. In addition to the recent “Excellent” rating from Silliker, Multi-Flow Industries has been an OSHA VPP Star Site since 2005. Nearly half of Multi-Flow Industries’ revenue is derived from private label partnerships with convenience store chains, foodservice operators, and branded bottle and can manufacturers. The balance of Multi-Flow Industries’ revenue is generated from route delivery sales out of their 12 warehouses along the East Coast. The company was established in 1937. More information on Multi-Flow can be found on the company website at [www.multiflow.net](http://www.multiflow.net).