



CONTACT

Adrian Badger
p 925-246-5840
m 925-325-9394
adrian@steeltowncoffee.com
www.steeltowncoffee.com

FOR IMMEDIATE RELEASE

“VIRTUAL” DRIVE-THRU GOOD FOR BUSINESS, GOOD FOR ENVIRONMENT

Steeltown Coffee & Tea Introduces New “Textspresso” Virtual Drive-thru Service That Provides Convenience Of A Drive-Thru, Without Waiting In Line.

Pittsburg, CA - January 19, 2011. - Steeltown Coffee & Tea’s new “virtual” drive-thru program, Textspresso has been a smash hit with customers taking advantage of this unique “drive-thru” experience without the waiting in line often associated with a traditional drive-thru.

Located in Pittsburg’s Old Town District, Steeltown Coffee & Tea’s Textspresso program is this “third-wave” coffeehouse’s answer to the traditional drive through offered by large chain stores. However, Steeltown Coffee & Tea’s virtual drive-thru is a much more environmentally responsible solution. “At a typical drive-thru a customer drives up to the menu, places their order, then waits and waits in line until they can pick up their order at the window,” states Adrian Badger, owner of Steeltown Coffee & Tea. “With our Textspresso service, our customers just text us their order when they’re 5 minutes away from the coffeehouse. Five minutes later we bring their order out to their car at the curb outside the coffeehouse. Most customers wait less than 30 seconds to receive their order after pulling up,” Badger adds.

As it turns out this is not only extremely convenient for Steeltown’s customers in a hurry, but also good for the environment. Every minute of every day, thousands of cars are waiting in line at traditional drive-thrus, all the while burning gallons of gasoline and adding to air pollution and global warming. The Sierra Club estimates that around 50 million gallons of gasoline are wasted annually while cars idle in drive-thru lines. Steeltown Coffee & Tea’s Textspresso service is more efficient and convenient than a drive-thru, without the negative impact on the environment.

“I love the new Textspresso service at Steeltown Coffee & Tea,” says Patti Hattwick, a regular customer of the coffeehouse and one of the first Textspresso users. “I’m always running late, so it’s perfect for me. I just text them my order, and by the time I pull up to the curb my order is ready. No need to get out of my car into the wind or rain or fog,” Hattwick adds. “It’s the fastest, friendliest service in town!”

Any customer can sign up for the Textspresso service by simply visiting Steeltown Coffee & Tea and completing the mini-application. Upon joining the service a text message is sent to the customer's mobile phone with the service's number and instructions on using it. "I'm really pleased that our customers are enjoying Textspresso. It's a great drive-thru alternative that everyone can feel good about using," says Badger.

About Steeltown Coffee & Tea

Steeltown Coffee and Tea (<http://www.steeltowncoffee.com>) is East Contra Costa County's only independent, third-wave coffeehouse specializing in top-quality espresso, coffee and tea beverages while being dedicated to social responsibility and minimizing its global footprint. Steeltown Coffee & Tea is open Monday - Thursday 7am - 7pm, Friday & Saturday 7am - 10pm, and Sunday 8am - 7pm. Live music is common on Friday & Saturday evenings, and an Open Mic night is scheduled monthly.

###