

PRESS RELEASE

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Coffeewiz, single serve coffee and gourmet loose leaf tea online retailer, has launched a new Facebook Fan Page.

Moonachie, NJ, February 10, 2010 --([PR.com](#))-- Coffeewiz, a New Jersey-based single serve coffee and gourmet loose leaf tea online retailer, has launched a Facebook Fan Page.

Coffeewiz launched the Coffeewiz Facebook Fan Page, www.facebook.com/coffeewiz, as part of their new social media effort to listen to and engage single serve coffee and loose leaf tea lovers. The Facebook Fan Page will provide updates on single serve coffee and loose leaf tea promotions, contests and product offering. They have also invested in hiring a full time Social Media Coordinator to streamline the effort.

The Coffeewiz Facebook Fan Page will act as a platform to communicate with fans and will let users of the popular social media network get the latest updates about their favorite online Single Serve Coffee and Loose Leaf Tea retailer, including special offers, videos and photos behind the scenes.

Coffeewiz encourages participation by allowing Facebook fans to add their own comments, videos and photos on the social media platform.

"I started Coffeewiz.com 6 years ago as an extension of Evans Quality Coffee Service family owned for over 50 years," says Jim Evans, Vice President. "We are embracing existing relationships with our local clientele and building new ones by communicating with our customers on an entirely new level." says Jim. "Within five minutes of going live, our Facebook Fan Page got its first response. Now, with our Facebook fan page, we can extend our family here at Coffeewiz and be part of the Social Media world. I am looking forward to the interaction with our fans, customers and friends, so we can learn more about them and in turn, they can learn more about us."

Vickie Smith-Siculiano, Coffeewiz Social Media Coordinator, says "Social media is about audience, sharing and value, and that's what Coffeewiz is about. Coffeewiz customers, friends and fans are already spreading the word."

The Facebook Fan Page will facilitate discussions and complement the e-commerce retailer's website, <http://www.coffeewiz.com>. The Facebook Fan Page will also help to optimize Coffeewiz's search engine ranking (SEO).

Based in Moonachie NJ, Coffeewiz.com was founded by coffee lovers and specializes in single serve coffee, including Keurig, Tassimo, Senseo, Dolce Gusto, Coffee Pods, Lavazza and Gourmet Jaf imported Loose Leaf Tea. The e-commerce retailer can be found on the web at <http://www.Coffeewiz.com>.

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