



FOR IMMEDIATE RELEASE

Scooter's Coffee Takes on Arizona

National Coffee Franchise Opens First Location in Phoenix

Phoenix, AZ, September 13, 2016 – Scooter's Coffee, the Midwest-based coffee franchise that has experienced tremendous growth over the past year, will increase their presence with the company's latest Grand Opening in Phoenix, AZ (2635 W. Glendale Ave.) on September 30. To celebrate the opening, the new location will offer \$1 medium drinks all day.

"As we seek to grow our national footprint, we are focusing on markets that have a desire for specialty coffee and amazing service in a fast and convenient way," stated Rob Streett, Scooter's Coffee President and COO. "Phoenix is a thriving metro area with a large demand for our products. We expect items such as our signature cold brew, Caramelicious Blender and Vertigo smoothies (with Red Bull) to be extremely popular here."

On September 30, Grand Opening Day, customers can also expect to receive several fun giveaways; beginning at 9 a.m., the first 100 customers will receive a t-shirt or coffee mug. For the afternoon crowd, the first 100 customers after 2 p.m. will receive a \$5 gift card.

The location will also treat customers to a Week of Specials following the Grand Opening Celebration. The week of specials is as follows:

- Monday, October 3 - \$1 Any Size Caramelicious
- Tuesday, October 4 - \$1 Any Size Mocha or White Mocha
- Wednesday, October 5 - \$1 Small Fruit Smoothies
- Thursday, October 6 - \$1 Small Candy Bar Drinks
- Friday, October 7 - Half Off Any Drink

Mark and Denise Stevenson will own this location. "My mom lives near a Scooter's Coffee in Des Moines, and every time we visit, we stop," said Denise. "We quickly got hooked on the coffee, the smoothies, and the company culture and knew Phoenix would be a perfect fit!"

With more than 150 stores open in 12 states, Scooter's Coffee has signed agreements in three additional states throughout the country and will open more than 40 locations from coast to coast in 2016. Over the next few months, the company boasts a robust grand opening pipeline, which includes its second Arizona location in Surprise. This summer, the company opened its first of many locations in Florida and added a second location to the Atlanta, GA metro area. It will also add several locations this year to expanding markets, such as Iowa, Kansas, Texas and Nebraska.

Scooter's, which is based out of Omaha, Nebraska, handcrafts its pastries and roasts its own 100% shade-grown coffee, sourced through Arbor Day Foundation. In 2016, the company also added depth to its product profile, releasing a new line of Organic Hot and Iced Teas earlier this summer. In addition to its nearly-100% gluten-free beverage menu, Scooter's will soon add gluten-free food items to its extensive menu.

About Scooter's Coffee

Founded in 1998 by Don and Linda Eckles in Bellevue, Nebraska, Scooter's Coffee roasts only the finest coffee beans in the world at its headquarters in Omaha, Nebraska. Scooter's success over 18 years of history is simple: stay committed to the original business principles and company core values. The Scooter's mantra, often recited to franchisees, customers and employees is: "Amazing People, Amazing Drinks...Amazingly Fast!"™ It represents the company's business origins from 1998 and reflects a steady commitment to providing an unforgettable experience to loyal customers.

For more information, visit: scooterscoffee.com, facebook.com/scooterscoffee, or ownascooters.com

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