

High Point Economic Development Corporation

211 S Hamilton Street,
High Point, NC
www.highpointedc.com



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Contacts:

Sandy Dunbeck, Interim Director, High Point Economic Development, 336-601-6074
Kerry Sachs, CEO, Puroast 336-861-3380

Puroast Coffee Chooses High Point for Location

HIGH POINT, NC –

Puroast Coffee Company, Inc. is locating a new roasting and distribution operation in High Point, North Carolina. Puroast has leased a 36,000 sq' building and is investing over \$1,500,000 in machinery, equipment, and building improvements, while creating as many as 44 new jobs at the new facility.

Puroast produces a low acid coffee which is the result of a roasting process learned from Venezuelan coffee growers and their traditional craft. This proprietary roast gets the very best from the coffee bean, producing ultra-smooth flavor while reducing acid on average 70% lower than the leading brands.

Kerry Sachs, Puroast CEO, said, "High Point came out on top after an extensive search to locate our new operations – the workforce, location, manufacturing infrastructure, quality of life and the warm invitation from the Economic Development team all contributed to our decision. We're thrilled to bring Puroast's special technology and production here during this period of rapid growth for our company, and much look forward to being part of the High Point community in this central North Carolina location."

Sandy Dunbeck, Interim Director of High Point Economic Development Corporation, said, "This is the second specialty food company that has announced a location in High Point in 2021. Having companies like Puroast locate in High Point creates new, well-paying jobs for our citizens. Puroast is an excellent example of the type of company we want to recruit to High Point, and we are thrilled that company officials have chosen High Point."

Marshall Yandle, Vice President of High Point Economic Development said, "Partnering with the Economic Development Partnership of North Carolina's Business Recruitment Manager Austin Rouse on this project worked well to meet the client's location, real estate, and timing needs."

ABOUT THE COMPANY

Puroast (puroast.com) is headquartered in Woodland, California and also has a pilot coffeehouse in Miami, Florida.

