

Week #5
News Release & Trans Media Recommendations

Rachel Hetrick

NEWS from
Jumping Joey, Inc.

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JUMPING JOEY, INC. INTRODUCES COFFEE WITH 75% MORE CAFFEINE
Java Java Jitters provides affordable, effective caffeine boost this holiday season

MANHATTAN BEACH, Calif. [Nov. 16, 2020]—Popular beverage company Jumping Joey, Inc. introduces its latest creation, a new coffee with 75% more caffeine – and an affordable price tag.

Java Java Jitters is here to help students cram for finals and tired parents survive the busy holiday season. Gone are the days of downing that extra cup of coffee, expensive lattes with extra shots of espresso, or turning to energy drinks to get an extra boost of caffeine.

Containing 75% more caffeine than the typical store-bought brand, this coffee boasts a higher caffeine content than a single serving of many popular energy drinks. And with no added sugars or unregulated substances that are [found in most energy drinks](#), customers get all of the energy with none of the mystery.

“Java Java Jitters was designed to give consumers the caffeine they need to support their lifestyle at an affordable price point,” said Robert Heffernan, CEO of Jumping Joey, Inc. “With the current economic climate, stress of navigating a global pandemic, and the holiday season quickly approaching, it seems like the perfect time to introduce this product to the market.”

With Java Java Jitters, consumers can get their caffeine fix for less. Thanks to its high caffeine content, coffee drinkers will be able to consume less coffee than usual while still getting their full energy boost.

For energy drink addicts and espresso obsessives, making a cup of Java Java Jitters will undoubtedly be more cost-effective than purchasing an energy drink or having an espresso-based drink made at a coffee shop.

At the full retail price of \$10 per pound, the estimated average cost of a single cup of Java Java Jitters coffee is 21 cents per cup. While variables in brewing can affect the exact amount for each user, this calculation is based on the [Coffee Bar Society's estimation](#) that 47 “average” size cups of coffee can be made per pound of grounds.

With popular energy drinks ranging from about \$2 to \$4 and espresso drinks at coffee shops easily costing \$2 or more, this coffee offers a clear cost savings to either of these alternatives.

Jumping Joey Inc. has also been very particular in its sourcing and packaging decisions, with a focus on sustainability.

Java Java Jitters coffee is packaged in bottles made from recycled plastic. For a unique look, they were designed to resemble vintage soda pop bottles.

“While developing this project, it was important to find a way to give back,” said Joe Jackson, COO of Jumping Joey, Inc. “We found that opportunity in sourcing our coffee beans, which are grown on community-maintained land in Brazil, allowing the entire local community to benefit from the sale of the beans.”

Java Java Jitters coffee is available in whole bean and ground varieties as well as K-Cup Packs. It's sold in stores, with a suggested retail price of \$10 per pound of

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coffee. For a limited time, it is also available on-line for \$9 when the user downloads the Java Java Jitters Jive app.

For more information on Java Java Jitters, consumers may call 1-888-436-2536, visit javajavajitters.com or download the Java Java Jitters Jive app.

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Jumping Joey, Inc. is a leading beverage producer founded in 1951. The company also makes a variety of other consumer products including baby food products, surfboard wax, sunblock, eco-friendly plastic grocery bags, hemp-based T-Shirts for the Manhattan Beach Tourism Association. Earlier this year, it began selling coffee-scented hand sanitizer and COVID-19 face masks.