



EIGHT O'CLOCK COFFEE

Eight O'Clock Coffee, America's best selling whole bean coffee and the third-largest volume national coffee brand, is one of the nation's greatest success stories. Starting from humble beginnings as a store brand of the Great Atlantic and Pacific Tea Company in 1859, Eight O'Clock Coffee has grown to become a national brand in the US.

Today the brand is seen as trustworthy and pleasing, experienced and authentic, approachable and adventurous, a brand that has remained relevant to its consumers by fulfilling its brand promise. The appeal of the brand lies in its high quality coffee bean selection and roasting process that delivers a rich, smooth taste and aroma.

The name of the brand came from the results of a survey (held in 1919) in which consumers were asked when they consumed coffee during the day; 8am and 8pm were revealed as the most popular times.

The product bouquet consists of Original, Decaf Original, 100% Colombian, Decaf 100% Colombian, Bokar, French Roast, Dark Italian Roast, 50% Decaf, Hazelnut, French Vanilla and Mocha.

Having become a part of the Tata family in 2006, Eight O'Clock Coffee's value for consumers is reinforced by Tata's reputation for product excellence and reliability.

