



For Immediate Release...

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CANOPY ATLANTA MIDTOWN ANNOUNCES LOCAL COFFEE PARTNERSHIP

Get The Latest Buzz on Midtown's Newest Lifestyle Hotel



Rev Coffee loved this little dog they saw on Canopy's Instagram so much, they turned it in into the custom label!

ATLANTA – The latest buzz about Canopy Atlanta Midtown is out – caffeine buzz that is! The hotel, which specializes in making every experience local, has collaborated with Rev Coffee of Smyrna, GA as their official coffee partner. This is the first local partnership for the vibrant hotel, which is conveniently located in the Heart of Arts district. The partnership was facilitated by the masterminds behind Canopy's coffee program, Tradecraft Outfitters.

"We want every guest who checks in to the hotel to find all the neighborhood gems Atlanta has to offer at their convenience," said Vincent Bucci, Chief Enthusiast. "Partnering with Rev Coffee felt right instantly. Just as we want what's best for our guests, they want what's best for their customers, their farmers, the employees of the farmers...so on and so forth. It's a chain. A good day often starts with a great cup of coffee – why not start out with the best?"

Just like Canopy, Rev Coffee prides itself on embracing a unique and locally-inspired gourmand experience. They work directly with farmers who use sustainable growing practices to produce the highest quality – and best tasting – beans in the region. This will be the first hotel partnership for Rev Coffee, who currently only sells at their flagship location and at local farmers markets.

"It's rare that these huge companies say they want to partner with local brands and actually stick with it," said Rev Coffee Owner and Founder Nick Bimmerle. "We're excited. We know the neighborhood and we know the trends in Atlanta. We're going to help each other out. Locals trust locals, and Canopy guests will never be out of good coffee."

The Canopy Blend, a unique blend of the highest quality beans sourced from Guatemala, El Salvador, and Brazil, has hints of black cherry and a smooth, creamy finish. The well-rounded flavor profile will complement the locally sourced food featured throughout the hotel, including the Café and soon-to-be-announced restaurant concept. Canopy and Rev Coffee plan to change the blend every 3-4 months to ensure the highest quality of coffee from the source.

About Canopy by Hilton: [Canopy by Hilton](#) is the energizing, new hotel in the neighborhood offering simple guest-directed service, thoughtful local choices, and surprisingly comfortable spaces, so guests simply feel better going forward. Each property is designed as a natural extension of its neighborhood, with local design, food and drink, and delivers a fresh approach to hospitality and the guest experience. Canopy by Hilton is the lifestyle hotel brand of Hilton Worldwide. Learn more at www.canopybyhilton.com or press.canopybyhilton.com, or connect with us on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#).

About Rev Coffee: Rev Coffee Roasters was born and raised by a community that doesn't settle for decent, so we never learned the meaning of the word. In fact, sourcing, roasting, and preparing coffee that pushes the boundaries of exceptional quality is kind of an obsession for us, so we're glad to have plenty of coffee around to keep ourselves at it. Our heavily-caffeinated and perfectionist mentality towards coffee is in service to ever bar in life that could be raised just a little higher.

About Tradecraft Outfitters: We are Tradecraft Outfitters, leaders in delivering transformative experiences. We are a one-stop solution providing craft coffee and tea with the equipment, training, service, and expertise needed to deliver memorable moments.

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