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PRESS RELEASE

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12oz, Nashville's first bottomless coffee club, to debut in July

Nashville, TN – July 1st, 2015 – Coffee subscriptions services have already caught like wildfire in a handful of large U.S. markets like New York City. A year-old local startup called 12oz will be the first company to bring a bottomless coffee app to Nashville.

Bottomless means “unlimited.” Subscribers choose Basic at \$70 a month or Premium for \$100 a month. Basic covers drip, pour over, French press, and all tea varieties. Premium includes espresso drinks, such as lattes and cappuccinos. Members order drinks through the 12oz iOS app at the ten participating shops in West End, East Nashville, 12th South, Germantown, Brentwood, and Franklin.

“We’re excited to be rolling out 12oz in Nashville,” said Jordan Halvorsen, one of 12oz’s founders. “There’s the right mix of Southern hospitality and coffee culture here. The win for coffee lovers is obvious, but we also think the business model is a win for shop owners.” 12oz reimburses coffee shops the full cost of every drink served.

To learn more, visit <http://12ounceapp.com>, or download the iOS app here: <https://appsto.re/i6L548B>

About 12oz

12oz is a six-person company with a thing for coffee and apps. The team is split between Nashville, Tennessee, and Austin, Texas. 12oz’s beta release features ten independent Nashville coffee shops. Subscribers download the 12oz iPhone app, choose a Basic or Premium membership, and pay a flat price for unlimited coffees and teas. Participating shops pay no fees and receive full reimbursement for every drink served. To learn more, visit <http://12ounceapp.com>, or email press@12ounceapp.com.

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