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Coffee Brewed with Purpose: New Organic Flavors and Farm-Direct “Aliado” from Paramount Coffee

LANSING, Mich. (February 24, 2026) – Paramount Coffee will heat up the industry by launching four organic flavored coffees and new farm-direct Aliado Coffee at Expo West in Anaheim March 3-6. Visitors at the [Paramount](#) exhibit booth (#N717) will savor new, rich [Aliado Coffee](#) that is sustainably produced in Chiapas, Mexico, and experience a new portfolio of premium organic coffees with natural flavorings: Cinnamon Sugar Cookie, Vanilla Bean, Sea Salt Caramel, and Chocolate Raspberry. Other products on display will include new limited editions such as Dubai Chocolate and Dubai Chocolate Strawberry.

These new varieties will perk up Expo attendees, as 66% of American adults drink coffee each day, and coffee drinkers consume an average of nearly three cups daily, according to the National Coffee Association. Plus, 44% of coffee drinkers are more likely or much more likely to buy coffee that is certified as organic.



With 90 years of roasting expertise, Paramount Coffee is a powerhouse supplier behind coffee shops, restaurants, and private-label coffee on shelves of grocery and specialty retailers. The Michigan-based premium roaster is primed to extend its wide range of flavors and formats to more retailers from coast to coast.

“Our new Aliado Coffee is our first retail-ready, farm-direct coffee,” explains Rich Schaafsma, President, Paramount Coffee. “We believe it surpasses certifications like organic and Fair Trade. We buy directly from the farm-producers, omitting middle-men. The producers earn more, and they in turn use a percentage to fund initiatives that benefit their local communities. Buying farm-direct coffee is a simple way you can make a positive impact on people, planet, and community.”



Aliado, Spanish for “ally,” is an accurate name for the coffee sourced directly from La Fortaleza farm in Chiapas, Mexico. The colorful red, yellow and blue packaging will grab attention on-shelf, and it includes a photo and names of the producers. The medium roast, whole-bean coffee offers a full, satisfying flavor that is smooth and easy to drink. It strikes a velvety balance, offering noticeable depth without bitterness and a subtle sweetness with a clean finish that makes it enjoyable both black and with a splash of milk. Aliado Coffee is available now in 12-ounce retail bags, packed six per case, with an SRP of \$20.99.

Paramount's four new flavored coffees are all USDA-certified organic, ethically produced, and free from pesticides, fertilizers, and synthetic ingredients.

"Consumer demand for organic products continues to climb, and there are very few organic flavored coffees in the marketplace," says Schaafsma. "Retailers now can differentiate themselves from competitors by offering premium organic coffee with natural flavorings and a cleaner label."

Available in second quarter 2026, the 12-ounce retail bags of medium roast ground coffee are packed six per case with an SRP of \$20.99. Each conveys a distinct, sweet flavor:

- Cinnamon Sugar Cookie blends the comforting sweetness of fresh-baked sugar cookies with aromatic cinnamon and a buttery finish.
- Vanilla Bean offers a naturally sweet aroma and flavor, infused with real Madagascar vanilla in every smooth, creamy cup.
- Sea Salt Caramel is layered with buttery caramel sweetness and a subtle touch of sea salt that amplifies every note.
- Chocolate Raspberry delivers a dessert-like coffee experience in every sip, in a decadent blend where rich cocoa notes meet bright raspberry sweetness.

Aliado Coffee and other farm-direct products from Paramount are the result of a collaboration with the organization One BIGG Island in Space (OBIIS®). [OBIIS](#) works with farmers that are already treating their people right, treating the planet right, and are investing in their communities. This includes paying above poverty wages, providing safe working conditions, avoiding harmful pesticides and herbicides, and using regenerative farming practices.

Since 1935, Paramount Coffee has poured passion and expertise into crafting exceptional coffee you can smell, taste, and savor in every cup. Paramount delivers premium quality, precision roasting, and authentic relationships with its customers and farmers worldwide. As a 100% employee-owned company, each employee shareholder is personally invested to produce the finest coffee, earning certifications including SQF, USDA Organic, Fair Trade, Rainforest Alliance, and STAR-K Kosher. Paramount Coffee offers responsibly sourced coffee, including farm-direct, in a wide range of flavors and formats. Its farm-direct coffees are served in restaurants nationwide, and they're available on retail shelves and online. For more information, please visit ParamountCoffee.com or follow on [Instagram](#) and [Facebook](#).

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