

**FOR IMMEDIATE RELEASE**



**Royal Cup Makes Hype Video for City of Birmingham**

*Royal Cup Coffee and Tea celebrates Birmingham's cultural scene in latest video.*

BIRMINGHAM, Ala. – Royal Cup Coffee and Tea has been a fixture in Birmingham since 1896. The company has experienced Birmingham's history firsthand for over 120 years, and wanted to celebrate the cultural renaissance currently surrounding the city.

To commemorate this year's success at Sloss Fest, Royal Cup created a video to make people feel the magic and tangible excitement in the Magic City.

CJ Britton, Director of Creative Services, said, "At Royal Cup we proudly serve our coffee and tea across the country, but Birmingham will always be home to us. It is with great excitement and anticipation that we lean towards the next stage in Birmingham's evolution."

*We encourage you to share this video on your website and/or social media profiles. Please tag us by using the following usernames:*

**Facebook:** /royalcupcoffee    **Twitter:** @royalcup    **Instagram:** @drinkroyalcup

####

**About Royal Cup, Inc.**

Royal Cup, Inc. is a major importer, roaster and distributor of premium and specialty coffees and teas to foodservice companies, business offices, convenience stores, chain restaurants and hotels located throughout the United States and the Caribbean. Established in 1896, Royal Cup remains a family-owned company dedicated to providing unparalleled service for each customer. For more information, visit [www.royalcupcoffee.com](http://www.royalcupcoffee.com).

Source: Royal Cup, Inc. Media Contact: Jaime Ritter / Royal Cup / 205.397.6975 / [Jaime.ritter@royalcupcoffee.com](mailto:Jaime.ritter@royalcupcoffee.com).