



## *Happy Jamaica Blue Mountain® Coffee Day*

*January 9<sup>th</sup> is celebrated annually as Jamaica Blue Mountain® Coffee Day and this year will mark the 5<sup>th</sup> staging of this event. As you might be aware, JBM® Coffee Day is also recognized simultaneously in Japan to commemorate the date when the first single largest shipment of Jamaica Coffee Beans departed a port in Kingston to Japan on January 9<sup>th</sup>, 1967. This cemented the good trading relationship between both countries which is still being enjoyed today as Japan still remains our largest purchaser of Jamaica Blue Mountain® Coffee.*

*Over the past years, JACRA has partnered with JAMPRO and the JCEA to recognize the day. Among a series of activities to mark the day, JACRA will be having a presence at the Sangster International Airport in Montego Bay and on the Waterfront in Downtown Kingston on January 9<sup>th</sup>. Patrons will have the opportunity to experience a taste of JBM® Coffee and learn more about the product. Both the Gleaner and the Observer will also have publications on the day.*

*We invite you to celebrate JBM® Coffee Day and ensure that you have a cup of one of the world's most recognized and sought-after Coffee.*

*“Drink the best Coffee the way you love it”*