

MOVIE

news & notes

Coffee Grower's Big Screen Debut

(NAPSA)—Here's eye-opening news: The mustachioed symbol of Colombian coffee growers, "Juan Valdez" is bigger than ever. He and his faithful mule are reentering the spotlight thanks to a specific request by Jim Carrey to appear in the new movie *Bruce Almighty*. The scene was shot but the joke is being kept under wraps.

While Juan Valdez has appeared on the small screen for 30 years in television commercials for 100 percent Colombian coffee, this is the first time he's appeared in a major motion picture.

"Colombian Coffee is all about enjoyment of the richest coffee in the world—and I am honored that I and Colombian Coffee were selected for this highly enjoyable film," he said.

Beyond his film debut, the American public will be seeing a lot more of Juan Valdez in the months ahead with the launch of a new advertising campaign for 100 percent Colombian Coffee. Enjoying renewed fame, the mustachioed coffee grower and his mule first appeared in a print advertisement promoting his film appearance in *People* magazine. He can also be seen making the scene in *Us Weekly*, *Entertainment Weekly* and *Rolling Stone*.

Juan Valdez represents the 560,000 coffee farmers of Colombia who produce 100 percent Colombian coffee. Coffee brands display-



"Juan Valdez" and his faithful mule were in Hollywood for the premiere of the new film, *Bruce Almighty*.

ing the Juan Valdez logo are guaranteed by the National Federation of Coffee Growers of Colombia to have been made entirely from 100 percent Colombian Coffee. The Federation, a non-profit organization entirely owned and controlled by Colombia's coffee farmers, approves and guarantees the quality of every coffee crop that is exported worldwide.

Since 1927, the National Federation of Coffee Growers of Colombia has helped Colombian coffee growers develop agricultural expertise, improve their living conditions and promote Colombian coffee to the world. All profits from 100 percent Colombian Coffee sales benefit the coffee growers and their communities.