

FOR IMMEDIATE RELEASE

CONTACT: Steven V. Dubin, PR Works, (781) 582-1061, [sdubin@prworkzone.com](mailto:sdubin@prworkzone.com)

### **J.P. Licks Offers Coffee for a Buck at Harvard Square Store During January**

DATELINE: BOSTON; BROOKLINE; CAMBRIDGE; JAMAICA PLAIN; NEWTON CENTRE; SOMERVILLE AND WEST ROXBURY, MA...

J.P. Licks, the homemade ice cream café with eight shops in and around Boston, will offer patrons a small cup of fresh brewed coffee for \$1 at their Harvard Square store through January 31st.

All of J.P. Licks' coffee is made from fair-trade and organic beans that they roast at their flagship store in Jamaica Plain.

The Harvard Square store, which opened in June, did a brisk trade this summer and is hoping to continue in the same fashion through the colder months with "warmer" offerings such as coffee. The \$1 coffee promotion is meant to create more awareness of the new store itself and all that J.P. Licks has to offer - from special blend coffees to a full Espresso Bar, hot chocolate and fresh baked treats including muffins, breads, scones and cookies.

J.P. Licks is located at 1312 Mass Ave., Cambridge. The store is open daily from 6 a.m. to midnight. For more information, visit [jplicks.com](http://jplicks.com).

#### **Best of Boston and Beyond**

For more than 25 years, J.P. Licks has been serving homemade ice cream and other specialties in their eight Kosher-certified shops in and around Boston. Locally owned and operated, J.P. Licks has won many awards over the years for their intensely-flavored homemade ice cream and frozen yogurt. Most recently, J.P. Licks was named "Best of Boston" and "Best Location – Jamaica Plain" by Boston Magazine and also made WBZ's "A-List" for the second year in a row. Known for their high quality, scrumptious treats and their knack for "treating people right", J.P. Licks was named Greater Boston Chamber of Commerce's "Small Business of the Year".

In addition to their frozen creations, J.P. Licks roasts their own fair trade and organic coffee beans on-site at their Jamaica Plain store, which ensures the best and the freshest, full-bodied cup of coffee around. Decadent hand-packed ice cream cakes as well as breakfast & ice cream sundae catering are also available.

Visit the website at [jplicks.com](http://jplicks.com) for more information.