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**FOR IMMEDIATE RELEASE**

## **2ND ANNUAL NEW ORLEANS COFFEE FESTIVAL TEAMS WITH LOCAL INDIE NOVEL: *THE COFFEE SHOP CHRONICLES OF NEW ORLEANS***

New Orleans, LA (November 3, 2010) – River House Publishing, New Orleans, LA, today announced a team-up between its new novel *THE COFFEE SHOP CHRONICLES OF NEW ORLEANS* (<http://www.coffeeshopchronicles.com>) and the 2nd Annual New Orleans Coffee Festival (<http://neworleanscoffeefestival.com>). Under the agreement, the book is among the festival's featured sponsors, along with other local businesses including Community Coffee, PJ's, NewOrleans.com, and Coffee Roasters of New Orleans. "We are honored to join these venerable New Orleans companies in supporting the 2nd Annual New Orleans Coffee Festival," said River House publisher Csaba Lukacs. "Much as this book documents New Orleans' rich coffee history, this festival carries forward a tradition of coffee appreciation that has been alive and well in the Big Easy for more than 200 years. I have no doubt this event will grow into one of New Orleans' most popular festivals, right up there with French Quarter Fest and Jazz Fest. New Orleans is, after all, the coffee epicenter of America in terms of per capita consumption and the second largest coffee port in the country (after New York), accounting for one-quarter of the beans that make their way to these shores."

The New Orleans Coffee Festival is an annual celebration of coffee, paying tribute to coffee's historical, cultural, economic, and social impact, and showcasing New Orleans' reemergence as a growing hotspot of expertise and passion for coffee. The event's hallmark is its exclusive Coffee Tasting Flight, with 35 international selections – all roasted/blended locally. Coffee Flight tickets are \$5 for a 4-cup tasting. There is no admission fee. Local roasters share their knowledge and perspectives, and are accompanied by 100+ other vendors offering an array of delicious foods and beautiful arts, with live music throughout. The second annual event is Saturday, November 6, 2010 at the Freret Market (located at Freret St. near Napoleon Ave.) from noon to 5pm.

Shortly after its publication in June, *THE COFFEE SHOP CHRONICLES OF NEW ORLEANS* was chosen by *The Times-Picayune* as a "Hot Read" of the summer. The book has since surpassed the 1,000 copies sales milestone, and it is stocked by over two dozen shops in New Orleans, including independent book stores, coffee houses, gift shops, college stores (Tulane and Loyola), Hudson Booksellers, Borders, and Barnes & Noble. The first installment in a three-part serial novel written and printed in New Orleans, the novel blends satire, mystery, fact, and fiction while exploring such weighty themes as the "sacrament" of coffee drinking, living sober, and the legacy of slavery and Jim Crow in America. In October, the book was chosen by Books-A-Million for distribution statewide in Louisiana, with the possibility of broader distribution through Books-A-Million's network of 229 stores in 23 states and the District of Columbia.

The novel is narrated primarily from the French Quarter and Faubourg Marigny, and it "reviews" such local coffee shop haunts as CC's, PJ's, Café Rose Nicaud, Café du Monde, and Rue de la Course. Its protagonist is the agnostic, ten-years-sober son of a Baptist minister, B. Sammy Singleton, who "has an opinion about everything" and a guidebook on New Orleans coffee shops to write. But when Sammy's best friend Catfish—reluctant heir to the Beaucoeur sugarcane fortune—is arrested for "grave robbing" and then goes missing, events spin out of control. David Lummis, the book's author, is a nationally known consumer market analyst who resides in New Orleans' historic Faubourg Marigny. *THE COFFEE SHOP CHRONICLES OF NEW ORLEANS* is his first novel.

**River House Publishing** is a division of New Orleans-based Marigny Research Group, Inc., which has produced over two dozen best-selling book-length business-to-business reports since its inception in the mid 1990s. River House Publishing was formed Csaba Lukacs, who serves as publisher and managing editor.

FOR ADDITIONAL INFORMATION, PLEASE VISIT:

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