

Bellatazza Caffe Comes to Sunriver Resort

by Bend Weekly News Sources

Bellatazza, a popular, award-winning coffee shop began brewing coffee in Sunriver last week. Bellatazza Caffe, a traditional caf  specializing in espresso preparation and coffee roasting, is currently located in downtown Bend and has struck a licensing agreement with Sunriver Resort. Located in Sunriver Realty's new distinctive building on Beaver Drive at the gateway to Sunriver's commercial shopping village, Bellatazza opened to huge Thanksgiving vacation crowds.

"Sunriver Resort is delighted to offer a great new service to Sunriver residents and visitors," said Tom Luersen, Managing Director of Operations for Sunriver Resort and Destination Hotels & Resorts. "We are pleased to align ourselves with the kind of quality product and experience delivered by Bellatazza Caffe."

Bellatazza, who serves fresh roasted espresso, coffee, tea and pastries, is well known for their passion and commitment to the coffee process, as well as a colorful, engaging experience for their clientele, dedicated customer service and a social conscience. The coffee company has long offered complimentary wireless internet access, a dedicated company Blog, contributes to the local school community through their Kid Caffe program and supports an orphanage in Kenya through Nomad Charities. Bellatazza also holds a popular annual Barista competition to recognize and reward employees who demonstrate mastery in the art of perfect lattes. Following the competition, the caf  sends the first-place winner abroad to coffee-producing nations for a first-hand experience.

"Our goal for perfection seems to be a harmonious match for the resort's track record," says Stewart Fritchman, Bellatazza's President and Manager of Sunriver Bellatazza. "I have a true admiration for Sunriver Resort and am excited to partner in their commitment to excellence." Bellatazza Caffe was voted the The Best of Central Oregon 2004 and 2005 in the coffee shop category during a People's Choice poll taken by The Source, Bend's weekly newspaper, featuring news, arts, entertainment and opinion. In 2006, Bellatazza won an unprecedented three Gustie Awards (Chefs Choice) and two Gustie Awards of Readers Choice from Gusto Magazine for Best Barista, Best Latte and Best Cup of Coffee. To learn more, go to www.bellatazza.com.

Sunriver Resort, a Destination Hotels & Resorts property located 15 miles south of Bend in Central Oregon, is a perennial AAA Four-Diamond award winning property. The Heart & Soul of the Great Northwest, Sunriver Resort is a year-round outdoor enthusiast's dream with 54 holes of championship golf, 28 tennis courts, 35 miles of paved bike paths, three swimming complexes, horseback riding, canoeing and kayaking from the property's marina, fly fishing, skiing and snowboarding at Mt. Bachelor Ski Resort (only 18 miles away), cross-country skiing and snowshoeing.

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