

## Royal Cup, Inc. Announces Waffle House Wager with Supplier on Alabama vs. Texas A M Game

Written by Australian Business

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BIRMINGHAM, Ala., Sept. 13, 2013 /PRNewswire/ -- Royal Cup, Inc., an importer, roaster and distributor of premium and specialty coffees and teas serving a broad range of customers across the United States and the Caribbean, today announced a wager with fellow Waffle House supplier, C.H. Guenther & Son, Inc., on the Alabama vs. Texas A&M game this Saturday.

Royal Cup, Inc., headquartered in Birmingham, Ala., and C.H. Guenther & Son, Inc., headquartered in San Antonio, Texas, both supply products to Waffle House. As staunch supporters of their respective state teams, they have decided to place a friendly wager on this Saturday's game. If Alabama wins, C.H. Guenther will provide free waffles and coffee for an entire day at a Waffle House location in Tuscaloosa, Ala. If Texas A&M wins, Royal Cup will provide a Waffle House food truck to serve complimentary waffles and coffee in College Station, Texas.

"Royal Cup likes to have fun with its customers and partners, and with all of the hype surrounding the game, we thought this would be a great way to showcase our loyalty to one of our state's teams," said Bill Smith Jr., chairman of the board of Royal Cup. "This is a friendly wager, and we are content with either outcome – but it will be a great victory when Alabama pulls out a win."

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"This game, between two great teams and states, provides us an opportunity to also say thank you to our respective Waffle House customers," said Dale W. Tremblay, president and CEO of C.H. Guenther & Sons, Inc. "We look forward to a great game and a Texas A&M win on Saturday!"

Alabama will play Texas A&M at Kyle Field in College Station, Texas on Saturday, Sept. 14, 2013, with a kickoff time of 2:30 pm (CT). The game will air on CBS.

Royal Cup, Inc. is a privately-held, family company that has grown over the past 100 years from small, hometown roots to become a major importer, roaster and distributor of premium and specialty coffees and teas serving customers in the food service, office and specialty coffee markets.

**C.H. Guenther & Son, Inc.** San Antonio headquartered C.H. Guenther & Son was founded in Texas in 1851 by German immigrant Carl Hilmar Guenther. The company produces a variety of dry and frozen grain based food products for both retail and the foodservice industry. C.H. Guenther & Son continues to be a leading supplier of gravies and sauces, baking mixes and other value-added grain based food products to Food Service and select consumer markets in North America and Europe. For more information about C.H. Guenther & Son and available product, visit [www.CHG.com](http://www.CHG.com).

**About Royal Cup, Inc.** Royal Cup, Inc. is a major importer, roaster and distributor of premium and specialty coffees and teas to foodservice companies, business offices, convenience stores, chain restaurants and hotels located throughout the United States and

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. Established in 1896, Royal Cup remains a family-owned company dedicated to providing unparalleled service for each customer. For more information, visit [www.royalcupcoffee.com](http://www.royalcupcoffee.com).

SOURCE C.H. Guenther & Son, Inc.

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