



## **GourmetGiftBaskets.com Brews World's Largest Cup Of Coffee: 2,010 Gallons to Break Guinness World Record at Blog World Expo, October 15**

*GourmetGiftBaskets.com will break the Guinness Book of World Record for the World's Largest Cup of Coffee when 2,010 gallons of fresh coffee will be brewed into a 8x8 foot specially constructed coffee mug, breaking the current world record of 911.5 gallons set in 2007. This will be accomplished at Blog World Expo, October 15, Mandalay Bay Convention Center, Las Vegas. Proceeds from the sampling and photographs will benefit Susan G. Komen's Passionately Pink for the Cure, a program encouraging people to wear pink, raise funds and fight breast cancer.*

Las Vegas, NV ([PRWEB](#)) October 13, 2010 -- WHAT: The Motto is 2,010 in 2010! GourmetGiftBaskets.com will break the Guinness Book of World Record for the World's Largest Cup of Coffee when 2,010 gallons of fresh coffee will be brewed into a 8x8 foot specially constructed coffee mug, breaking the current world record of 911.5 gallons set in 2007. 2,010 gallons is equivalent to 32,160 cups of fresh brewed coffee.

WHO: GourmetGiftBaskets.com, #238 on the Inc. 5000 list of the Fastest-Growing Private Companies in the U.S., broke the Guinness World Record in August 2009 for the World's Largest Cupcake. Enjoying the challenge and accomplishment of breaking a world record, GourmetGiftBaskets.com president and CEO, Ryan Abood states this will not be the last record he will "brew" up or that his company will break. An experienced team of roughly ten employees will now attempt to more than double the current record for the World's Largest Cup of Coffee.

"I'm a businessman and am always thinking outside of the box to promote a fun work environment for my employees," says Abood. "I want everyone that works for me to be successful and be proud of what they do. Breaking a record is a huge accomplishment."

Companies aiding in the breaking of this record include: Terracon Corporation of Boston is supplying the storage tank that will be the foundation of the cup, Chisel Productions Inc. of Georgia is constructing a coffee cup and handle around the tank using a sculpted foam with a hard polyurethane finish, Kerry/ X Cafe of Princeton, MA to provide the 100 percent Columbian Arabica blend coffee, Logo Loc LTD of New Hampshire is providing quality custom t-shirts, Marich Confectionary of California donated samples of their Chocolate Covered Espresso Beans and Bunn-O-Matic Corporation of Springfield, IL is supplying the high volume coffee dispensers designed to meet the requirements of the world record attempt.

This event will also raise money, through donations for sampling two ounce cups of coffee and for photos with the world's largest cup of coffee. All proceeds from the sampling and photographs will benefit Susan G. Komen's Passionately Pink for the Cure, a program encouraging people to wear pink, raise funds and fight breast cancer.

WHEN: The brewing will begin at 4 a.m., Friday October 15 and should take 4-5 hours, brewing approximately 250 gallons per hour.

The record will officially be announced by a Guinness Book of World Record's representative at 12 p.m.



October 15.

Lisa Barone, Chief Branding Officer of Outspoken Media and Social Media celeb, will be pouring the last cup of coffee into the cup when the record is declared.

WHERE: Blog World Expo, the world's largest blogging social media conference in Las Vegas at the Mandalay Bay Convention Center, South Pacific Ballroom; Booth #335.

WHY: Americans consume 400 million cups of coffee per day, or equivalent to 146 Billion cups of coffee per year; making the United States the leading consumer of coffee in the world. Abood saw this statistic and knew a record involving coffee was one to break.

“Coffee is a product consumers can relate to,” says Abood. “We wake up craving a cup, and when it’s gone, we almost always go for more. I wanted to create a cup of coffee that many of us only dream about in our most tired of states!”

HOW: This world record attempt will require two 60 Amp 208 Volt Three Phase power supplies, two directly plumbed water lines providing 3 gallons per minute and the equivalent of 89,305 times the amount of coffee needed to brew your standard 8oz cup of coffee.

About [GourmetGiftBaskets.com](http://GourmetGiftBaskets.com)

GourmetGiftBaskets.com has been making unique, upscale, gourmet gift baskets for the discerning consumer since 2002. Since then, they’ve been working to introduce their customers to the finest gourmet foods on the market. They take their work seriously; they source from over 600 different gourmet food suppliers to bring customers only the finest gourmet foods in beautiful, reusable baskets. Whether an anniversary, birthday, holiday, or the closing of a major business deal, GourmetGiftBaskets.com takes pride in knowing that their customers send Gourmet Gift Baskets to highlight some of the most important events in their lives. For more information, visit [www.gourmetgiftbaskets.com](http://www.gourmetgiftbaskets.com) or call (866) 842-1050.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world’s largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.3 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

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**Contact Information**

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GourmetGiftBaskets.com

<http://www.gourmetgiftbaskets.com>

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