**‘A FILM ABOUT COFFEE’ PREMEIRES WORLDWIDE ON VIMEO ON DEMAND**

*Brandon Loper’s “A Film About Coffee” Explores the Beautifully Complex Global Culture of Specialty Coffee for Aficionado’s Worldwide*

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**NEW YORK, November 24, 2014** – After screenings in over 50 cities worldwide, Vimeo announces the premiere of director Brandon Loper’s documentary *A Film About Coffee* on Vimeo On Demand (vimeo.com/ondemand/afilmaboutcoffee). The feature-length documentary from San Francisco-based production company and content collective, Avocados and Coconuts, and takes a deep dive into the specialty coffee industry, examining what it takes and what it means for coffee to be distinguished as “specialty.”

*A Film About Coffee* seeks to answer how the titular beverage has become a mainstay of culture all over the world. The film follows the production of coffee from farms in Honduras and harvests in Rwanda to its global consumption. Listening to farmers, buyers, roasters and baristas about the crop’s economic and environmental implications both locally and abroad, the narrative travels to coffee shops in Tokyo, Portland, Seattle, San Francisco and New York, with stops in between. Dropping in on artisanal cafes to investigate how each prepares its own unique cup, the film opens a window into the little-understood world of specialty coffee.

Born, raised, and educated in Alabama, Brandon Loper has been working commercially in San Francisco for the past 8 years cultivating his craft of telling stories through advertising and short films. His southern roots keep his directing style humble, conversational, and honest. Brandon’s experience in advertising demands a high standard of work that is stimulating, artful, and distinct. *A Film About Coffee* marks Brandon’s first feature-length documentary.

The film is available on Vimeo On Demand globally starting today for a $4.99 streaming rental or $12.99 download.

**ABOUT VIMEO**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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