



# **Dippin' Dots inventor and Hit n Run Stores launch 40° Below Joe in the Metro East**

by Dan Brannan, Content Director  
June 14 2018 9:05 PM





NASHVILLE, TENN. – Southern Illinois native and inventor of Dippin' Dots®, Curt Jones has another creation showcased this weekend at the Hit n Run store in Wood River.

Jones changed the way people eat ice cream and has now revolutionized the way area residents eat and drink coffee.

The 40° Below Company is Jones' latest venture with the first product line of edible frozen coffee and creamer beads now available in the Metro East at Hit n Run stores located in Granite City, Wood River, East Alton, and Alton.

The 40° Below Company and the owners of Hit n Run, Dwight and Teresa Fowler, would like to invite the public to try this exciting new product from 11 a.m. to 3 p.m. Saturday, June 16. Free samples will be provided at the Hit n Run store located at 900 Edwardsville Road., Wood River.

"40° Below Joe features a new approach to coffee," Jones said. "The uniquely designed frozen coffee and creamer beads are an all-natural, low-calorie frozen treat that provides the caffeine needed to boost your energy. 40° Below Joe is a unique product that can be eaten cold with a spoon or can be enjoyed traditionally in liquid form by simply adding hot water to the frozen coffee beads."

There are currently four delicious 40° Below Joe flavors available: House Blend, Hazelnut, Vanilla, and French Vanilla. The frozen coffee beads are made from fresh roasted South American Arabica beans. The Hazelnut and French Vanilla creamer beads are created with coconut milk and the Vanilla creamer with almond milk.



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**IT** **THRU**  
**UN**  
**CONVENIENCE STORE**

