



Media Release
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New Grinders Limited Edition Single Origin to elevate the at home experience

Following the success of its recently re-branded grocery range, Grinders Coffee Roasters is launching a new Special Release Ethiopia Single Origin grocery offering to cater for Australia's growing band of discerning, coffee-loving shoppers.

With café sales of Single Origin coffees increasingly rapidly over the past two years (Source: Australian Café Market Report 2017/18), the release of a limited edition Single Origin grocery offering is the result of Grinders research that shows consumers are now looking for coffee inspiration, new blends and flavours to help them replicate the café experience at home.

"Single Origin is the ultimate expression of our focus on quality, designed for the increasing number of consumers who are enjoying the delicious blends and brands for sale at their local café and now looking to translate that upgraded coffee experience to their own homes," explains Grinders expert and respected coffee ambassador Andy Easthope.

Grinders Special Release Ethiopia Single Origin boasts floral and honeyed aromas, while offering a sweet, complex finish. It is available now in a 250g, limited edition, ground coffee pack from selected Coles stores nationwide.

As an award-winning café brand, Grinders Coffee Roasters has been providing discerning coffee shoppers with a range of quality coffee products in supermarkets since 2014. Grinders Crema Fairtrade Organic 1kg is the number one ranked coffee bean product in the grocery channel (Source: AZTEC AU Grocery Weighted MAT 24/06/18, Dollars \$000).

The Grinders grocery range

The Grinders grocery range also includes 1kg Crema and 1kg Espresso Coffee Beans, 200g Ground Crema and Espresso Fairtrade Organic, Caffitaly and Nespresso Compatible Capsules, each available in four flavours - Crema, Arabica, Espresso and Double Espresso. Caffitaly products can be found at Woolworths and Nespresso capsules available in independent retailers and online from <https://grinderscoffee.com.au>.

About Grinders Coffee

Grinders Coffee was established in 1962 in Lygon St, the center of Melbourne's famous Italian Quarter by Italian migrants Giancarlo Giusti and Rino Benassi to bring the authentic taste of European coffee to Australia.

Today, Grinders is dedicated to delivering the premium coffee experience and uses only the highest-quality green beans from around the world, including Fairtrade and Organic products. As the largest branded roaster of Fairtrade green beans in Australia, since 2008 Grinders has sold more than 1.7 million kilograms of Fairtrade Coffee and generated over A\$1.1 million to support 844,311 Fairtrade farmers and their communities in 475 cooperatives from 31 countries across the world. Still roasted in Melbourne, Grinders coffee is available nationwide, thanks to the work of a dedicated team of sales, equipment and service specialists, along with coffee training professionals and state-of-the-art coffee training facilities in Sydney, Melbourne and Brisbane.

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