



Media Release  
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### **Grinders partners with VRC for 2018 Melbourne Cup Carnival and beyond**

Grinders Coffee Roasters has become exclusive coffee partner of the Victoria Racing Club (VRC) for the next three years.

During the Melbourne Cup Carnival, Grinders will feature in the exclusive Birdcage Enclosure and The Park – Flemington’s food, fashion and entertainment precinct. Grinders will also sponsor race three on Melbourne Cup Day, The Grinders Coffee Roasters Trophy.

In the Birdcage, world latte art champion and Grinders Ambassador Caleb Cha will be serving up racing-inspired latte art in a purpose-built coffee stand inspired by Melbourne’s iconic laneway culture.

Racegoers in the Birdcage can purchase a Grinders coffee for a gold coin donation, with proceeds going to the VRC’s charity partner JDRF, the leading global organisation funding type 1 diabetes research.

In The Park, Grinders will offer a delicious range of premium coffees from the Grinders ‘Short Black’ Caravan, a piccolo-sized caravan with matte black styling emulating Melbourne street style.

Local artist Antra Švarcs will inspire racegoers to transform both Grinders spaces into works of art throughout the Carnival, as guests will be given bespoke stickers featuring Švarcs’ designs to stick onto the walls to create a unique art installation.

VRC Chief Executive Office Neil Wilson said the Club is proud to welcome the renowned Melbourne coffee company to Flemington. “Like the VRC and the Melbourne Cup Carnival, Grinders is quintessentially Melbourne and we all know how much Melburnians love their coffee,” he said.

“Racegoers will be able to enjoy delicious Grinders coffee at various locations across the racecourse.”

Speaking on behalf of Grinders, Coca-Cola Amatil’s Managing Director of Alcohol & Coffee Shane Richardson said Grinders was excited to be bringing a new premium coffee experience to Flemington.

“There are few things more iconic about Melbourne than its coffee or the race that stops a nation,” he said.

“This is a great partnership between two fantastic Melbourne institutions, and we’re really excited to be a part of this year’s Carnival and are looking forward to bringing our ‘Streets of Melbourne’ flavour to the famous Flemington Racecourse.”

In celebration of the new partnership, Grinders’ flagship stores in Lygon Street, Carlton and Woolloongabba, Brisbane will be running a Melbourne Cup-inspired coffee morning on Monday 5 November serving up free Grinders coffees from 8-11am.

The VRC will officially open the Melbourne Cup Carnival on Saturday 3 November with Derby Day, followed by Melbourne Cup Day on Tuesday 6 November, Oaks Day on Thursday 8 November and Stakes Day on Saturday 10 November.

Tickets and hospitality packages can be purchased from [Flemington.com.au](http://Flemington.com.au).

## **Ends**

For further information please contact General Manager of Public Affairs, Communications and Sustainability, Nicki Drinkwater on 0451 944 434 or [media@grinderscoffee.com.au](mailto:media@grinderscoffee.com.au).

## **About Grinders Coffee Roasters**

Grinders Coffee was established in 1962 in Lygon St, the centre 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, it remains true to its ‘Streets of Melbourne’ heritage to deliver 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.

## **About the Victoria Racing Club and Melbourne Cup Carnival**

Host of the Melbourne Cup Carnival, the Victoria Racing Club at Flemington was founded in 1864 and is the world’s largest member-based racing club, with more than 30,000 members. Regarded as the world’s most vibrant racing event, the Melbourne Cup Carnival is a uniquely Australian celebration of sport, fashion, food and wine and culture, attracting more than 310,000 racegoers to Flemington Racecourse over four magical racedays each year and injecting more than \$444 million into the Victorian economy. The jewel in the Melbourne Cup Carnival crown is the Lexus Melbourne Cup, a 3200m Group 1 staying race, one of the world’s richest, offering \$7.3 million in prize money and held on the first Tuesday in November.