



Media Release
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Grinders Coffee seals deal on another iconic Aussie event

Grinders Coffee Roasters has today signed on as naming-rights sponsor of the Grinders Coffee SOLAS Big Boat Challenge, taking place tomorrow (11 December) in Sydney Harbour.

The Grinders Coffee SOLAS Big Boat Challenge is one of Australian sailing's most-watched lead-up events prior to the Sydney Hobart Yacht Race, for which Grinders Coffee is now also an event supporter.

Launching Grinders Coffee's new partnership with the Cruising Yacht Club of Australia (CYCA) earlier this morning from the Club's iconic home in Sydney's Rushcutters Bay, Managing Director Shane Richardson said, "The partnership is a perfect reflection of our commitment to make sure the Grinders Coffee brand continues to be known for quality, at the same time remaining true to the fifty-plus years of Australian heritage that we're very proud of.

"From tomorrow's prelude right through to Boxing Day and in Hobart as the fleet arrives, we're really excited at the chance to work with CYCA to engage everyone from spectators to participants and bring a new premium coffee experience to the event."

Speaking on behalf of CYCA, Commodore Paul Billingham said, "It's very exciting for the Cruising Yacht Club of Australia to partner with Grinders Coffee to deliver the Grinders Coffee SOLAS Big Boat Challenge. The Grinders Coffee SOLAS Big Boat Challenge is traditionally one of Australian sailing's biggest days and most important events – and this partnership will help take the race to more people both around the country and across the world."

As part of the partnership, the CYCA will broadcast the Grinders Coffee SOLAS Big Boat Challenge on its [Facebook page](#), [website](#) and [YouTube channel](#). Tuesday's broadcast will feature commentary from sports legend Gordon Bray, sailing expert Peter Shipway and Olympic Silver Medallist Olivia Price. You can also follow the action using the event hashtag #GrindersCoffeeSBBC.

"We're very excited to partner with such an exciting brand and to, in turn, broadcast the Grinders Coffee SOLAS Big Boat Challenge via the CYCA Facebook page and YouTube channel," Billingham says.

"This partnership is going to be great for sailing fans around the world, with the event such an important indicator of who's in the running to claim Line Honours in the Rolex Sydney Hobart Yacht Race. We're very excited to be involved with Grinders Coffee and thankful for their support of sailing and the Grinders Coffee SOLAS Big Boat Challenge."

The announcement comes just months after Grinders Coffee was unveiled as official coffee partner for another iconic Australian event, the 2018 Melbourne Cup Carnival.

Grinders Coffee will play a part in the Sydney Hobart Yacht Race, with participants and fans alike able to sample the Melbourne-roasted coffee in the official Sydney Hobart – Hobart Village from 27 December at Constitution Dock.

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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 Cruising Yacht Club of Australia

The Cruising Yacht Club of Australia (CYCA) is Australia's premier yacht club and home to what is considered yachting's 'Everest' – the Rolex Sydney Hobart Yacht Race. Members and visitors to the CYCA enjoy being part of an active club in a superb location with state-of-the-art facilities and an international reputation that attracts yachts and crews from all over the world for the climax of the sailing calendar and one of Australia's greatest sporting icons – the Rolex Sydney Hobart Yacht Race.