



**Media Release
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Grinders Coffee Birdcage marquee wins silver at 2019 Melbourne Design Awards

Grinders Coffee has been recognised for its creative and innovative design of the VRC Flemington Spring Racing Carnival Birdcage marquee at this year's Melbourne Design Awards.

The "Embrace Black" marquee won the Silver Award in the Marketing – Event Experience category for its originality, and connection and engagement with the audience – testament to its commitment to delivering a better coffee experience for all.

This is the third time Grinders Coffee has been recognised by the Melbourne Design Awards, with its re-designed Lygon St flagship store scooping a silver award in the Best Interior Design (Hospitality) category in 2016 and the purpose-built site in Woolloongabba in Queensland, with its flagship café, training rooms and office again being awarded a silver award in the Best Interior Design (Hospitality) category in 2017.

The Grinders Coffee structure featured responsibly sourced materials, and included a two-storey construction with a three group Rancilio Coffee machine to provide customers with a better coffee experience.

"We are incredibly honoured to receive recognition from the Melbourne Design Awards," Steven Commerford, Grinders Coffee's Marketing Manager said. "This Award is another example of how our Grinders Coffee team is bringing their expertise, and creativeness to everything they do."

Nick Addison, Executive General Manager Commercial Operations, Victorian Racing Club, said, "Grinders Coffee is a valued partner of the VRC and made a huge impact in their first year as the Official Coffee Partner of the Melbourne Cup Carnival. I'm excited to see their hard work and creativity recognised at the Melbourne Design Awards."

In addition to the design, the marquee also featured three of Melbourne's emerging creative talents from the 2019 Grinders Coffee 'From the Streets of Melbourne' campaign – illustrator Antra Svarcs; jeweller Megan Moss, and artist/songwriter Janeva.

Antra's custom spring racing horse designs were featured at the Birdcage, with Janeva's music serving as the backdrop for the space, while Grinders Coffee staff and ambassadors were jewelled with Megan's handcrafted pieces.

Grinders Coffee will once again be sponsoring the 2019 Flemington Spring Racing Carnival as part of its ongoing partnership with the Victorian Racing Club.

The Melbourne Design Awards program provides marketplace recognition across an extensive range of categories and celebrates the creativity and courage of those who are leading the way. The [Marketing – Event Experience award](#) celebrates creative and innovative design for a business event, with particular attention on originality, creativity, theming, audience connection and engagement.

About Grinders Coffee Roasters

Grinders Coffee Roasters 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 2.3 million kilograms of Fairtrade Coffee and generated over A\$1.4 million to support 795,400 Fairtrade farmers and their communities in 537 cooperatives from 30 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.

For more information on *From the Streets of Melbourne* campaign visit the Grinders Coffee Roasters [website](#), and [Instagram](#) and [Facebook](#).