



**Media Release**  
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### **Grinders returns to the Birdcage for 2019 Melbourne Cup Carnival**

Iconic Melbourne coffee brand Grinders Coffee returns to the Birdcage this year, delivering a refreshing new take on nitro-infused cold brew coffee from a purpose-built installation inspired by Melbourne's unique laneway culture.

As exclusive coffee partner of the Victoria Racing Club (VRC), Grinders will be looking to build on last year's maiden outing, when it served up over 60,000 flat whites and long blacks, with over 6,000 of those brewed up by baristas in its flagship Birdcage activation.

"We are thrilled to partner with VRC for the second year," said Grinders Coffee Director Sally Byrne. "Hopefully we can bring a bit of extra excitement and a fun and memorable coffee experience to racegoers at one of Australia's most iconic events.

"In the headline Birdcage activation, we'll be mixing it up a bit, taking our beautiful cold brew and infusing it with nitrogen to create a velvety foam on top and a sweet, smooth and creamy mouth feel for a bit of sophistication!"

The Birdcage installation itself has a sophisticated Melbourne feel, and is designed around the brand's three core campaign pillars of fashion, art and music, which are encapsulated in its clean, sharp and stylish black architecture.

In addition to the Birdcage, throughout the Cup Carnival, Grinders will also feature in The Park, Flemington's food, fashion and entertainment precinct, and appear on the racecard, as sponsor of sponsor race three on Melbourne Cup Day, The Grinders Coffee Roasters Trophy.

Outside of Flemington, tourists and locals will also be able to enjoy a Grinders coffee at the brand's two flagship cafes at Melbourne Airport (Qantas Domestic Terminal) and Lygon St in Carlton, and well as many other premium cafes across the city.

To mark the occasion, Grinders Lygon Street café is also offering local coffee lovers the chance to win free Grinders coffees for a year through its [Instagram page](#). And anyone over 18 visiting the Virgin Australia lounge at Melbourne's domestic airport between 4 and 7pm on Melbourne

Cup Day, Tuesday 5 November, will be treated to a complimentary Grinders espresso martini to round off their raceday experience.

Ms Byrne added, "Grinders has been a part of Melbourne's coffee culture since 1962. A bit like Flemington, we're a local institution and we can't wait to share a bit of passion and local coffee culture with everyone flocking to Melbourne for this year's Carnival."

The VRC will officially open the Melbourne Cup Carnival on 2 November with Derby Day, followed by Melbourne Cup Day on 5 November, Oaks Day on 7 November and Stakes Day on 9 November.

To learn more about Grinders Coffee's exclusive partnership with VRC and the Melbourne Cup Carnival visit the website [www.grinderscoffee.com.au](http://www.grinderscoffee.com.au), or follow Grinders Coffee on [Instagram](#) and [Facebook](#).

## **Ends**

### **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 by delivering a premium coffee experience, using 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 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 300,000 racegoers to Flemington Racecourse over four magical race days each year and injecting more than \$447 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 \$8 million in prize money and held on the first Tuesday in November.