



**Media Release**  
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## **Grinders Coffee caffeinates cyclists again at Australia's iconic race**

As Australia's iconic cycling event Tour Down Under returns, Grinders Coffee is again ready to press and serve up great coffee to bike enthusiasts and coffee lovers during the iconic cycling event.

Taking place from 16 to 26 January, this is the third year Grinders Coffee has partnered with Tour Down Under, which attracts more than 50,000 fans to Adelaide for the six-stage, 1,230-kilometre route and is watched by millions of people on a global stage.

"We're very excited to be part of Tour Down Under again this year," said Grinders Coffee General Manager, Sally Byrne. "We know that many cyclists love a great coffee as much as we do; some are just as enthusiastic about coffee at the end of ride as they are of the ride itself!

Grinders will be serving its award-winning *Source Blend* at the City of Adelaide Tour Village together with a carefully crafted nitrogen cold brew, which will also be enjoyed by those competing in the event as covering it from the media centre.

For Grinders Coffee's Training Specialist Glenn Bailey, the Town Down Under's popular latte art competition is a great platform for local talent of a different kind. "Last year we received 32 entries from some of Australia's most talented baristas, and this year we expect the level of talent to be nothing short of exceptional," Glenn said.

"We are excited to have top industry experts like Peter Giannakis, Head Judge from the Australian Specialist Coffee Association, Clint Hendy from Events South Australia, and our very own coffee connoisseur George Haralabakis, judging the competition and awarding the prizes"

Grinders Coffee's partnership with the Tour Down Under is part of an ongoing celebration of Australia's love of coffee. Grinders Coffee is proud to support a number of other iconic events including the Grinders Coffee SOLAS Big Boat Challenge, and the Victoria Racing Club Spring Carnival 2019 Melbourne Cup.

To learn more about Grinders Coffee's partnership with Tour Down Under 2020 visit the website [www.grinderscoffee.com.au](http://www.grinderscoffee.com.au), or follow Grinders Coffee on [Instagram](#) and [Facebook](#) #grindersontour.

The 2020 Santos Tour Down Under will be broadcast on Channel Seven, Facebook, Twitter and Instagram, visit [www.tourdownunder.com.au](http://www.tourdownunder.com.au) for more information.

### **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 Santos Tour Down Under**

From humble beginnings in 1999, the TDU has grown to be one of Australia's premier sporting events, taking the fastest men and women in the world through some of the most iconic regions of South Australia. It is more than just a bike race, it is a festival of cycling, with a range of associated events and participation rides that create a massive party atmosphere. [www.tourdownunder.com.au](http://www.tourdownunder.com.au)