coles

MEDIA RELEASE

COLES' FAIRTRADE COFFEE - ONE OF THE FINEST

Coles Finest wins Silver!

DECEMBER 2008

Coles Finest™ Ethiopian Coffee Blend has won Silver at the third Equal Golden Bean Roaster Competition in the Retail Filter Coffee category..

With more than 500 coffee varieties in the competition, Coles Finest™ was highly revered by the panel of judges.

The event, which housed more than 80 coffee roasters, baristas and industry representatives, showcased the quality available within the retail sector.

Coles Finest™ Ethiopian Coffee Blend was noted not only for its intense flavour and smooth aroma, but the judges also commended it for sourcing the beans from Fairtrade Certified Cooperatives in Africa and being one of the first supermarket coffee blends to display the international Fairtrade label.

Coles Quality Manager, Jackie Healing, said the award is a testament to the quality of the products available in the Coles Finest™ range.

"Coles Finest™ Ethiopian Coffee Blend has been developed with expertise and care – we're delighted to receive this recognition.

"Years of research and development have gone into our coffee blends, and it just goes to show that even connoisseurs can appreciate coffee that doesn't cost a fortune.

"Coles also takes great pride in the fact that its coffee beans demonstrate a commitment to fighting poverty and supporting farmers in some of the least developed parts of Africa," Ms Healing said.

Coles Finest™ Ethiopian Coffee Blend came second to Yahava Coffee Works.

The coffee is priced at $7.99 and is available in all Coles' supermarkets.

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