



Caffè d'orzo: Italy's best kept secret

Everyone knows that Italians love their coffee, but not many know how much they love *caffè d'orzo* (barley coffee).

Orzo♥Coffee is the first to introduce in the UK the rich and smooth taste of organic Italian ground roasted barley (*caffè d'orzo*). This is Italy's favourite alternative to coffee and its best kept secret. Ground roasted barley is brewed like coffee but is naturally caffeine-free and full of goodness. It is enjoyed by adults and children at any time of the day.

Roberta Comunian founder of Orzo♥Coffee explains "I have always loved *caffè d'orzo* since I was a child. My mum would make me a hot mug of *orzo latte* every morning and off to school". After living for many years in the UK, I had almost forgotten about it. During my last visit back home my mum naturally prepared me a soothing cup of hot orzo before going to bed. This brought back to me so many warm memories that on my way back I had my luggage stuffed with barley coffee." Since Italian organic grounded barley coffee was not available in the UK Roberta decided to import it from Italy and share her love for this drink with her new home country. "The rest followed naturally" she adds "Orzo complements perfectly the growing interest of English consumers for alternative, healthy and natural drinks, and also their long lasting passion for Italian food". And this is when the story of Orzo♥Coffee begins.

The adventure has just started, and the first order to be delivered in Southampton is on their way. With its range of products, Orzo♥Coffee aims to become the leader for *caffè d'orzo* in the UK. It aims to do this in a sustainable way and to become soon a social enterprise supporting environmental and community projects throughout the UK.

Ends -

For further information please contact Cristina at media@orzocoffee.co.uk

Notes to editor:

- Orzo♥Coffee is the first UK company to bring to the UK market the rich and smooth taste of original Italian *caffè d'orzo* (barley coffee)
- All Orzo♥Coffee products are 100% organic
- Orzo♥Coffee is made with a specific variety of barley, called 'orzo mondo' (hulless or 'naked' barley). The barley is organically grown in the fields of the Veneto Region. It is harvested in the summer and slowly roasted at low temperatures to preserve all of its nutritional properties.
- Orzo♥Coffee is a new start-up based in Southampton with the mission to spread the love for *caffè d'orzo* (barley coffee) in UK.
- The Orzo♥Coffee range includes: Orzo♥Coffee Originale (organic ground roasted barley), Orzo♥Coffee Pronto (organic instant soluble barley) and Orzo♥Coffee Espresso (organic ground roasted barley in espresso pods).
- Visit **www.orzocoffee.com** for further information on the full range of products available and find out new recipes.
- Orzo♥Coffee will be soon available from selected retailers.



Orzo♥Coffee

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