



Come and taste *caffè d'orzo* @ the London Coffee Festival 2012

Orzo♥Coffee – a new Southampton-based start-up – will introduce the new rich and smooth taste of organic Italian ground roasted barley (*caffè d'orzo*) to the UK at the London Coffee Festival, starting on April 27th at the Old Truman Brewery in London.

Caffè d'orzo has a long established tradition in Italy, in fact it is Italy's favourite alternative to coffee, yet to be discovered in the UK. Ground roasted barley is brewed like coffee but is naturally caffeine-free and full of goodness. It can be enjoyed by adults and children at any time of the day.

The London Coffee Festival celebrates London's coffee culture, with artisanal coffee for sale and barista demonstrations taking place in special areas devoted to the art and science of coffee production, as well as treats for foodies. Roberta Comunian, founder of Orzo♥Coffee explains “this is the perfect place to introduce the unique take of Orzo♥Coffee. Like many Italians and coffee-lovers, I love coffee for its taste but also for the warm rituals that it entails: sharing, chatting, tasting, relaxing. However, sometimes, we like to enjoy all of this without the caffeine buzz “. She adds “this is why Italians love *caffè d'orzo*, the rituals, the preparation, the traditional aroma and the warm feelings are all the same but they can be enjoyed by everyone at any time of the day”.

Visit the London Coffee Festival and hear the story of how Italian farmers have been preparing and using barley coffee for centuries. You will also be able to see and play with the traditional ‘tostaorzo’ pan, where in the old days rural families would slowly roast their barley while storytelling in front of the fire. You will taste freshly brewed *caffè d'orzo* and you will be able to try and buy the full Orzo♥Coffee range: Orzo♥Coffee Originale (organic ground roasted barley), Orzo♥Coffee Pronto (instant soluble organic barley) and Orzo♥Coffee Espresso (organic ground roasted barley in coffee pods).

The London Coffee Festival will take place between the 27th and 29th of April 2012 at the Old Truman Brewery (91 Brick Lane London E1 6QL). It will attract over 12,000 coffee, tea and food loving Londoners and trade specialists.

Ends -

For further information please contact Cristina at media@orzocoffee.co.uk, Tel. 07429928831

Notes to editor:

- Orzo♥Coffee is the first (and only) UK company to bring to the UK market the rich and smooth taste of original Italian 'caffé d'orzo' (barley coffee)
- All Orzo♥Coffee products are 100% organic. 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)
- 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 'caffé d'orzo' (barley coffee) in UK
- 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
- The **London Coffee Festival** is the flagship event of UK Coffee Week which takes place nationwide between April 23 and 29 and features events in aid of Project Waterfall, which delivers clean water projects in Tanzania. This year the Festival will kick off with the Espresso Martini Launch Party on 27th April at 5pm and play host to The UK Barista Championships 2012 across the three-day period. For more information www.londoncoffeefestival.com



Orzo♥Coffee

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