



Orzo♥Coffee to unveil Italy's favourite coffee alternative at the London Coffee Festival

Orzo♥Coffee, Southampton-based coffee specialists, will introduce UK coffee lovers to the rich and smooth taste of organic Italian ground roasted barley (*caffè d'orzo*) at the London Coffee Festival, (27th-29th April 2012, the Old Truman Brewery, London).

Caffè d'orzo has a long established tradition in Italy as the nation's favourite alternative to coffee, but it is yet to be discovered by coffee aficionados in the UK. Ground roasted barley is brewed like coffee but is caffeine-free and full of natural goodness. Adults and children can enjoy it at any time of the day. It is a flavourful and original drink that UK consumers are invited to enjoy as a coffee alternative, just as it is in Italy.

Roberta Comunian, founder of Orzo♥Coffee, believes the London Coffee Festival is the ideal place to launch *caffè d'orzo*: "The Festival celebrates London's coffee culture: the love, art and science of coffee. Like many Italians and coffee-lovers, I enjoy coffee for its taste but also the warm rituals that it entails: sharing, chatting, tasting and relaxing. However, sometimes, we like to enjoy all of this without the caffeine buzz".

"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."

Visitors to The London Coffee Festival will discover the story of how Italian farmers have been preparing and using barley coffee for centuries. They will also be able to play with the traditional 'tostaorzo' pan (historically, rural families would slowly roast their barley while storytelling in front of the fire).

Roberta is passionate about spreading the word to UK coffee lovers about *caffè d'orzo*, having drunk the barley-based drink since childhood. She says: "My Mum would make me a hot mug of orzo latte every morning before school. After living for many years in the UK I had almost forgotten about it. During my last visit back home in Italy my Mum instinctively 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 stuffed my suitcase full of barley coffee."

At the festival, freshly brewed *caffè d'orzo* will be available to sample and the full Orzo♥Coffee range will be on sale: 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).

For further information please contact media@orzocoffee.co.uk / 0789 7745968.

To arrange an interview with Roberta Comunian, founder of Orzo♥Coffee, before, during or after the show, please contact media@orzocoffee.co.uk.

For more press releases visit: <http://www.orzocoffee.co.uk/orzoheartsmedia.html>.

Information about The London Coffee Festival is available at:

<http://www.londoncoffeefestival.com/WhosThere/Exhibitors2012.aspx>

Notes to editor:

- Orzo♥Coffee is the first (and only) 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 company 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.
- Where to buy: Orzo♥Coffee is being sold in a selection of retailers, with more being added every month. For an updated retailer list please visit: <http://www.orzocoffee.co.uk/buy-orzoheartscoffee.html>.



Orzo♥Coffee

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