



Put your friendly “I Orzo Coffee” jute bag in use and on the map!

Ever wonder why we chose to commission our jute bags and why we love them so much? here is why.

Orzo♥Coffee is a very new venture and a very new product in UK, so we wanted a conduit to let people know about our brand and the fact that Orzo♥Coffee is made from 100% organic ground roasted Italian barley (nothing else added to it).

When we started Orzo♥Coffee we wanted to be as environmentally friendly and sustainable as possible, but of course, this is not always easy (for example while home compost-able materials are now used to wrap fresh vegetables and other products, they cannot yet be used for dry / powdery products like coffee, we discovered this when searching for our packaging).

So we decided to help the environment in some ways and give back a little by asking you to forget about plastic bags and disposable bags and instead to adopt a very strong and long-lasting jute bag.

We chose Jutexpo (www.jutexpo.co.uk) for our bags, because of their high standard in ethical production as well as their commitment to support the Climate Care initiative (www.jpmorganclimatecare.com)

We have used our jute bags to engage with customers at our events, spread the word about our lovely and naturally caffeine-free Orzo Coffee, as well using them as gifts to reward people who have supported us in the past few months. We hope they will get used and reused and reused and we hope they will travel everywhere with you, so that when the next shop keeper asks you 'do you need a bag?', you can answer 'no, I have my Orzo Coffee jute bag'.

We have also created an Orzo♥Coffee Community map where you can find places where to buy your Orzo♥Coffee but also you can upload photos of your Orzo Coffee jute bag!
To upload your photos go to: <http://www.communitywalk.com/orzocoffee>

– Ends –

For further information please contact media@orzocoffee.co.uk / 0789 7745968.
For more press releases visit: <http://www.orzocoffee.co.uk/orzoheartsmedia.html>.

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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