



Discover the taste of Orzo♥Coffee at the Cotswold Life Food & Drink Awards

Participants of the 2012 Cotswold Life Food & Drink Awards taking place on Monday 2nd July 2012 at Cheltenham Racecourse will find a very unique surprise in their goody bags: a bag of Orzo♥Coffee, 100% organic ground roasted Italian barley.

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.

All Orzo♥Coffee products are 100% organic. The Orzo♥Coffee range includes: Orzo♥Coffee Originale (organic ground roasted barley in 400g bags), Orzo♥Coffee Pronto (organic instant soluble barley in 200 g bags) and Orzo♥Coffee Espresso (organic ground roasted barley in 6g espresso pods). Whether using the instant or ground product Orzo♥Coffee produces a naturally delicious caffeine-free drink with a smooth flavour and a rich aroma. 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.

Roberta Comunian, founder of Orzo♥Coffee explains "Orzo♥Coffee is a very new venture and we are very keen to introduce this wholesome and tasty coffee alternative in UK. The Cotswold Life Food & Drink Awards is a great opportunity to share our love for *caffè d'orzo* with experts in the food industry as well as retailers and hospitality leaders keen to support organic products".

The first batch of Orzo♥Coffee arrived in UK in April 2012 and the product is now being sold in a selection of retailers in UK and Ireland. Roberta adds "we have received great feedbacks from our customers and we are very keen to make our products available in many outlets and retailers. While in UK coffee substitutes seem to be sold mainly in health food stores, in Italy *caffè d'orzo* is available in every supermarket and corner shop and you can also ask for a *caffè d'orzo* in every cafe or restaurant instead of your usual espresso".

Guests and participants to the Cotswold Life Food & Drink Awards will be able to take home a little piece of Italy to brew and sip in their homes and offices. Orzo♥Coffee is an ideal drink for after dinner but can be enjoyed at any other moment of the day; it is loved by children, mums and everyone who wants to enjoy a moment of calm in their hectic day. Caffè d'orzo is Italy's favourite alternative to coffee and we hope it will soon become UK's as well.

Furthermore, if participants liked their Orzo coffee they can also enter our Orzo Coffee Review competition, amongst all the product reviews we receive every month in 2012 we select a winner and send them a new bag of Orzo Coffee or alternatively donate £5 to a charity of their choice (conditions apply).

- Ends -

For further information please contact 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 *caffé d'orzo* (barley coffee)
- 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.
- 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.
- How do you like your Orzo♥Coffee? Tell us and enter our **Orzo Coffee Review Competition**. You could win a prize every month during 2012 <http://www.orzocoffee.co.uk/3/post/2012/06/orzo-coffee-reviews-stories-competition.html>
- 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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