

## **NEWS RELEASE**

**22nd**

### **The Island Tea & Coffee Co. announce retail partnership with Morrisons**

From 22<sup>nd</sup> January, Morrisons customers on the Isle of Wight will be able to buy freshly roasted coffee beans from The Island Tea & Coffee Co. in Newport and Lake.

Master Roaster, Mike Townsend said “Morrisons are the first major supermarket to be making The Island Tea & Coffee Co. fresh roasted coffee beans available to their customers. We are sure shoppers will appreciate the superior flavour that comes from freshly roasted coffee. We will be delivering coffee to the stores within a few days of the roast date, unlike other brands that may have been roasted months before they can reach the store”.

Morrisons are offering three varieties of single origin beans from The Island Tea & Coffee Co.:

Brazilian, a medium body coffee with citrus and chocolate flavour notes, a rich Colombian grown in fertile valleys amongst snow-capped mountains, and Congo Kivu offering flavours of spice and chocolate warmth.

“Our fresh roasted coffee is already sold to tourist venues such as IW Steam Railway, pubs, restaurants and Cafés such as Driftwood, King’s House Bar and JR Zone, specialist retailers including Toby’s of Cowes, and a variety of other business premises”.

The Island Tea & Coffee Co. has been a specialist coffee distributor on the Island since 1982. Last year they took the step of installing roasting equipment at their premises in Rookley to allow them to produce ultra fresh coffee for Island customers, and to offer unusual single source beans such as “Monsoon Malibar” and “Congo Kivu”, just two of their exciting new beans for discerning customers.

Tom McMullen, Store Manager at Morrisons Newport said: "Our priority is to offer more local products to customers in the Isle of Wight and so we're pleased to be working with The Island Tea & Coffee Co. to offer our customers these locally roasted beans which we've tasted for ourselves and admired their freshness and taste”.

The Island Tea & Coffee Company Co. is part of Betapak, the Island’s leading business-to-business supplies company.