

Media Release

1 June 2010

The logo for Andronicas World of Coffee is displayed within a black rectangular box. The word "ANDRONICAS" is written in a large, white, sans-serif font. Below it, the words "world of coffee" are written in a smaller, lowercase, white, sans-serif font.

Andronicas supports the Green Festival

In support of the Peterborough Green Festival, Andronicas World of Coffee at Peterborough Garden Park has pledged to use its Fairtrade Espresso blend for all coffee-based drinks during this week.

Usually customers to the independent coffee shop are served the company's own signature Espresso blend of coffee, however to demonstrate Andronicas' commitment to the environment, while also raising the profile of Fairtrade as an option, Manager Paul Tapparno has made the switch.

Paul commented: "We fully support the great work of the Peterborough Green Festival and although we are new to the area we were keen to get involved. The Fairtrade ethos is synonymous with the principles of the festival co-ordinators so it seemed like an appropriate commitment. Customers' preferred blends are available upon request.

"It is important that as a business we set a good example to the rest of the community in helping to provide a sustainable future. That is why we recycle all cardboard and purchase open range items, using less packaging, resulting in less waste."

Andronicas World of Coffee has three different types of coffee available under the Fairtrade scheme: a Mocha/Java Fairtrade organic blend, an 1849 espresso blend and an 1849 decaffeinated blend. Offering more than 45 different varieties from Central and South America, Andronicas also provides an in-store roaster providing customers with the freshest possible cup of coffee.

To be certified as Fairtrade a product must meet specific environmental, economic and social development requirements, ensuring a minimum price guarantee with producers, investment into projects to enhance local development and the development of mutually beneficial relationships with producers.

Green Festival co-ordinator Stuart Payn added: "It is great that the Andronicas team have embraced the spirit of the Green Festival. This is just the kind of business support that we were hoping for and will help Peterborough achieve its aspiration of creating the UK's Environmental Capital."

Peterborough Green Festival is coordinated by Peterborough Environment City Trust, which is an independent charity working with local people, communities, schools, businesses, local authorities and voluntary organisations to create a cleaner, greener and healthier Peterborough.

Enter the Andronicas World of Coffee at Eye, Peterborough at the junction of Frank Perkins Way, Paston Parkway and Peterborough Road.

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Notes to Editors

For media requests please contact Kelly Allnutt or Rebecca Stephens at Athene Communications on 01733 207334, email kelly@athene-communications.co.uk