

Press Release

Immediate

19 March 2010

5M Coffee is helping to raise the bar in Filter Coffee Brewing

Filter Coffee consumption out of the home accounts for approximately 70% ⁽⁴⁾ of the coffee consumed in the UK, Ireland and Europe. Research has also indicated that consumers are willing to pay more for quality coffee and becoming SCAE Gold Cup accredited could result in higher profits for venues and cafés.

5M Coffee is dedicated to enhancing *your* coffee experience through education, and increasing profits for coffee business owners through process review and it's consultancy services. 5M Coffee also provides Home Barista Training.

5M Coffee Company's Director of Coffee – Glenn Watson – has recently qualified as a Brewmaster (Level 1) following training undertaken with the SCAE (Speciality Coffee Association of Europe).

Glenn comments 'We are keen to assist clients in achieving SCAE Gold Cup Accreditation, as improving and maintaining standards of this beverage type is a worthwhile cause, resulting in a noticeably better taste and texture in the cup'

Glenn goes on to say 'As a company we are extremely passionate about improving 'in cup quality' and look forward to working with cafes, conference venues and hospitality businesses to raise awareness of better filter coffee brewing methods and helping them to achieve and maintain high standards'

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Notes for editors

1. 5M Coffee started in April 2008 and is dedicated to enhancing *your* coffee experience through education, and increasing profits for coffee business owners through process review and it's consultancy services. 5M Coffee also provides Home Barista Training
2. 5M Coffee is a media friendly company and owner Glenn Watson is available for interviews and consultancy work. You are personally invited to contact Glenn on glenn@5mcoffee.com or call 07766050951
3. Further information regarding the SCAE and the Gold Cup programme can be found on the SCAE website <http://scae.com/education/the-scae-gold-cup-programme.html>
4. Figures extracted from research undertaken by Beverage Systems specialists Marco (<http://marco.ie>)
5. Contact – For more information or to discuss your feature please contact 5M Coffee on the following methods:
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