

## PRESS RELEASE

### Orchid Donates 10p From Every Fairtrade Hot Beverage In Support of Fairtrade Fortnight

This Fairtrade Fortnight (25<sup>th</sup> February to 9<sup>th</sup> March) Orchid is donating 10p from every cup of its Cafeology Fairtrade coffee sold to the Fairtrade Foundation. Orchid has a strong commitment to ethics and stocks only Fairtrade coffee and hot drinks throughout its 200 strong invested estate.

“We only serve Fairtrade hot drinks because we believe it’s important to guarantee Third World farmers a fair deal,” said Adam Bowers, Marketing Manager at Orchid. “Fairtrade Fortnight provides the perfect opportunity for us to further demonstrate this commitment through the charitable donation of 10p per cup coffee sold. We will be providing the best coffee in town at the best value - so everyone’s a winner!”



To further support this initiative, Orchid has created special Fairtrade Newsletters and 200,000 of them will be distributed across all of Orchid’s 200 invested sites explaining why Fairtrade is such an important consumer choice.

Bryan Unkles, Managing Director of Orchid’s coffee partner Cafeology explains; “It is a mark of Orchid Pubs social responsibility that they have chosen exclusively Fairtrade hot beverages. The coffee has been carefully selected for Orchid using the finest Fairtrade Arabica beans from the Cosurca Cooperative in Colombia and Coocafe in Costa Rica. This medium/dark roasted coffee produces a rich, sweet flavour balanced with notes of toffee and caramel, perfect to enjoy at any time of the day”.

New for Spring, pubs will also have a range of flavour infusions including Gingerbread, Orange & Caramel at just 35p a shot.

However, Orchid’s commitment to Fairtrade doesn’t stop at hot beverages. Fairtrade Wine is now stocked across all of Orchid’s Contemporary Carveries and Contemporary Dining sites further supporting Fairtrade initiatives.

These Fairtrade Wines come from La Riojana. Being a member of Fairtrade ensure that growers receive a fair price for their grapes, help with transport, free technical assistance and insurance against crop devastation. As part of the accreditation, the growers receive a social premium from Fairtrade which La Riojana is matching.

*More follows...*

This means that for every bottle of wine sold, additional money goes directly to funding a unique project helping a community of workers in the village of Tilimuqui. Until very recently, there has been no water supply at all, and funds raised will be used to renovate the water supply and to create a new well and pump which would transform community life.

Fairtrade enables consumers to use their buying power to assist and empower others in the Third World. Fairtrade farmers benefit from increased income and are able to stay out of high interest debt and create tools for self-sufficiency.

Fairtrade also makes environmental sense as well as ethical sense as small farmers use organic methods which are more environmentally friendly and sustainable. They also plant shade grown coffee which is key to protecting certain species of birds.

“50% of the adult population now recognise the Fairtrade certification mark<sup>\*</sup>,” said Adam Bowers. “If by running this 2 week promotion we are able not only to generate a substantial charitable donation to the Fairtrade Foundation but also generate increased consumer awareness of the importance of choosing Fairtrade, then we will be delighted.”

For those seeking a space to catch up on business or hop online, free Wi-Fi is also available or for those needing to dash, the promotion applies to Take Away coffee as well.

### Ends

For further information, or to arrange an interview please contact **Flamingo:**  
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\* research listed on [www.fairtrade.org.uk](http://www.fairtrade.org.uk)