

27th September 2006

The first own-brand Fairtrade product is launched in foodservice

Brakes the UK's leading supplier to caterers has launched Fairtrade instant coffee granules under the Brakes brand – the first own brand Fairtrade product in foodservice.

Brakes Fairtrade Instant Coffee Granules come from FAIRTRADE certified farms in the Mountains of Colombia. Brakes already has a comprehensive range of fairtrade branded products ranging from coffee, to orange juice to ice cream.

Speaking about the launch of Brakes Fairtrade Instant Coffee granules, Phil Smith Product Marketing Manager at Brakes said: “ We have seen a continued interest from caterers for Fairtrade products, and whilst we already offer a varied range we felt developing an own-brand product would give our customers a greater choice as well as the additional value Brakes own-brand products deliver. For Brakes it underlines our commitment to sustainable and ethical products, enabling our customers to buy from Brakes with confidence. This is just the first - we aim to bring more own brand Fairtrade products to the market over the coming months.”

Product details:

The product is a medium/dark roast that has good, rich and fruity character with a dark-roasted aftertaste. Drinks well at any time with milk added – having a smooth, slightly sweet taste with a stronger, nutty aftertaste. Drunk black it is suitable as an after dinner coffee; a clean cup with smokier notes persisting.

For more information customers should call Brakes Customer Service on:
0845 606 9090

More/...

Notes to Editors

1. Brakes is the leading supplier to caterers in the UK and France, with a turnover in excess of £1.6billion. Its strong understanding of the needs of the catering industry, combined with innovation in both products and service, has seen Brakes develop into the leading foodservice solutions provider . Brakes is also a significant supplier to the foodservice marketplace in France.

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