

BEAR's hunt for Coffee Tasters to try new coffee | How to apply

Wednesday 23 June, 2021

Independent coffee & lifestyle brand, BEAR, are on the hunt for an exclusive handful of coffee tasters to try out their new range of 100% compostable coffee pods, completely FREE, ahead of their launch on Monday 28th June 2021.

Successful volunteers will receive a 'Discovery' pack of BEAR's new 100% compostable, Nespresso compatible coffee pods. Each Discovery pack contains 30 pods; 10 capsules of each of the three different core roasts that BEAR will be launching.

BEAR announced the competition last night, explaining:

"Applicants must:

- 1. Own a coffee pod machine that fits original Nespresso style coffee pods (or have a good pal who will let you borrow theirs)*
- 2. Love coffee*

...and that's it! No experience necessary."

BEAR's hunt for Britain's best Coffee Tasters celebrates the launch of BEAR's new range of premium, fully compostable coffee pods, packaged neatly in letterbox-friendly boxes. Through these pods, BEAR aims to encapsulate the same high-quality speciality coffee served every day in their five stores located across the Midlands and Cheshire, and bring it directly to UK homes.

From Monday 28th June, customers will be able to purchase boxes of 30 coffee pods, choosing from their three core speciality, single-origin roasts, a speciality decaf, or a mix of the three core roasts in a 'Discovery' box, with the range growing to suit customer demands. BEAR will be offering their new range of speciality coffee pods via subscription, posted out at chosen intervals, offering something for everyone at home or in the office.

Keeping up with BEAR's sustainable ethos and brand values, not only are their coffee pods 100% compostable, they are also ethically sourced and delivered in fully recyclable outer packaging. Alongside this, with every box of BEAR coffee pods sold, the company will plant a tree through a partnership with ON A MISSION; a non-profit organisation, passionate and action-driven to solve the climate change challenge through sustainable reforestation.

Craig Bunting, Co-Founder & Director of BEAR said:

"We've been serving sustainably sourced speciality coffee in our stores for over 5 years and we're incredibly excited for our pods to make our famous BEAR Flat Whites more readily available at home!"

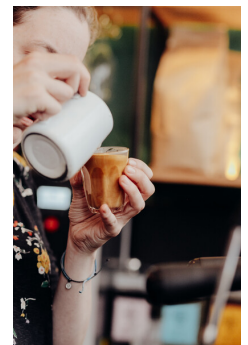
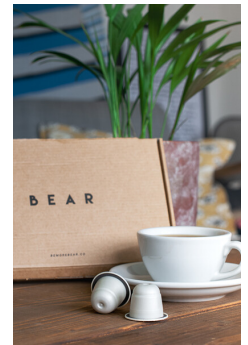
The launch of BEAR's very own coffee pods comes after a turbulent year for the hospitality business, after seeing all stores under some form of local restrictions, the innovative brand has continued with their ambitious growth plans and the growth of the 'coffee at home' market. Craig added:

"The BEAR hunt for Britain's best Coffee Tasters feels like a fitting way to celebrate the launch of our new coffee pods. We are passionate about the speciality coffee industry and about serving great quality coffee in our stores so - after the last year - spreading the BEAR coffee love to homes across the UK with our updated e-commerce store will hopefully see BEAR everywhere!"

Think you could be Britain's best coffee taster?

Head to <https://bemorebear.co/get-ready-for-pods> and submit your email address to be in with a chance of winning a box of BEAR's all-new Nespresso Compatible Coffee Pods. Winners will be notified by email on Monday 28th June 2021. Even if you're not a lucky winner this time, all

Media:



sign-ups will still receive a 10% discount off their first purchase of BEAR's coffee pods, so it's a win-win situation!

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Link to images:

https://drive.google.com/drive/folders/1-C_K-wK4BOR24TL5MQQ_jFJI4oDWzx4r?usp=sharing

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Notes for the Editor

BEAR is an award-winning independent brand offering an elevated coffee experience 'in-store and 'at home'.

Founded in 2014 by Craig Bunting and Michael Thorley, BEAR encapsulates the forward-thinking, inner-city hospitality experience and brings it to life within their five stores based in market towns and small cities across the Midlands and Cheshire.

From strategic locations, BEAR serves speciality coffee, seasonal fresh food, cocktails and craft beer in beautifully thought-out spaces. Through their '#BEAReverywhere' retail range, BEAR aims to promote sustainable living and create a better coffee experience and upskill customers to make a consistently great cup from their kitchen or office.

BEAR compostable coffee pods are available online and from BEAR stores across the country alongside brewing gear, sustainable lifestyle products and premium homewares, chosen carefully to align with their ethos and brand values.

Competition Notes

The BEAR Coffee Tasters Competition will see a handful of lucky people win a single box of 'Discovery' Pods. Winners will be selected at random from the sign-up mailing list and notified by email on 28th June 2021. Boxes will be dispatched from BEAR on 28.06.2021. Full Terms & Conditions can be found here: <https://bemorebear.co/pages/coffee-tasters-terms-and-conditions>

Social Media

Twitter: @bemoreBEAR

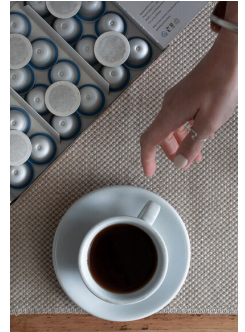
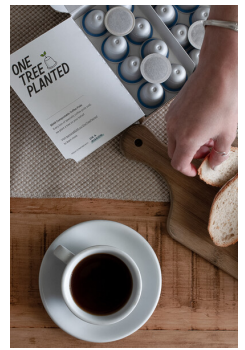
Facebook: @bemoreBEAR

Instagram: @bemorebear

LinkedIn: BEAR

Subscription Notes

The subscription box market alone is estimated to be worth over £1 billion by 2022 with an average price of £14 with one in four Brits signed up to a subscription box in the UK.



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More than 60 billion coffee capsules are now sold every year, not all of them good for the plant. Ground coffee and single-serve pods are increasingly popular, particularly amongst millennials (aged 16-34) who account for 16% of all buyers.

Coffee is the 4th most subscribed service.

<https://www.finder.com/uk/subscription-service-statistics>

<https://www.britishcoffeeassociation.org/coffee-in-the-uk/coffee-facts>

----- ENDS / ALL -----

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[View Online](#)

Additional Assets:

<https://drive.google.com/file/d/1skuxY0l0P8RMtJXvzv3fi4uNUEOvkXO3/view?usp=sharing>

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