CaféPod Signs Deal With Tesco

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British coffee capsules brand CaféPod (www.cafepod.com) has secured a listing with 650 Tesco stores in a deal that is projected to be worth £1.5million in retail sales in the next 12 months.

Offered as a premium coffee pod option in Tesco, the partnership will enable CaféPod to grow its customer base, expand revenues and drive the brand forward as a leader in the emerging coffee capsules market.

2013-2014 was a strong year for CaféPod, as the brand secured listings with Waitrose, Amazon and Ocado. 2014-2015 is set to see the business flourish further, with Tesco playing an important part in the growth of the company; CaféPod's turnover is forecast to increase by in excess of 400% year-on-year.

Despite Britain's reputation as a nation of tea drinkers, coffee has been the driver of the hot beverage category. Over the last year alone, the total value of the hot beverage market has risen 2.93% to £1.93billion, with total coffee up 2.38% to £1billion1. Consumers are influenced by the café experience to recreate great quality coffee at home, with the Roast and Ground category growing 13.7% in 2013, accounting for 19.9% of coffee bought in British grocers2. Within the category, pod coffee sales rose by a massive 51.9% last year making it a major new UK market2.

Combining well-crafted coffee with clever technology allows users the luxury of a perfect cup every time, prepared with ease at home. CaféPod capsules are compatible with all home-use machines produced by Nespresso, including Citiz, Pixie, Essenza and Lattissima.

CaféPod offers an exciting range of coffees, all blended by Master Blender John Thompson, in accessible varieties and graded by strength to suit every palate. This diversity and quality of the CaféPod range is reflected across the SKUs Tesco have taken on board, with the supermarket listing five products, the CaféPod Ristretto Espresso, CaféPod Intense Espresso, CaféPod Smooth Espresso, CaféPod Arabica Lungo Espresso and the CaféPod Decaffeinated Espresso.

Peter Grainger, Founder of CaféPod, says: "We're excited about the new Tesco listing as it will allow people across the country to buy our high quality coffee as part of the weekly shop, and we're confident that the £1.5million in retail sales generated in the next 12 months from this deal will allow our business to grow and expand throughout the year."

Looking to the future, CaféPod has its eye on expansion into Europe and beyond, with current exports to Scandinavia and Ireland as well as the UAE, Hong Kong and Thailand. The brand is also hoping to launch 3 further SKUs at the end of 2014, offering both choice and accessibility to its customers.

Along with Tesco, CaféPod is also stocked at Waitrose, Amazon, Ocado and good independent stores.

The CaféPod Range:

CaféPod Ristretto Espresso (strength 10) – The fine Arabicas of South America are combined with heady full-bodied Indonesian coffees and high quality Robusta to bring you a bold coffee experience. Full in body, it has flavours of dark chocolate and ripe red fruits, leading to undertones of clove and a spice-like finish.

CaféPod Intense Espresso (strength 8) – Fine quality Arabicas from Southern Brazil and Central America develop flavours of dark chocolate and chestnut when given a fuller roast in the traditional drum roaster. These coffees, combined with the finest Southern Indian Robustas, renowned for their full body and spicy finish, create a powerful and bold coffee that lingers with a sweet smoky finish on the palate.

CaféPod Smooth Espresso (strength 5) –Given a classic medium to full espresso roast in CaféPod's Italian drum roaster this coffee comprises of high grown Central American Arabica coffees that bring flavours of chocolate and walnut. The finest sun-dried Ethiopian and Brazilian Arabicas add further complexity and finesse while a little of the finest Southern Indian Robusta gives the coffee a luxurious depth of body.

CaféPod Arabica Lungo Espresso (strength 4) – 100% Arabica coffee full of character with a fantastic aroma. Refined Central American coffees give the blend aromatics of butter and toffee while selections from East African estates add a pleasant citrus zestiness. Sun-dried Southern Brazilian coffees balance

the blend and add weight, sweetness, and subtle hints of red berry fruit flavours, making a superb longer coffee.

CaféPod Decaffeinated Espresso (strength 4) – A 100% Arabica selection carefully roasted to create plenty of flavour without the caffeine. CaféPod's decaffeination process is chemical-free which gently removes caffeine using water. The espresso has flavours of molasses and citrus fruits complemented by a velvety smooth finish.

CaféPod Origins Colombia Huila (strength 8) – The first in the newly launched Origins Inspired range: a luxuriously nutty single origin 100% Arabica Fairtrade coffee with hints of ripe berry fruits, clear citrus notes and a smooth, full-bodied chocolate finish. The aroma is dynamic with orange peel, rich nuts and bold fruits; satisfying with each complex sip.

CaféPod Origins Sumatra Lake Tawar (strength 9) - 100% Arabica certified Organic and Fairtrade coffee characterised by a slight coffee cherry note derived from the country's unique wet hulled production process. The coffee is grown around the shores of Lake Tawar, creating a full-bodied flavour with dark chocolate notes, a smoky aroma and a spicy finish.

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NOTES TO EDITORS

CaféPod:

CaféPod owns and operates their own state of the art manufacturing facility which means they are responsible for all facets of the coffee capsule process and can guarantee consistent quality – from green bean sourcing to roasting, blending, product development, manufacturing and distribution – all under one roof.

Responsible Sourcing:

CaféPod is dedicated to sourcing quality coffee in a responsible and sustainable way.

Understanding the supply chain from source is of utmost importance and CaféPod's expert coffee team regularly travel to coffee growing countries to talk directly with farmers about their crops, and to work with them on improving quality and sustainability.

CaféPod's Master Blender

CaféPod has 3 Q Grade Tasters as part of the development team working on the CaféPod range to guarantee superior quality coffee. Q graders are effectively the equivalent of a wine master, of which there are only 70 in the whole of Europe.

CaféPod enlisted the help of John Thompson, their Master Blender, to ensure every cup could replicate the coffee shop experience at home. John has over 18 years of working in specialty coffee, spanning several continents, and working closely with growers in countries all over the globe to develop long-term relationships, sustainable buying programs and quality improvement initiatives. John's time spent as a Cup of Excellence international juror and certification as a Q grader complement this work.

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