

## Percol Launches the First Coffee to Give 100% of Its Profits to Cancer Research UK

Tuesday 10 November, 2015

Percol Coffee Co., the UK's leading sustainable coffee brand, has today announced a new partnership with Cancer Research UK, with the launch of its new '100%' instant coffee, where 100% of all Percol's profits from the coffee go to the charity.

The new deal between Percol Coffee and the UK's largest cancer charity, Cancer Research UK, launches exclusively in Waitrose in 250 stores. This easy-drinking all day instant made from premium Arabica coffee has a rich aroma and is full of flavour. The 100g jars have an RRSP of £3.49.

David Brooks, Managing Director of Percol Coffee Co., commented: "Coffee lovers can now feel even better about enjoying their great tasting cup of Percol coffee. We're extremely proud to be Cancer Research UK's Coffee Partner. Launching our '100%' instant coffee with Waitrose and donating all of our profits to Cancer Research UK, we're working to beat cancer sooner, one jar at a time.

"We are committed to helping support the charity's events and look forward to engaging with all of their passionate supporters, from Gary Barlow, Jenson Button and Victoria Beckham, alongside all of the incredible members of the general public who put their time, money and effort into helping Cancer Research UK achieve its important goals."

Christina Grant, Director of Corporate Partnerships, Cancer Research UK said: "More than one in two people in the UK will develop some form of cancer during their lifetime, making it a disease that affects everyone, whatever their circumstances. We're hugely grateful for all the help we receive from those who understand the importance of our cause, and are thrilled that Percol Coffee has chosen to support us in this way – we're very excited about working together to beat cancer sooner."

This new product comes at an exciting time for the coffee brand who have just launched a major new nationwide 'Cool Beans' campaign, with activity featuring radio advertising, product sampling, branded taxis and PR.

### ENDS

For further information, please contact Tom Hemingway at [TomHemingway@hatchpr.co.uk](mailto:TomHemingway@hatchpr.co.uk), or telephone 01943 855 630

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