

## Say Hello to The Coffee Tasting Club: The Subscription Service That's Set to Shake Up the Market

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Instant coffee has its advantages: it's quick, easy, and lasts for ages in your cupboard. What more could we want in a brew? A lot, apparently. According to research company Mintel, just **one-in-five** coffee drinkers chooses an instant coffee **more than once a day**, while the younger generations are even more discerning: only **8 percent of coffee lovers** in their early 20s are reaching for an instant brew **twice or more daily**.

It's this increasing demand for fresh, quality coffee, both in and out of the home, which drove Nottingham entrepreneur and coffee enthusiast, Robert Deans, to form The Coffee Tasting Club.

From Friday the 16th of October, The Coffee Tasting Club subscription service will offer an easy and convenient way for coffee lovers to sample a vast variety of delicious coffees from around the globe.

Understandably, competition in the coffee club market is fierce, but, unlike similar subscription services, which offer coffees from a single roaster, the Coffee Tasting Club brings together many of the UK's very best roasters to deliver a diverse range of exciting brews from the world over.

Explaining the club's model further, Deans said, "there's some great companies offering fresh coffee, delivered on a subscription basis, but to date, there's nowhere with the infrastructure to supply coffee from an assortment of different roasters.

Like other coffee clubs, we're totally flexible; members can change or cancel their subscription whenever they like, and can choose to have their beans delivered whole, or ground to their specification, but, we don't just keep our members stocked up with fresh coffee – we supply them with a variety that can't be matched.

At present, we offer coffees from Nottingham's own 200 Degrees, as well as Horsham Coffee Roasters, Footprint, North Star, Small Batch, Climpson & Sons, and York Coffee. Watch this space because we'll be teaming up with more in the very near future."

The Coffee Tasting Club also manage an online shop. All the coffees they supply as part of the club (and more) are available for sale here, meaning members can stock up on extra bags of their favourite brews, and, while the shop *is* open to everyone, Coffee Tasting Club members will be able to benefit from a variety of exclusive offers (and bag some freebies, too.)

Initially, the Club is limited to just 150 subscribers, with more spots expected to open before the end of the year.

If you want to be one of the first lucky few to become a member of The Coffee Tasting Club, you can sign up here: <http://www.coffeetastingclub.com/coffee-tasting-club-subscription>

**ENDS**

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