



PRESS RELEASE
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MUGG & BEAN TURNS RED

The coffee restaurant that's become a household name in South Africa, renowned for its innovation, generous portions and great coffee, is set to create a coffee culture in South Africa with its new coffee offering.

Mugg & Bean, which can be found in 100 great locations around the country, has signed an exclusive agreement with the Redberry Coffee Company, a brand well known to Coffee of the Month subscribers. Coffee-lovers can now enjoy 100% Arabica coffee in all Mugg & Bean restaurants, with the same bottomless favourites – the Espresso, Mocca Java and House Blend – now all featuring the superior flavour and distinctive full cup taste of Redberry's speciality coffee blends.

It's a match made in coffee heaven, with third generation coffee farmer Dylan Cumming, who heads up Redberry and whose grandfather still roasts coffee beans on the family's Beaver Creek coffee farm, the southernmost coffee plantation in the world, sharing Mugg & Bean's passion for innovation in coffee.

With extensive training of baristas having been undertaken over a three-month period in a phased rollout of Redberry around the country, Mugg & Bean coffee-lovers can expect passionate baristas with an extensive knowledge and appreciation of coffee at all its restaurants, and some exciting plans for the future, including the introduction of a seasonal single origin coffee from around the world on Mugg & Bean menus.

“Mugg & Bean has always been known for innovation, and this exciting venture with Redberry is another step in our journey as we bring a true coffee culture to South Africa,” concludes Graeme Morrison, managing executive of Mugg & Bean.

Did you know?

- Mugg & Bean currently sells 11 tons of coffee and 15 million cups of coffee-based drinks per month.
- Mugg & Bean introduced the concept of ‘bottomless coffee’ and ‘giant muffins’ to the South African market.
- Redberry currently imports over 70 types of green coffee beans from all the major coffee-producing countries, including Kenya, Costa Rica, Guatemala, Java, India, China and Panama. Locally, the coffee is grown and roasted at the Beaver Creek farm in KZN, the southern-most coffee plantation in the world, and in Cape Town

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ISSUED BY STRATEGIC PUBLIC RELATIONS ON BEHALF OF MUGG & BEAN AND REDBERRY. FOR FURTHER INFORMATION PLEASE CONTACT:

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