

# Great coffee for a great stay

Taylors of Harrogate Coffee Bags are already a hit with coffee lovers - making Taylors the biggest coffee bags brand in the UK - and now we are launching them to hotels to make sure every guest has a decent coffee.



## What are coffee bags?



- Work just like a teabag but for ground coffee



- Brew in 2 minutes - all you need is a kettle



- Individually-wrapped for hygiene and to lock in the coffee's freshness & flavour
- All the flavour without the mess or fancy equipment
- No need to compromise by drinking instant coffee
- Pack of 80 Rich Italian coffee bags

**80**

- Made by the only UK roaster to have 6 Q Graders who taste up to 250 cups a day for consistent quality

## Why is coffee important?

**25%**

of people think in-room complimentary coffee is good. Most wish it was better!

**38%**

think in-room drinks reflect a hotel's overall catering

## Flipping heck. That's decent!

Offering this game changer of a product in bedrooms and conference rooms is perfect to deliver your customers' guests the great quality that they expect in a hygienic way. Taylors Coffee Bags can improve guests' experiences, add value to service and give people a reason to return.



## Advertising campaign

Our £7.3 million multi-channel campaign is driving awareness and trial of this fuss-free way to enjoy proper coffee – asking the question everyone has been asking: 'Why didn't we think of them before?'



For samples, please contact Katie on [katie.white@bettysandtaylors.co.uk](mailto:katie.white@bettysandtaylors.co.uk) or 07803 414191