

Little's about to sell one-millionth jar of flavoured instant coffee

Little's, the speciality coffee roasters are about to sell their **one-millionth jar of flavoured instant coffee** this Christmas.

The news comes after the highly successful launch of their range of nine flavoured instant coffees in 2007. The range has helped the company double its turnover between 2008 and 2009 making Little's the **market leaders in flavoured instant coffee** in the UK.

Henry Little, Managing Director and founder of Little's, comments: "This is a very significant milestone for us. In just under three years we've managed to sell a million jars and this has been done almost exclusively by the UK independent and speciality food market. It's a testament to the quality of our products, and to the fact that the British public are ready to try something new."

He goes on to say: "We don't exactly know when the one millionth jar will be sold, but we've just packed it and it will be sold before Christmas. We do know the flavour is Rich Hazelnut!"



Little's flavoured instant coffees come in nine delicious flavours and are made using the finest 100% pure Arabica coffee which is slow roasted and infused with either natural or nature identical flavours, and nothing else. No sugar and no artificial ingredients. From its conception three years ago, the range aims to make flavoured coffee easy and accessible to everyone.

Little's flavoured instant coffee is available at all Julian Graves stores, Wholefoods, Ocado and numerous delis, farm shops and garden centres across the UK. The funky 50g jars carry a retail price of between £2.45 and £2.95.

Bye for now

For more information or images please get in touch with Will Little will@littlesltd.com, or call 07890 801350.

A little bit about Little's:

Little's was founded in the late eighties by husband and wife team Henry and Leila Little. Originally based in Finland, they decided to move their business, and life to England in 1995 to greener pastures.

In 2007 Little's launched their range of flavoured instant coffees which have gone from strength to strength helping the company double its turnover from 2008 to 2009. Little's are now the number one brand of flavoured instant coffee in the UK.

With over 20 years experience in roasting and blending speciality coffee, Little's believe the consumer deserves a product better than they have any right to expect and employ an ethos of uncompromising quality in everything they do.

All Little's coffees are made using pure 100% Arabica coffee infused with either natural or nature identical flavours, and nothing else – no sugar and no artificial ingredients. Little's have always selected, blended, tasted and packed their own products – ensuring a delicious cup every time.

Little's
www.littlesltd.com