

GET IN TO THE CHRISTMAS SPIRIT! With Christmas flavoured instant coffee from Little's

Little's, the specialty coffee roaster, known for their passion for flavouring coffee is this winter adding a new **Christmas flavoured coffee** to their successful range of nine flavoured instants.

As with all their flavoured instants, Christmas coffee uses **the very best slow roasted 100% pure Arabica** coffee which is blended with orange oil, brandy liqueur extract, cinnamon and a hint of vanilla to bring you a taste sensation that is sure to get you in the festive spirit.



With the successful launch of the nine flavoured instant coffees three years ago, the Christmas addition comes at a time when more and more consumers are welcoming new flavours.

Henry Little, Managing Director and founder of Little's, comments: "Christmas coffee is like a family tradition for us and we've been making the ground version of this for years. The surprising thing is that the flavour actually works better in instant form. It's got all the aromas you'd associate with Christmas and it's really popular with our customers."

Little's Christmas flavoured instant coffee comes in a 50g jar and is available to buy online at www.cookingtime.co.uk and at numerous delis and farm shops across the UK. Visit www.littlesltd.com to find your nearest stockist.

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