

BRAND NEW...

Premium Instant Coffees from Little's

Little's have been roasting, tasting and blending specialty coffee for over 20 years and have learnt a thing or two about what makes a really good cup of coffee – from how to select the best beans to the temperature they should be roasted at. So, the time has come to take all that knowledge and create the best quality instant coffee imaginable. **Introducing Little's Premium instant coffees.**



Made from slow roasted, specially sourced 100% high-grade Arabica coffee, Little's Premium instants come in four delicious varieties:

Kenyan: Refreshing alive. A full-bodied coffee with intense aroma. Top grade beans charged with fruity flavour produce a sweet finish to enliven and refresh.

Espresso: A rich blend of 100% Arabica coffees which produces a dynamic interpretation of classic Italian espresso. Intensely fragrant, full-bodied yet smooth and very European. Suitable for all espresso based drinks.

Colombian: High grade coffee from the central Cordilleras Mountains of Colombia offer an easy going, smooth and evenly balanced coffee with a mid-depth body and mild acidity.

Decaffeinated: A smooth, light bodied coffee with a well rounded flavour and acidity. The decaffeination process carefully preserves the superior qualities of these prime Arabica beans while removing 97% of the caffeine.

The range follows on from the success of their Flavoured Instant coffee launched three years ago and builds on their brand principle that instant coffee can be delicious coffee.

Henry Little, managing director and founder of Little's says: "The core principle for Little's when we started over 20 years ago was to get people drinking better coffee – we certainly still stand by that ethos today. We're proud to have a range of innovative products which are a bit different, a bit exciting, which our customers genuinely love."

The funky little 50g jars have a recommended retail price of between £2.35 and £2.85. Little's Premium instant coffees are available across the UK in numerous farm shops, delis and online retailers.

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 it's 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. Every bean is roasted slowly - a method they've always believed in and will only use Arabica beans.

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