



WHAT: The official launch of SOHO Coffee Co. outlet in Yate Leisure Centre

WHERE: Yate Leisure Centre

WHEN: Wednesday 1 July 2015 at 10 am

WHO: Caragh Jones or Karen White on 0117 907 3400

PRESS RELEASE
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SOHO Coffee Co. opens at Yate Active Leisure Centre

Customers at Yate Leisure Centre can now enjoy great Fairtrade coffee with the opening of its new SOHO Coffee Co. outlet.

Following the success of the first leisure centre-based outlet at Bradley Stoke Leisure Centre and the 'coffee pod' at Longwell Green Leisure Centre, the SOHO Coffee Co. partnership has been extended to Yate as part of the ongoing programme of improvements at Active Leisure Centre facilities across South Gloucestershire.

Alongside organic, Fairtrade coffee and handmade fresh food, SOHO Coffee Co. also offers a Protein Shakes menu, specifically developed for their health club sites. Food is served all day and includes an extensive breakfast menu; 'SOHO be GOOD', SOHO's new salads and lighter-eat range; as well as 'SOHO Kids' hot and cold choices.

"We're delighted to be opening another outlet with Circadian Trust," said SOHO Coffee Co. Director, Penny Manuel.

"Together we've created a great space that members and non-members can use at any time, with an offer which is right for Yate Leisure Centre; whether it's a quick breakfast after an early gym session or tea for the kids after swimming lessons; a leisurely lunch or a coffee to go."

Ben Beasley, Director of Commercial Development at Circadian Trust, the not for profit organisation that runs the Active facilities, said: "We are always looking for ways to improve the leisure centre facilities and add to the customer experience. SOHO Coffee has done a fantastic job in Bradley Stoke and we are sure the Yate community will equally enjoy the new facilities."

For more information on these offers or the launch of Yate Leisure Centres SOHO Coffee Co. outlet please visit www.activecentres.org or www.sohocoffee.com.

ENDS

Notes to editors

SOHO Coffee Co. is setting the bar for food-led coffee outlets, with stores across the retail, travel, leisure and healthcare sectors in the UK and internationally. The brand proposition is organic,



Fairtrade coffee and great, fresh, handmade food; all underpinned by excellent customer service in its instantly recognisable outlets.

SOHO differentiates itself from larger 'corporate' coffee chains through its variety of store formats and footprints, its innovative ranges of freshly-made hot and cold food and fundamentally, by offering an exciting alternative to expected food and beverage options. The in-house new product development team thrives on sourcing the best seasonal produce to deliver innovative menu changes - the seasons then resonate through each and every store through SOHO's inimitable and vibrant point of sale, which changes regularly.

Strong relationships with its supply chain partners are critical to its success; for example the Arabica coffee beans for every store are uniquely roasted by one supplier in the Forest of Dean, ensuring the same signature SOHO flavour globally.

'Caring about coffee.' is the beverage-only proposition from SOHO Coffee Co.; an alternative to a full SOHO store format, where businesses have their own quality food offering, but recognise the ever-growing demand that exists for a quality, branded coffee offer, backed up with a 'turnkey' operational framework.

As a privately-owned company, under Directors Penny Manuel and Chris Copner, SOHO Coffee Co. has grown exponentially through its excellent strategic relationships; including partnerships with SSP, The Food Travel Experts, Roadchef, Butlins, Interserve and Circadian Trust that complement the brand's growing shopping centre/high street portfolio. SOHO remains a people-focused company, with a strong commitment to staff, high levels of customer care and embracing the locality of each store:

Shopping Centres/High Street: The SOHO Coffee Co. owned portfolio includes two outlets in Westfield Merry Hill, Bristol's Cabot Circus and Cribbs Causeway, Cardiff's St David's and Capitol Shopping Centres, Cheltenham's Regent Arcade, a high street store in Cheltenham and most recently, in McArthurGlen Swindon Designer Outlet.

Circadian Trust: Not-for-profit organisation Circadian Trust operates eight 'Active Centres' leisure centre sites in South Gloucestershire, including Bradley Stoke, which underwent a significant refurbishment in May 2013, when the SOHO Coffee Co. opened and Longwell Green, which has a SOHO Coffee Co. 'pod', generating additional revenue for the organisation from a small, otherwise unutilised space. Yate leisure Centre is our latest leisure centre-based outlet.

Moiagest: The Moiagest Group was started in Lisbon 1985, with its mission statement being "to create an innovative restaurant and catering offer in the market, based on high-quality products with refined service." The activities of the Moiagest Group are guided by a set of core values, which cross through the different business units: quality in the services rendered and in raw materials; human resources training; innovation, creating new projects on the market; and differentiation of their offer through updates to their menus and following market trends. The organisation is committed to the highest standards of quality across their products, environment and service.

SSP: In the UK there are SOHO Coffee Co. outlets in Terminal 1 and 2 at Manchester Airport and both airside and landside at Bristol Airport. Internationally, HIA Qatar, Dublin, Las Palmas and Malaga each have SOHO Coffee Co. stores. All of these stores are operated by SSP, The Food Travel Experts.



Roadchef: SOHO Coffee Co. is a sales leader for Roadchef at their Strensham Services, on both the northbound and southbound carriageways of the M5. The 'SOHO Grill' format in the northbound outlet, with an extensive hot food menu, has proved to be the right fit for the motorway services market.

Butlins: SOHO Coffee Co. has outlets in every Butlins holiday resort in the UK; including full SOHO stores, as well as a unique bar-format footprint in the £25m Wave Hotel at Butlins Bognor Regis and a 'Caring about coffee'-coffee-only-unit within Butlins new premium dining concept, The Deck.

Interserve: One of the world's foremost support services and construction companies, operating in the public and private sectors in the UK and internationally, Interserve offers advice, design, construction, equipment, facilities management and frontline public services. There are presently SOHO Coffee Co. units at Leicester Royal Infirmary and Leicester General Hospital as part of a wider contract for Interserve to deliver facilities management and estates services to the NHS Trusts in Leicester, Leicestershire and Rutland.

WH Smith PLC: Originally founded in London in 1792, WH Smith is one of the UK's leading retailers, which is now made up of two core business units - Travel and High Street. As at 31 August 2014, the Travel business operated from 725 units in airports, railway stations, motorway service areas, hospitals and workplaces, including 129 units in international locations; selling a range of products that cater for people on the move or in need of a convenience offer. Travel's typical customer has less time to browse and is more interested in purchasing food, drink and confectionery, as well as reading materials for a journey.

Highfield Garden World: The first garden centre outlet for SOHO Coffee Co. opened in Highfield Garden World in Whitminster, Gloucestershire in November 2013. SOHO's coffee and iced drinks proposition opened as part of their newly refurbished free-flow restaurant facility.

Sallywags Indoor Play: Sallywags' Brierley Hill (West Midlands) and The Fort Shopping Park (Birmingham) units have SOHO Coffee Co. outlets on site, serving SOHO's trademark coffee and iced drinks, alongside the play centres' own food offers. The units opened in January and February 2014 respectively.

For further information, comment or additional images on SOHO Coffee Co., please contact:

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For more information on Circadian Trust and Active Leisure Centre, please contact:

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