

Coffee Planet roastery launches new Single Origin range at Gulfood

Exclusive limited range to target coffee lovers looking for the highest quality coffee experience; to be retailed online with home delivery included



Richard Jones, Managing Director, Coffee Planet with Robert Jones, Director, Coffee Planet

Dubai-based Coffee Planet, the Middle East's leading coffee company is launching a new exclusive limited edition range of Single Origin coffee at this year's Gulfood exhibition, targeting home coffee fans across the region as well as high-end restaurants and hotels.

Branded as Coffee Planet roastery an innovative addition to its existing selection of premium blended coffees, the Single Origin coffee range contains only Grade 1 beans, personally sourced by the company's own roast master from a handful of select farms across the globe.

"We have travelled to the best coffee producing regions of the world to select the finest quality coffee beans for our new range. Single Origin is the vintage beverage equivalent of the coffee world, and customers across the region will soon be able to enjoy another signature coffee experience from Coffee Planet," said Richard Jones, Managing Director.

The new range features beans sourced from key coffee producing countries including Guatemala, Honduras, Rwanda, Malawi, Nicaragua and El Salvador, which will be hand-roasted to order at Coffee Planet's UAE roastery to maintain premium flavour and freshness. In fact the range from Honduras is organic and the range from Nicaragua is rainforest-alliance certified.

"The new range of Single Origin, limited edition coffees will be available for order exclusively through our website - depending on seasonal harvests. This enables us to guarantee only the best quality and flavour for coffee lovers seeking a premium product to be savoured at home," remarked Jones.

Each Single Origin range will be attractively packaged with detailed information detailing the country of origins, the actual farm the beans were sourced from, the altitude and a detailed flavour and aroma profile.


“For example, our Single Origin coffee from Nicaragua is grown on the Finca La Bastilla farm at an altitude of 1150-1450 metres. Rich in aroma, the coffee has an intense acidity which is complemented with the fruity sweetness of pears and citrus fruit. We are giving customers an idea of what they can expect before buying the coffee and each one of our Single Origin coffees like the Nicaragua will have its own distinctive flavour,” added Jones


Coffee Planet is also launching a convenient online ordering service from 1st March, with both the Single Origin coffees and a full range of coffee-brewing equipment including French presses, ‘pour over’ one-cup filters, Chemex and the Japanese-made halogen Siphon, branded cups and the Aeropress forced filtration system available via their website. Customers will also be able to have purchases delivered directly to their home or office.

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