

# Celcius COFFEE

## ESPRESSO BAR + ROASTERY



WE'D LIKE TO THANK ALL OUR WONDERFUL CUSTOMERS FOR YOUR KINDNESS AND SUPPORT OF OUR BUSINESS. IT'S SO HEARTWARMING TO BE EMBRACED BY SO MANY AND WE LOOK FORWARD TO SEEING YOU ALL FOR MANY YEARS TO COME.



Maria is the full-time barista and shop manager at the Old Wharf Road Espresso Bar.

### MADONNA LIKES US, TOO

Nick and Steph Fry – together with their son Harry – moved from Wellington some two years ago for the same reasons many of us have: for the lifestyle, for family, to be a part of a small community and, of course, to enjoy the beauty of this stunning region. Their intention was to continue operating their Wellington-based Celcius Coffee business remotely from here in Motueka.

Having shipped their freshly roasted 100% organic and Fair Trade coffee from Wellington to Motueka for almost two years, customers started asking when they were going to roast their coffee locally.

So, to meet the demand and offer honest-to-goodness local coffee and ensure reliability of local supply, Nick and Steph took the plunge and set up a second coffee roastery – right here in Motueka.

If you haven't already visited them, the Celcius Coffee Roastery and Espresso Bar is located in Old Wharf Road, just a stone's throw from the Rec Centre.

Nick and Steph purposely chose this location: firstly, they didn't want to be located where they would be competing for business with their wholesale customers in town. They also wanted a location which would allow them space to operate a roastery and coffee distribution and, as a real bonus, there's plenty of parking for customers, including space for the truck drivers who stop by on a regular basis.

Since opening the doors in June last year, the Espresso Bar has become a firm favourite for Mot locals, with many coming from further afield.



"We're getting great feedback," says Steph, "with customers loving the fact the coffee is roasted right here, is organic and conforms to fair trade principles and, obviously the flavour and consistency of what we're producing!"

And if the queen of pop, singer-superstar Madonna, can find her way to the Celcius Espresso Bar, so can you.

Madonna dropped in (not quite dressed like this!) and ordered a decaf soy flat white in March during her fleeting visit to the Nelson region.

**MON - FRI 7.30 - 3 pm | SATURDAY 8.00 - 2 pm**  
16 Old Wharf Road | Motueka | 03 929 8649  
**100 metres from The Rec Centre**

### AWARD WINNING WITH AN ENVIRONMENTAL FOCUS

After 12 years in the coffee industry, 10 years of it based in the country's ground zero for coffee – Wellington, Celcius has been independently rated one of the best coffees in New Zealand; having won 15 medals over 5 years, at the New Zealand Coffee Awards. These awards offer our customers independent validation of the goodness of our products. Celcius endeavours to operate their business as sustainably as possible. Nick and Steph are not so much sustainability zealots, simply good people trying to do the right thing by their customers, their community and the environment. Sustainability is built in to all aspects of Celcius and this means business practices have to be good for the planet and for the

community. Just one example of their sustainable efforts is the New Zealand made, reusable IdealCups; which they sell at the Espresso Bar. These cups are designed for a life time of reuse and eliminate those nasty takeaway cups and lids going in to landfill. For just \$12 including your first coffee and then 50c off each time you bring in your cup, it's a win-win for customers and the environment. Walking the walk with sustainable values led to Celcius Coffee winning the 2015 Ministry for the Environment Green Ribbon Award for "Small Business Leadership in Sustainable Practices". No mean feat for a small business up against some big industry players.

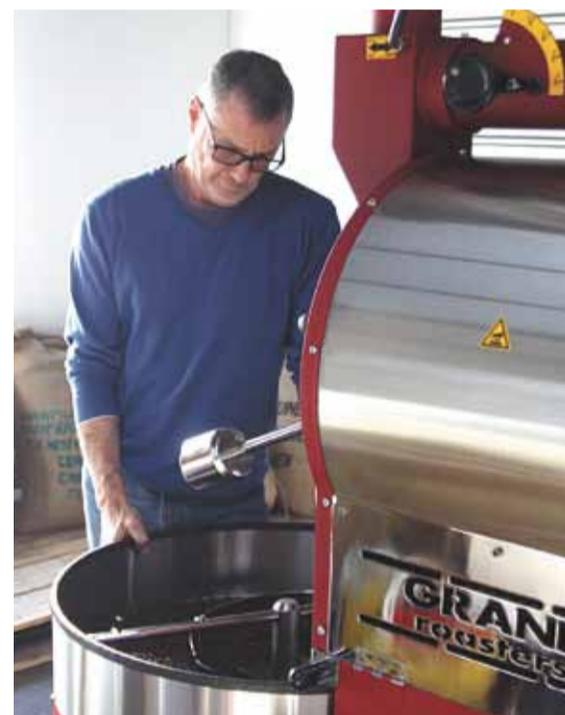
### WHAT'S UNIQUE ABOUT CELCIUS COFFEE?

Both here in Motueka and throughout the wider Nelson/Tasman region, local cafe owners, businesses and individuals are thoroughly enjoying the coffee, the company's values and the passion and care they receive. from the Celcius team. Steph's affectionately known as "the coffee queen or crazy coffee lady"..... both handles she eagerly embraces with a smile and it goes without saying, the team at Celcius love to have fun along the way!

And Celcius doesn't just sell beans. They have a wealth of experience on offer when partnering with cafe owners; ensuring they too are passionate about the coffee component of their business. Steph says "great espresso, consistent coffee making with support and training from your coffee supplier (Celcius offers free Barista Training), can increase profitability in a cafe and it's really important cafe owners appreciate that great coffee is as fundamental as their food, environment and customer service".

It's not just about the cafes though. At the Espresso Bar, there are always freshly roasted coffee beans in store, available in 250 gm, 500 gm or 1 kg bags; both whole bean or ground to your liking. Celcius freshly roasts their own blend of 100% organic fair trade Decaf (Swiss Water Processed) - all the flavour, without the caffeine or any nasty chemicals.

Maria and Steph will take the time to help you work out the right flavour for you to enjoy at home or in the office and recommend the best grind for your coffee; and even provide printed information for making the best brew. The Espresso Bar also stocks delicious goodies and some unique espresso accessories. And for all the tea drinkers, they've got you covered too, with a stunning range of 100% organic tea, served in-store and available in 150 gram packs.



Nick at work roasting the coffee beans.

### SO WHY NOT GIVE CELCIUS COFFEE A TRY?

Whether you're a cafe, a business office or a passionate coffee drinker at home and you'd like to try Celcius Coffee, come and see us at the roastery in Old Wharf Road; we're open Monday to Friday 7.30 am – 3 pm and Saturday 8 am – 2 pm, call in to the Mapua Country Store and grab a bag off the shelf or visit any number of the wonderful cafes in the wider region who serve Celcius Coffee (look for the pavement sign). And with any luck, you'll soon be able to pick up your freshly roasted Celcius Coffee at your local supermarkets.

### ORGANIC FAIRTRADE LOCAL COFFEE