

AUSTRALIAN GROWN COFFEE ZOOMS TO THE TOP OF THE LIST

Zoom Coffee is one of the few coffee suppliers in Australia selling 100% naturally dried organic Australian coffee.

Because of the climate in Australia it can be hard to grow strong, full flavoured coffee and many coffee suppliers process and blend their coffee with imported products in order to achieve strength and taste.

In 2008 Mark Nancarrow, Founder and Director of Zoom Coffee, recognised the need for local, organic, 100% naturally dried Australian coffee that could provide the strong, full flavoured taste consumers were after.

Mark developed a partnership with a farmer growing certified organic coffee just 40km from where his roaster was based in Ballina, NSW.

After successful taste tests at local community and charity events the business was up and running.

Four years on and Zoom Coffee is available in approximately 150 stores nationwide and Mark credits the Australian Made, Australian Grown (AMAG) logo for opening many of those doors.

“There are very few AMAG licensed Australian coffees on the market and it is the Australian Made, Australian Grown logo that sets us apart from the rest,” he said.

“The logo is a symbol for fresh, tasty, healthy, quality produce.

“Consumers want to know without a doubt that the product they are purchasing is 100% Australian – that they are getting what they pay for.

“We roast our coffee here on site; we know it is great quality coffee that is grown with minimal impact on the environment and we’re supporting local jobs.”

You can purchase Zoom Coffee from select IGA and SPAR stores across the country or from Zoom Coffee direct.

Visit www.zoomcoffee.com.au for more information.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

Australian Made, Australian Grown is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made, Australian Grown (AMAG). The AMAG logo must always be used with one of four descriptors; Australian Made, Australian Grown, Product of Australia or Australian Seafood only. To use the logo goods must meet the criteria set out in Australian Consumer Law as well as AMAG’s own more stringent Code of Practice. More than 1700 businesses are registered to use the Australian Made, Australian Grown logo, which can be found on more than 10,000 products sold here and around the world.

