



OCEANIA DISTRIBUTOR

NEWS



Tiger Coffee nominated as Coles Express Supplier of the Year 2021.

Through FY21, all Coles Express stores and several Coles supermarkets rebuilt or introduced their in-store coffee offer, pairing the new Eversys Cameo machine from Tiger Coffee.

On Wednesday the 2nd February 2022 Coles Group announced the three finalists and winners of the 2021 Coles Supplier Awards -Tiger Coffee, Coca Cola and Cadbury.



The winner has been announced and Tiger Coffee congratulate Coca Cola on taking out the award and to say Tiger Coffee were excited to be nominated as a finalist for the Coles Express Supplier of the year award.

“To be in the running to actually win the award amongst some of the industry mega brands is recognition enough” CEO George Miller said.

Tiger Coffee are proud in playing their part in presenting the highest quality award winning coffee with the most up to date automated coffee machine equipment available on the market.

To be acknowledged by Coles Group for being a major contributor in their Urban Coffee Culture coffee journey, installing 770 machines in 723 Coles Express stores, training and supporting during the pandemic, was more than enough recognition but to be a finalist as Supplier of the Year gives us

AMBITION to do even better in 2022, which happens to be “The Year of the Tiger”.

To watch the Coles Express roll out video, follow the link below.

https://www.youtube.com/watch?v=Xpl_iPuG58s

OUTCOME

“The customer feedback and results for our business with the new offer has been nothing short of amazing.

We can't wait to see what the future brings with Eversys Cameo.”

DARREN RUSDEN

CATEGORY MANAGER- COFFEE & FOOD TO GO.

COLE'S EXPRESS, AUSTRALIA

DARREN RUSDEN
Category Manager - Coffee & Food to Go
Cole's Express, Australia.



“Through FY21 we have rebuilt our in-store coffee offer at Coles Express, pairing the new Eversys Cameo machine from Tiger Coffee with a new bean blend from Aurigin Coffee Roasters in Melbourne. The Cameo features our own calibrated recipes, software and POS specifications purpose built for Coles Express.

It's been an amazing effort by Tiger Coffee to install several hundred Cameo's around Australia in a Covid affected world. Thanks to the Cameo and our Silver Medal winning coffee bean (2020 Golden Bean Awards) we are now producing cafe quality coffee. The customer feedback and results for our business with this new offer has been nothing short of amazing. We can't wait to see what the future brings with the Eversys Cameo!”



To find out more about the Coles Express Urban Coffee Culture experience instore go to <https://www.coles.com.au/coles-express/whats-in-store/urban-coffee-culture>.

For more information, please contact us at:

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