

X Voilà

**FOR IMMEDIATE RELEASE**

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**Voilà and Notes Launch a Limited Release Instant Coffee, Colombia La Cuevita**

*Voilà announces London-based, Notes, as new Guest Roaster. Notes’ Colombia La Cuevita, a complex coffee with juicy pear flavor and green apple acidity, is now available as instant.*

**BEND, OR -- July 26, 2019 --** Voilà and Notes Coffee Roasters today announced a partnership that will give coffee lovers the ability to drink Notes’ Colombia La Cuevita anytime and anywhere. On July 26, 2019, London-based, Notes Coffee Roasters and Voilà released this exclusive batch of instant coffee sourced from Nariño, Colombia. The supply will only be available for a short time, giving lucky consumers around the world the opportunity to drink Notes coffee instantly.

Voilà revolutionized the specialty coffee industry by reinventing the way traditional instant coffee is made; each cup is meticulously handcrafted from the highest quality specialty coffees in the world, upholding the quality from farm-to-cup. Voilà brings accessibility to specialty coffee by giving customers the ability to try high-scoring specialty coffees without investing in expensive equipment. The instant coffee can be taken anywhere - all that is needed is water - to make an amazing cup of coffee.

Notes Coffee was co-founded in 2010 by Fabio Ferreira and Robert Robinson. Since that time, the brand has grown organically, with nine locations, delivering a coffee shop and relaxed wine bar experience, complemented by an artisan food offering. Notes believes in delivering ‘specialty coffee with soul’. As a premium specialty coffee operator, it sources directly from small farms and co-operatives around the world and roasts from its Canning Street Roastery in London. Coffee beans are always direct trade, ethically sourced, with a focus on high grade (minimum 84+), seasonal, single-origin, small-batch roasted coffee. In return for the labor-intensive organic methods utilized by farmers, the business pays a fair price while supporting them in investing in improving their water systems and drying stations.

Fabio Ferreira, Co-Founder, Notes Coffee commented, “Here at Notes Coffee Roasters our goal has always been to deliver high quality, speciality coffee to our coffee-loving customers, wherever they find themselves - at a Notes coffee shop, at home or at the office. We were so excited when we heard about Voilà's instant coffee technology and thrilled to be the first UK coffee roaster to partner with them. We can now offer our delicious, direct trade Colombian coffee - La Cuevita from Nariño, in a super-convenient form - just add water!  We are very proud of how this honey process coffee is tasting as an instant coffee.”

Kent Sheridan, founder of Voilà also commented on the partnership: “Fabio hunted me down and made sure I tasted some of his recent coffees and I’m so glad I did! The La Cuevita ended up being one of my favorite Colombian coffees this year. As we’ve worked together to make this partnership happen, I’ve really fallen in love with Notes Coffee and their team. They’re fun to work with and continue to impress me with the high-caliber coffees they bring to the table. You’ll find that this Colombia is exceptionally sweet with vibrant notes of green apple and pear. I can’t imagine anyone who wouldn’t fall in love with this coffee.”

Voilà and Notes Coffee will be selling the instant coffee online and in Notes locations starting July 26, 2019.

**About Voilà**
The vision of Voilà is to make the best instant coffee in the world with full transparency from farm to roaster to cup – allowing anyone from a master barista to your average joe to enjoy a surprisingly balanced and delicious cup of coffee in seconds. This naturally lets customers try new coffees from roasters all across the world, broadening their palate and enjoyment for the world of high quality, ethically sourced coffees. Customers order subscriptions and one-time-purchases online at [voila.coffee](https://voila.coffee/) – subscribers can choose how many cups per month they would like, customize their taste preferences, and receive amazing instant coffee monthly that is ready in seconds. Voilà!

**About Notes Coffee**

Notes Coffee was co-founded in 2010 by Fabio Ferreira and Robert Robinson. Since that time, the brand has grown organically, with nine prime central locations, delivering a coffee shop and relaxed wine bar experience, complemented by an artisan food offering. Currently, the brand serves 1.4 million cups of coffee a year. Notes believes in delivering ‘speciality coffee with soul’. As a premium specialty coffee operator, it sources directly from small farms and co-operatives around the world and roasts from its Canning Street Roastery in London. It's coffee beans are always direct trade, ethically sourced, with a focus on high grade (minimum 84+), seasonal, single-origin, small-batch roasted coffee. In return for the labor-intensive organic methods utilized by farmers, the business pays a fair price whilst supporting them in investing in improving their water systems and drying stations.