

COFFEE TO THE PEOPLE - YOTEL PARTNERS WITH SPECIALTY ROASTER WORKSHOP COFFEE

- Workshop Coffee will supply YOTEL globally with a bespoke speciality single origin coffee
- Smart, convenient bean-to-cup machines with interactive touch-screens will provide guests with freshly roasted coffee

LONDON UK – 8 May 2019: Today [YOTEL](#) announced a global partnership with speciality coffee roaster, [Workshop Coffee](#), who will develop a bespoke, single origin coffee exclusively for the hotel to serve to its guests. Known for smart spaces and popularity amongst independent, tech-savvy travellers, YOTEL guests will soon be able to enjoy freshly ground Workshop Coffee at each of their locations. A variety of machines are to be introduced throughout F&B and KOMYUNITI areas, using bean-to-cup brewing technology, water filtration and interactive touch-screens.

“Coffee culture is an important component in the overall YOTEL guest experience,” explains Sven Goosen, YOTEL’s SVP of Operations Europe & Special Projects, “It is important to us that we add value to every step of the customer journey, from making a booking to enjoying a great cup of coffee. Workshop Coffee’s experience and input on our coffee programme, from the coffee itself through to the grinding, brewing and water technology, will complement YOTEL’s motivation to tailor experiences to fit the profile of our guests”.

Workshop Coffee has identified suitable brewing and optimal serving methods to suit each YOTEL location, whether they are situated in an airport, city or resort. The espresso machine is ideal for larger outlets whereas the signature bean-to-cup machine allows guests to serve themselves in communal areas. By grinding beans before each brew, guests will be able to enjoy coffee 6-8 days after roasting – the optimal time to drink and enjoy specialty coffee.

“We’re continually aiming to bring the best coffee possible to people wherever and whenever they need it most, alongside telling them the story of how and where it’s produced and by whom”, commented Workshop Coffee CEO, James Dickson, “After meeting with YOTEL and hearing about their motivation to curate first-class experiences for their guests, we were thrilled to partner with them on this new venture. As a company, we’re dedicated to sourcing and roasting the best coffee we can; working with YOTEL allows us to generate even more value for the farmers and producers we work with, while bringing better coffee to guests around the world”.

YOTEL’s existing sustainable practices such as automated LED lighting and the Purple Goes Green initiative ensures their carbon footprint is kept to a minimum. Workshop Coffee is equally as conscious towards the planet with their seasonally farmed beans and recyclable packaging. As a quality-focused coffee roaster, Workshop Coffee works directly to source from coffee farmers, exporters and co-operatives who are willing to develop and evolve together to create a quality product with the best beans for that particular time of year. YOTEL’s

introductory coffee will be made from a sweet Brazilian bean, best served with milk to create a sweet and caramelly cup and will be changed on a quarterly basis.

“We like to encourage our guests to try new things and think differently,” adds Goosen, “Workshop Coffee’s commitment to developing on-going relationships with their producers, their passion for celebrating the coffee’s origin and their ability to execute at a global level struck a note with us. We feel that this partnership will help guests explore a whole new world through a truly great cup of coffee.”

YOTEL is set to have 60 properties under operation or development by 2023. The group’s rapid expansion has prompted multiple global brand partnerships.

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About YOTEL

Inspired by the luxury of first-class travel and uncompromisingly designed around guests, YOTEL takes the essential elements of luxury hotels into smaller, smart spaces and deliver extraordinary value and a sense of community with areas for co-working, social gatherings and exercise in sought after locations. Premium Cabins include YOTEL’s signature adjustable SmartBed™ with rejuvenating rain showers and SMART TVs, multi power and USB points and easy connectivity.

YOTEL currently operates six airport hotels in London Gatwick, London Heathrow, Amsterdam Schiphol and Paris, Charles de Gaulle, Istanbul Airport, Singapore Changi and five city centre hotels in New York, Boston, San Francisco, Washington D.C. and Singapore. YOTEL is expanding rapidly with new projects under development globally, including London, Edinburgh, Glasgow, Geneva, Amsterdam, Miami, Dubai, Mammoth, Park City, Porto and New York Long Island City.

YOTEL’s major shareholders include a controlled affiliate of Starwood Capital Group, the Talal Jassim Al-Bahar Group, United Investment Portugal and Kuwait Real Estate Company (AQARAT).

YOTEL was created by YO! founder Simon Woodroffe OBE, who inspired by first class travel, translated the language of luxury airline travel into a small but luxurious cabin (www.yo.co.uk).

Visit www.yotel.com for more information.

About Workshop Coffee

Workshop Coffee was established in 2011 with a view to showcasing the best coffee possible. To do this, the company sources and roasts the coffee it serves itself. This means they spend several months of each year travelling to some of the world’s best coffee producing countries in Central and South America and East Africa, visiting farmers, producers and cooperatives that share their commitment to quality.

Their chosen lots are delivered to their Roastery in London’s Bethnal Green, where they roast it carefully before sending it on to their own coffeebars, their numerous wholesale partners around the world and their subscription members.

For more information, contact richard.frazier@workshopcoffee.com or visit their [website](#).