**COSTA ANNOUNCES THE ARRIVAL OF COSTA FRESCO**

***Exciting new food-led concept store opens in London***

The nation’s favourite coffee shop, Costa, has been pulling on its oven gloves this week ahead of opening its first food-led concept store, Costa Fresco, in London today.

The specially designed store environment, exclusive to Costa, features designated zones for relaxing and a new way of presenting freshly baked food. Specially trained staff will be on hand to advise, bake and serve the new menu of oven-fresh food, along with Costa’s famous irresistible barista made coffee.

The brand new menu features handcrafted ciabattas and pastries, warm melt in the mouth cookies and fresh fruit juices, all using quality ingredients. Whether it is for breakfast, lunch or a light snack, menu options include a Rustico Dry Cured Ham and Mature Cheddar Flatbread, Roasted Pork Belly with Caramelised Braeburn Apple and Onion Ciabatta and Citrus Chelsea Buns.

The Costa Fresco concept is inspired by the Costa brother’s Italian passion and respect for tasty handcrafted food. When Sergio and Bruno opened their first store in London, over forty years ago, they used to offer their customers freshly baked pastries each morning with their famous Mocha Italia blend, which Costa still serve today.

Carol Welch, Costa’s Global Brand and Innovation Director, describes the new store as “a fusion of London’s handcrafted bakeries brought to life by our heritage, Italian passion and gusto for vibrant ingredients and genuinely good food.”

She added: “The opening of Costa Fresco is a reflection of exciting things to come from Costa. We are committed to continuing to innovate and delight our customers with what they want – quality food, alongside irresistible coffee in a warm, welcoming environment.”

Costa Fresco is located at 190 Tottenham Court Road with opening times 6:30am to 20:00pm Monday to Friday, 7:30am-19:30pm Saturday and 8:00am to 19:30pm on Sunday.

**ENDS**

For further information or to book an exclusive tasting prior to opening on Monday 7th December please contact the Costa Press Office at [Costateam@onegreenbean.com](mailto:Costateam@onegreenbean.com) or call 0207 017 1014

**About Costa**

Costa is the UK’s favourite coffee shop, having been awarded “Best Branded Coffee Shop Chain in the UK and Ireland" by Allegra Strategies for five years running (2010, 2011, 2012, 2013 & November 2014).

Winner of “Best Branded Coffee Chain in Europe” Allegra Strategies 2010, 2011, 2012, 2013 and 2014.

With over 1,800 coffee shops in the UK and more than 1,100 overseas, Costa is the fastest growing coffee shop business in the UK and the second largest coffee shop operator in the world.  Founded in London by Italian brothers Sergio and Bruno Costa in 1971, Costa has become the UK’s favourite coffee shop chain and diversified into both the at-home and gourmet self-serve markets.

Costa employs over 12,000 people and is creating around 1,500 jobs this year and over 4,500 jobs in the next three years in the UK. We continue to be part of the Sunday Times Best Companies To Work For list.

Costa is committed to looking after coffee-growers. That's why we've established The Costa Foundation, a registered charity. The Costa Foundation's aims are to relieve poverty, advance education and the health and environment of coffee-growing communities around the world. So far, The Costa Foundation has funded 53 school projects and improved the social and economic welfare of coffee-growing communities.