**Monday13th July 2015**

**Costa launches complimentary fertiliser for garden lovers**

***The nation’s favourite coffee shop launches ‘Grounds for Grounds’ Project***

The nation’s favourite coffee shop, Costa, has launched a new initiative from today that allows customers to request used coffee grounds from their local Costa store to use in their gardens as a natural plant fertiliser.

Unbeknownst to many, used coffee grounds contain many essential trace elements which make up a highly successful and natural fertiliser. These free, used Costa coffee grounds will be available from all stores nationwide from Monday 13 July.

Kerry Parkin, Head of CSR at Costa said: “This is yet another example of Costa’s ongoing commitment to making our business more sustainable. Our new Costa ‘Grounds for Grounds’ initiative is one of the many ways we are diverting waste from landfill whilst giving back to our customers.”

Other unused grounds will continue to be collected by waste specialist Biogen, converting the grounds to bio-gas, used to power some of Costa’s eco-friendly duel fuel vehicles.

“We are constantly looking for new ways to improve our environmental footprint, whether it be recycling our coffee bean sacks to use as carpet underlay or building our first ever eco store. We are committed to constant improvement in this area and it just so happens that in this instance it can also improve our customers gardens.”

The grounds can also be used to naturally balance compost piles and will be available in old coffee bean bags deriving from both the Costa Mocha Italia and Old Paradise Street blends. Customers can also bring in their own container to collect their grounds.

Kevin Fortey, record breaking giant vegetable grower said: “I have been using Costa's coffee grounds on my small holding for some months now and I've seen a huge improvement in the quality of my vegetables.

Coffee grounds are an excellent source of slow-release nitrogen, calcium and magnesium that are greatly beneficial for the growth of plants. As well as a soil conditioner they have been used to protect the plants from snails and slugs and this has helped save me money and get the best out of my vegetables.”

Customers can request the Costa Grounds for Grounds service nationwide from baristas in their local store and can find out more by visiting [www.costa.co.uk/responserbility/environment](http://www.costa.co.uk/responserbility/environment).

**ENDS**

For more information please contact the Costa Press Office Team at Costateam@onegreenbean.com or call 0207 017 1014

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 the building of 42 schools and improved the social and economic welfare of coffee-growing communities.