**Virgin Trains brews new coffee deal with the Nero Roasting Company**

Virgin Trains is proud to announce the revamp of its on-board coffee offer by introducing a new coffee brand, Aroma by the Nero Roasting Company. From the Roaster behind Caffè Nero’s premium beans, the new bespoke coffee blend will be available across Virgin Trains’ Pendolino and Voyager fleets.

The new coffee will take pride of place aboard all Virgin Trains’ retail shops, which collectively sell 900,000 cups of coffee annually across 300 daily services. The partnership, which sees Virgin Trains commit to enhancing the quality of its coffee without increasing the cost to the customer, means ‘Aroma by Nero Roasting Company’ will be the only coffee available for purchase on board and will be sold in a number of varieties, including Americano, Latte, Cappuccino and Espresso.

Each retail shop aboard Virgin Trains’ fleet is equipped with a premium bean to cup espresso machine to ensure each freshly brewed coffee sold is of the highest quality. To further ensure this quality, Virgin Trains staff members have also been trained at the Roaster owned by Caffè Nero to study coffee making skills and learn about the harvesting, processing and blending that makes for the perfect cup.

Simon Thomas, Head of Business Development at Caffè Nero, said:

“Partnering with Virgin Trains is a really exciting move for us and it’s brilliant to be able to demonstrate our coffee roasting credentials. We’re passionate about ensuring coffee fans have access to the best blends and we hope travellers enjoy drinking the ‘Aroma by Nero Roasting Company’ on-the-go.”

The Nero Roasting Company’s traditional Italian blend for Virgin Trains has been developed to create the best possible espresso on the move, it provides a complex but balanced flavour with notes of dark chocolate, fruit, caramel and toasted bread. All of the beans in the blend have been sourced direct from the farmers by the Nero Roasting Company.

Amanda Smit, Head of Catering at Virgin Trains said:

“Virgin Trains is a company that prides itself on giving the very best to our customers, which is why we’ve decided to partner with the ‘Nero Roasting Company’ and introduce its Aroma blend. We don’t think coffee fans should ever have to compromise on quality because they’re on the move and we’re confident that it’s one of the best cups of coffee out there.”

ENDS

Price List:

* Espresso £1.95
* Americano £1.95
* Cappuccino £2.05
* Latte £2.05

**About Virgin Trains**

Virgin Trains is the brand name of Virgin Rail Group (VRG), which is owned by Virgin Group (51%) and Stagecoach (49%). Virgin Trains has operated the West Coast passenger train franchise since 1997, serving key UK cities including London, Birmingham, Manchester, Liverpool and Glasgow. In June 2014 the Department for Transport (DfT) awarded VRG a new franchise until at least April 2017.

Virgin Trains is committed to delivering a high speed, high frequency service, offering shorter journey times, more comfortable travel and excellent customer service. We provide the most frequent long-distance rail service in Europe (London - Manchester and London – Birmingham, both every 20 minutes).

Since 1997, Virgin Trains has introduced over 70 new trains at a cost of £1.5 billion. The service carries more than 32 million passengers a year and Virgin Trains employs approximately 3,290 staff.

Virgin Trains customers consistently rate the company as one of the top long-distance rail franchise operators in the National Passenger Survey (NPS) commissioned by industry watchdog “Passenger Focus”.

Visit the Virgin Trains Media Room - [www.virgintrains.co.uk/mediaroom](http://www.virgintrains.co.uk/mediaroom) - for the latest news, images and videos. To receive new content, as it is published, go to [**Follow Virgin Train**](http://www.mynewsdesk.com/follow/47939)**s** and click on ‘Create account’.

Press Office: 0845 000 3333. Company website: [www.virgintrains.co.uk](http://www.virgintrains.co.uk).

**About Caffè Nero**

Ever since we opened our first café in 1997, Caffè Nero has been dedicated to two things: creating the very finest handcrafted Italian coffee and providing a warm and relaxing atmosphere in which to enjoy it. Caffè Nero offers a premium food range taking our customers through the day. Our menu offers a range of signature products based on high quality, deli-style, natural ingredients.

Caffè Nero Group Ltd is a family owned, independent European coffee house group with c. 650 stores in the UK, Ireland, Poland, Cyprus, Turkey, the UAE and most recently the U.S. Amongst its accolades, Caffè Nero was recently voted the best tasting coffee on the high street by Independent Consumer Magazine Which?, and has been ranked ‘best UK coffee house brand’ and ‘best coffee quality’ by Allegra Strategies for more than a decade.