

**WAKE UP AND SMELL THE COFFEE**

***The nation’s favourite coffee shop trials Costa and a Kip service***

The nation’s favourite coffee shop, Costa, is trialing a new service from April that lets customers nod off and have a power nap when they hit an afternoon slump.

With sales figures highest between 3:00pm and 4:00pm, the time when people are most in need of a coffee ‘pick-me-up’, Costa is offering customers a chance to book a 15-minute snooze.

Specially imported, Japanese inspired Ostrich Pillows will turn tables into relaxation zones. Customers will be able to place their coffee order, let staff know what time to wake them using the specially designed table clocks and take a nap, before being gently nudged back into consciousness by a friendly Barista with their favourite Costa drink.

Clair Preston-Beer, Chief Operating Officer at Costa said: “Getting a good night’s sleep isn’t always an option with busy and hectic lifestyles.

“Daytime power napping has been scientifically proven to boost productivity and relieve stress during the working day. Firms like Google and Nike already provide nap rooms for staff. With this in mind, we are bringing a similar concept to UK high streets with our ‘Costa and a Kip’ service.”

Costa already has a reputation for comfort in its coffee shops spending millions a year to make their stores a home from home. The addition of Ostrich Pillows on loan for a sneaky seated snooze is a logical extension of the firm’s ethos.

“People come to our stores to relax and take time out of their busy day. They tell us they enjoy the comfortable surroundings so we have taken the ability to relax at Costa to a whole new level. Although it’s only a trial at the moment, feedback so far has been very positive,” said Clair.

Costa predicts the combination of a short nap followed by an irresistible coffee will sustain the nation’s energy levels for at least three hours, well past the end of the working day.

Customers can find out more about the new ‘Costa and a Kip’ service by visiting [www.costa.co.uk](applewebdata://8F0F331B-F2D8-42B5-9284-2DB3A4F0A65F/www.costa.co.uk).

**ENDS**

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.