

BaxterStorey launches new beverage partnership with Dan Fellows

3 years ago



BaxterStorey is excited to announce its [new beverage partnership](#) with Dan Fellows, 2x World Coffee in Good Spirits Champion.

Dan was crowned UK Barista Champion in 2016 and was named World Coffee in Good Spirits Champion in both 2018 and 2019.

Dan said: "I am so excited to be working with BaxterStorey. They're forward-thinking and open-minded to what's actually happening in the industry and I think they approach food and drink in a different way to other competitors. They're really aware of industry trends and I can't wait to be involved".

Dan will also be joined by BaxterStorey's new Head of Coffee Development and 3x UK Barista Championship finalist, Jana Slamova, who it is delighted to have welcomed back to its business.

Jana added: "BaxterStorey has a very special place in my heart. I started as a barista ten years ago and the company gave me a massive opportunity to develop myself and grow within the business and I wouldn't be here without them. Coming back, I'm hoping to bring the same inspiration to my baristas and colleagues to demonstrate that coffee can be your career, it can be your passion and it can be fun".

Dan and Jana join us as BaxterStorey moves into an exciting new era. Both are highly experienced and extremely passionate about coaching the next generation and will be working with baristas to create a new morning noon and night beverage offer across the business.

Director of Food, Greg Bramwell said: "This is a new era for BaxterStorey - an era that's obsessed about food, people and beverages, an era that is not concentrating on the traditional 9-5, but the morning, noon

and night model that excites people and creates experiences.

“We look forward to seeing this talented duo shake things up!”