

BaxterStorey partners with Extract Coffee Roasters to shake up industry

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[BaxterStorey](#) is very excited to share the news it has partnered with [Extract Coffee Roasters](#), who will be roasting the coffee for in-house brands, Society and Down to Earth.

The coffee collab was announced at two new-era launch parties held at Extract Coffee's roasteries in London Bridge and Bristol.

Guests were welcomed with coffee-infused canapes, made by executive chef Ryan Percopo's team, including Foreman's whisky cured salmon with Guinness and coffee-spiced rye bread; coffee cured fillet of beef with coffee mole, avocado and chimichurri; and pumpkin with cold brew, hazelnut, cep custard and coffee tapioca. Unlimited coffee cocktails were flowing, from the ever-popular espresso martini to Long Island IPAs and Discarded Adonis.

With a live DJ and grazing board, over 100 guests got a taste of the coffee action, with a chance to join the 'Flat White Club' as they learnt all about the bean to cup process, practicing their latte art with Extract's coffee connoisseurs.

The launch parties followed BaxterStorey's head of coffee development, Jana Slamova's recent trip to Honduras with Extract Coffee's regional manager Harrison Laird, exploring Volcafe Farm at Las Moras and Lesquinada, to see where our coffee is sourced and to understand the bean to cup process.

Greg Bramwell, director of food and beverage, said: "We're obsessed about coffee and know how much a good cup of coffee can set you up for the day ahead. Duncan and his team are as passionate and fanatical about coffee as we are, and we look forward to launching our new morning, noon, and night revolution from 2023".

Duncan Kendall, managing director at Extract Coffee Roasters, added: “We’re hugely excited about the opportunities for 2023 and having aligned values in terms of prioritising quality and coffee with purpose, sets us up to achieve big things in this partnership”.