

Eurest to Offer On-site Coffee Roasting as it Launches Bloom Coffee Club

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Award-winning contract caterer [Eurest](#) has announced a new offering for its clients with in-house coffee roasting, as it launches its own coffee brand, Bloom Coffee Club.

Eurest has installed its first coffee roaster at Royal Mail's base in Farringdon as part of a broader revamp to its coffee offering at the site, which serves 750 Royal Mail staff.

It makes Eurest the first contract caterer in the UK to introduce the Bellwether Coffee electric roasters to a workplace, with the facility due to be rolled out for other clients in 2026 – providing a more tailored service and an enhanced experience for customers.

Bellwether's all-electric, fully ventless roasters allow Eurest's teams to roast high-quality coffee on demand, using unroasted green coffee beans to maximise freshness and aroma.

Sarah Bartolo, Marketing Manager at [Eurest](#), said: "Our new in-house coffee roasters from Bellwether will bring lots of benefits, as we can tailor the coffee to our client's chosen roasting profile – and we can do this in smaller batches to meet individual preferences.

"As opposed to roasting beans in bulk, we'll only be roasting as much as our client needs – and unroasted green coffee beans have a longer shelf life than ground coffee, so this will help to reduce waste too. It's also the freshest way to serve coffee – minimising the time from bean to cup, which results in a richer aroma and more complex flavours.

"Bringing roasting in-house will be educational for our teams and clients to learn about the process, as well as providing a more sensory experience while customers wait for their morning coffee."

It comes as Eurest launches its own coffee brand, Bloom Coffee Club, plus a new unique espresso blend called Dulima. Crafted from equal parts Brazilian and Colombian coffee beans, Dulima provides a velvety espresso with a sweet and aromatic finish, making it versatile for different milky coffees too.

Emma Best, Operations Director at Eures, said: “This is a truly unique offering for our clients, providing high-quality coffee on demand.

“As well as our ‘core’ green coffee bean we’ll have guest beans throughout the year for different seasonal blends, and customers will be able to purchase our roasted coffee beans to take home too.

“We’re delighted to introduce in-house roasting and our new espresso blend at Royal Mail first, where we have refurbished the coffee bar and installed new machines under our Bloom Coffee Club brand.”

Eurest provides contract catering for workplaces across a variety of industries and spaces, with a focus on boosting wellbeing and productivity through its carefully crafted food and drink menus – designed to nourish and delight teams with nutritious and sustainably sourced ingredients.