



CELCIUS COFFEE COMES 'HOME' TO NELSON

Having spent over 30 years in Wellington, 28 of those as a fulltime firefighter, Motueka born Nick Fry, with wife Steph and son Harry have come "home to roost" to Motueka.

Having met in Wellington, it wasn't long before Nick and Steph did what so many have done before them.... decided to start their own business and in 2004, from humble beginnings in their garage, Celcius Coffee was born.

Nick and Steph started out very small; with a BIG dream - a dream to become a recognised player in the NZ coffee scene and to become 'New Zealand's first sustainable coffee company'. And today, almost 11 years later, they have realised their dream and Celcius Coffee is now considered one of the very best little coffee companies in New Zealand.

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MOTUEKA HOME - BASE

Not to be confused with the Motueka Cafe which formerly shared the name; Celcius Coffee is a boutique coffee roaster and distributor with clear differences: award winning, 100% organic fair trade coffee and truly sustainable business practices.

Nick and Steph recently came "home" to Motueka for the same reasons so many of us have: for the lifestyle, for family, to be a part of a tight knit community and of course, to enjoy all of the beauty of our magnificent region. Steph continues to remotely manage their Wellington-based coffee roastery from right here in Motueka and is really embracing being a "local" (although she says she knows she's not truly a local until she's lived here for 20+ years) and working with and supporting local businesses.

"We're excited to already be supplying our coffee to a number of wonderful Motueka/Tasman hospo businesses" says Steph. Jester House Café, The Marina Café, Blue Cart at the Motueka Sunday Market, The Red Pie Shed and all going to plan, a few more soon to come on board.

"It's not about us saturating the market with our Celcius Coffee brand. It's about working with a handful of wonderful customers who 'get' us and want to 'partner' to allow us the opportunity to focus on supporting them the best way we can" says Steph. "We have a small, local wholesale distribution depot here now, so we can offer customers in the region a reliable, consistent and fresh coffee supply".

WHAT'S UNIQUE ABOUT CELCIUS COFFEE?

After a decade in the coffee industry; based in the country's ground zero for coffee - Wellington, Celcius has been independently rated one of the best coffees in Wellington; as well as winning 14 medals over 5 years, at the New Zealand Coffee Awards. These medals have given Steph and Nick the confidence to know Celcius Coffee is truly unique and some of the best available in not only Wellington but New Zealand.

Steph says "we are very passionate about what we do - which is providing the best organic, fair trade, and environmentally friendly coffee" and with Steph's flair and passion for the very best in customer service; their customers are always KING. "We treat our customers how we like to be treated by our suppliers - with fairness, openness and genuine care - anything less is well, unacceptable" says Steph.

SHARING THE LOVE

Both in Motueka and the greater Tasman region, local cafe owners are thoroughly enjoying Celcius Coffee beans, the company's values and the passionate customer support and barista training they get from Steph, who is, she says, a "bit of a coffee nutter and I definitely consider myself well, very nicely experienced in all things coffee".

Steph doesn't just sell coffee beans, she uses her wealth of experience, including running her own successful Wellington cafe to 'partner' with cafe owners to ensure they are passionate about coffee in their business. Steph says "coffee is a great way to increase profitability and it's really important cafe owners appreciate that their coffee offering should be considered

just as important as their food, environment and customer service".

Steph can also assist with anything from Food Costings, to staffing rosters, recruitment (having been a recruitment consultant in a past life and employing 13 full and part-time staff in their café in Wellington) and much more. There are key areas in a café business which need dedication and focus and once these are understood and managed effectively, it can make a power of difference.

There's also definitely an element of a sustainable focus offered to customers; if that's what they wish to consider for their business. And it goes without saying, Steph loves to have fun along the way!

AN AWARD WINNING ENVIRONMENTALLY-FRIENDLY FOCUS

Celcius endeavors to operate their business in as sustainable a way as possible. For them, this means more than an economic bottom line - it's a commitment to economic, environmental and social performance - and they pledge to continually look for ways to make improvements.

Nick and Steph say they are not so much sustainability zealots, simply good people trying to the right thing by their customers, their community and their environment.

Sustainability is built into everything Celcius Coffee does. This means their business practices have to be good for the planet and for the community. Walking the talk on those values led Celcius Coffee being named the 2012 Ministry for the Environment Green Ribbon Award winner for 'Small Business Leadership in Sustainable Practices' and they also won the 2011 Dominion Post Gold Awards 'Green Gold Award' for Positive and Sustainable Business Practices.

These two awards Steph and Nick are particularly proud to have received - especially given the size of their business compared to the competition they were up against. It just goes to show, if you have the passion and you really, truly believe in what you're doing, small business can achieve big results.

Celcius is also big on trying to find ways they can do things "better" - for their customers, community and environment and a number of years ago, Nick's creative juices began to flow. He was troubled by the number of disposable takeaway cups going to landfill and knew there must be a better way. With a lot of hard work, dedication and patience, Nick created New Zealand's very first designed & Manufactured reusable coffee cup - the IdealCup. The IdealCup is made in Wellington and is a truly environmentally-friendly alternative to the landfill loving takeaway cup and is being enjoyed by conscious consumers all over New Zealand, as well as Australia and the UK. Visit www.idealcup.co.nz to find out more.

WHAT CELCIUS CUSTOMERS' SAY

Steve and Judy Richards, the owners of NZ Cafe of the Year Jester House Café in Tasman said: "We changed to Celcius Coffee because they have great coffee, they're passionate about coffee, they're a small, family owned business, they are passionate about customer service and the whole



company has an ethos of sustainability that aligns so well with our values at Jester House - LOCAL, personal, sustainable and a great cup of coffee -- our customers love it."

SO WHY NOT GIVE CELCIUS A TRY?

If you're ready for a change at your café, to a bright, focussed, energised and unique coffee supplier or would simply like to know more about Celcius and perhaps try some beans, pick up the phone and call Steph. She'll happily travel to see you, wherever you are in the Nelson region. And for those of you discerning folk who love

to enjoy great coffee at home, Celcius Coffee has a wonderful ONLINE SHOP showcasing their full Organic, Fair Trade Coffee Range (including their wonderful decaf blend), Organic Tea Range, Reusable IdealCups and more. SHOP at your leisure and enjoy delivery to your door, right across the country.

