



## NEWS UPDATE DECEMBER 2019

### A Coffee Festival for Otley

Welcome to our fourth Otley Coffee Culture news update. Its only five months to go, we have had a successful launch, sponsors are signing up, stands are selling well and we're getting excited. This newsletter tells you about the launch and other developments since we last wrote. We hope you find it informative.

### What is a Coffee Festival?

Coffee festivals are a chance to enjoy good coffee, find out about 'the journey from bean to cup' and have a great day out.

### Why is Otley Coffee Festival special?

The mix of national, regional and local exhibitors will be complemented by a programme of events for all the family, taking place not just in the central hub, but in cafés throughout the town. Music will be present alongside fun demonstrations and the opportunity for visitor involvement.

\* Old newsletters are still available - just head over to our website to download them.

### Coffee Festival Launches

Businesses, supporters and councillors attended a successful festival launch evening on Tuesday, October 8 to find out about the plans for the day and how the festival will bring coffee related fun and activities to North Leeds. Sponsored by Dark Woods Coffee, the event was superbly hosted by Sift, one of the great cafés participating on the day of the festival.

Town Mayor Councillor Peter Jackson attended and hailed the festival as a welcome new addition to Otley's calendar of attractions.

Richard Hughes meanwhile, from organisers Otley Coffee Culture, said coffee lovers should mark the date, Saturday 25th April, in their diaries.

He said: "We are organising the festival to provide a great day out but also to show people that Otley is a true coffee town.

"Otley Coffee Culture is a not-for-profit venture and we hope, in future years, to raise significant funds for good causes.

"In the festival's exhibition hub at Otley Parish Church there will be coffee talks, latte art and other coffee competitions along with good music, children's activities, and stands with coffee-related products.

"At the heart of the event will be coffee tasting and discussion: as well as Dark Woods, Casa Espresso, Discovery, North Star and Third Wave coffee roasters have all confirmed their involvement. Visitors will also be able to visit Otley's coffee shops and take advantage of festival specials and discounts."



*Coffee, coffee, coffee*

## Big Ticket Announcements

Two exciting, big ticket announcements have been made.

After finding sponsorship, we have been able to keep all tickets bought in advance down to the old early bird price of £5. It will still be worth buying early because we are restricting sales to only 1,000 tickets. We expect them to sell out quickly.

Tickets go on sale at the beginning of December – just in time to be a great stocking filler. We will be at the Victorian Fair on Sunday 1st December, with a stall in the Market Place, and then, the next day, tickets will be on sale from Otley Courthouse, by telephone and online.

## Tickets Are Great Value

The £5 ticket (free for under 12s) will give you:

- Admission to the exhibition
- Admission to the event space
- Free drink tastings
- Free competitions and face painting for kids
- Access to café events, discounts and festival food and drink specials

Remember to buy your tickets soon, as we are only selling 1,000 of them.

## First Sponsors Announced

We are delighted that our first major sponsors have been announced for the main event. The programme sponsor will be Vegware, and its local franchisee, Premvan. The two firms are also collaborating to provide compostable cups for the day, to ensure that the festival is green, as well as enjoyable. Otley businesses, Buon Apps and Greenholme Carpets, will help sponsor the exhibition hub. The Otley Bid will be the event's biggest sponsor - another way in which the Bid is able to put Otley on the map.

## The Otley Coffee Culture Team

- Richard Hughes of The Yorkshire Wordwright - learning more about coffee
- Tom Winder of Cranberry Coffee Shop - learning more about time management
- Stuart Jobbins - contributing an accountant's realism
- Simon Raybould - 'Mr Otley', lending his local expertise
- Graham Hill - how can he be both so enthusiastic and experienced?
- Josie Brown - too young to retire

We'd love to hear from you.

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