

P R E S S R E L E A S E

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For immediate release

SHELLEY SANDZER SECURES ROASTING PLANT COFFEE'S UK DEBUT

US coffee shop concept, Roasting Plant Coffee, has made its UK debut in Borough in a unit acquired by Shelley Sandzer, the leading specialist UK leisure property agency. The new Borough site is the brand's first outside the US, where the brand has five sites, including New York and San Francisco.

Located at Bridge House, 4 Borough High Street, the prime central London site covers 1,480 sq ft across the ground floor level with space for 50 covers. Designed by KKD Design and with the aesthetic of an immersive coffee concept allows customers to watch the process of the coffee beans being produced from green bean through to cup.

Founded by former Starbucks Executive, Mike Cassell, the Willy-Wonka-style "Javabot" is a fully automated machine that passes raw coffee beans through pneumatic clear tubes at precise temperatures, before producing exact portions ready for brewing. Roasting Plant Coffee claims to provide the freshest coffee in London, with customers able to select their own customised blend from a list of single-origin beans.

Jamie Robertson, UK CEO at Roasting Plant Coffee, said: "Roasting Plant Coffee and Javabot has revolutionised the world of coffee, giving customers just-roasted coffee that supersedes existing chains. We are delighted to introduce this leading technology to the UK and are grateful to Shelley Sandzer for assisting us in securing such an ideal location in the capital for our debut UK site."

Ben Freeman at Shelley Sandzer, added: "Shelley Sandzer is proud to bring another

leading international brand to the UK. With its unique character and high footfall seven days a week, Borough High Street is the perfect location for this innovative and immersive coffee experience. Roasting Plant Coffee is a fantastic addition to not just this thriving area of central London, but the capital as a whole.”

Shelley Sandzer is a leading and dynamic agency, specialising in the restaurant and leisure property sector. The company provides considered and valued advice to many of the UK’s most highly regarded restaurant brands, centres, developments high streets and landlords, via a lateral thinking team with an unparalleled knowledge and understanding of the leisure business. Shelley Sandzer is also known for the key role it plays in launching new entrants and unique concepts to the market, such as Duddell’s, Honey & Smoke, and Frame.

Shelley Sandzer acted for Roasting Plant Coffee.

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