

PRESS RELEASE**3 April 2009****COSTA OPENS ITS THIRD TRAINING ACADEMY IN NEWBURY**

Costa is investing over £150,000 on a third unrivalled Training Academy due to the rapid growth of its global business in the last two of years. The new facility, which opens in Newbury on Wednesday 8th April 2009, will support Costa's existing Training Academies in London and Leeds where its highly skilled baristas are currently coached in the art of coffee making.

Costa's people are at the heart of what it does best and that is why it places huge investment, resource and time into training and developing its baristas. Last year, the business trained approximately 2,500 delegates. This year, with the opening of its third academy, it will increase that to approximately 4,500 delegates. The Training Academy in Newbury will offer baristas, particularly in the south and southwest of England, the chance to master every precise factor that combine to make the perfect cup of coffee with flair, efficiency, speed and consistency. Their skills will be fine tuned in milk frothing, espresso tasting, dosing, grinding, tamping, cleaning, extraction and presentation.

A team of just three Costa Core Skills Trainers, who are all Italian Accredited Espresso Tasters, * will operate out of the three UK academies and deliver the following courses:

- Barista Maestro programme (weekly)
- Train to Train course (weekly)
- Shooting Stars programme (monthly)
- Rising Stars programme (monthly)

The Barista Maestro programme and Train to Train courses are focused around coffee excellence and achieving, measuring and training to Costa brand standards. The Shooting and Rising Star programmes are management development programmes, which promote team members to assistant manager level or assistant managers to store manager level.

Each academy is mocked up to incorporate the look and feel of a typical Costa store and set up to include a classroom area (which accommodates up to 16 delegates), break out areas for group tasks, technical coffee training areas equipped with two and three group coffee machines all supplied by CMA and grinders supplied by Mazzer.

Will Vernon, Costa's Head of Operational skills and Brands Standards comments, "At Costa, we are committed to investing in and developing our people. Our reputation is founded on our focus on excellence and this lies in the skills of our baristas and the handcrafted coffees they create every day. We are very excited about opening our third academy in Newbury and look forward to welcoming our first class on Wednesday."

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For more further information or images on Costa, please contact:

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Notes to Editors:

*Italian Espresso Tasting Qualification run by the Istituto Internazionale Assaggiatori Caffè (IIAC)

Costa currently has 19 academies worldwide.

Barista is the Italian term for bar tender or person who professionally serves coffee.

Costa was founded by Italian brothers Sergio and Bruno Costa in 1971.

In November 2008, The Times reported that Costa Coffee topped a survey which asked over 1000 'concerned consumers' which brand they thought did the most to tackle social and environmental issues.

Costa Coffee was the first UK coffee shop chain to commit sourcing beans from Rainforest Alliance Certified farms.

The Costa Foundation was set up in 2006 to give something back to the communities within the countries from which Costa sources its coffee beans. The Costa Foundation works with an independent charity partner, Charities Trust, and is operating under the auspices of Charities Trust's registered charity number 327489.

Costa is part of the Whitbread family of brands.