

The First Takeaway Cup-Free Coffee Shop in Manchester

Grindsmith Coffee is to become the first speciality coffee shop in Manchester to ditch single-use plastics and go takeaway cup-free.

Challenging the people of Manchester to become more eco-conscious, Grindsmith is trialling the complete elimination of single-use cups from the Pod store in the City Centre.

From Monday 16th April, customers visiting the store in the Greengate area will need to bring along a reusable cup or sit-in to enjoy their coffee as the three-month trial begins.

Grindsmith Co-Founder, Luke Tomlinson, said: "Coffee cups are one of a number of single-use plastics that are causing huge damage to the environment with an estimated 2.5 billion cups being thrown away each year.

"As a business we are always trying to innovate, challenge the perceptions of the coffee industry and become more ethical in our operations - our first small step was to start eliminating plastic straws from all stores and it is being received positively by customers."

"We hope that the removal of paper cups from the Pod will spur Mancunians to become more conscious in their plastic-habits and that more shops will follow suit!", Grindsmith Co-Founder, Pete Gibson, added.

Customers who visit the Grindsmith store with their own cup will receive a 25p discount on drinks and the brand has vowed to fill any cup that a customer brings.

"We don't mind if it's one of our own reusable cups, a mug from the office or the lid from a flask - we'll put coffee into almost any vessel as long as it's not single-use," added Pete.

The elimination of the takeaway cups will run for an initial trial period of three months in Grindsmith's Pod store with a look to roll out to all other branches in the coming months should the reception be positive.

With a promise to increasingly strive for a plastic-free future, the business is currently making small steps wherever possible to adjust to eco-friendly options while continuing to deliver exceptional customer service.

For more information about the elimination of takeaway cups from Grindsmith's Pod, email marketing@grindsmith.co.uk or call +447427 608763.

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Notes

- Grindsmith was founded in 2014 in the Pod store that is now located in the Greengate area of the city centre. Since then the brand has expanded to a store on Deansgate and at Media City with further branches opening in the coming months.
- The Grindsmith reusable cups (RRP £10.50 - £12) have consciously be chosen to be supplied by eCoffee Cup. They are made from bamboo meaning that they are biodegradable at the end of their lifespan.