

MEDIA RELEASE

Thursday, 9th June 2011

Business Award winner brews coffee with a conscience



Jacqueline Arias was so moved by third-world farmers being paid peanuts to produce their much-loved coffee beans that she felt the need to give something back.

The Sydney-based, but Columbian-born owner of Republica Coffee, winner of the Best Fair Trade Business in the City of Sydney's 2009 Business Awards, decided to build an enterprise based on ethics and sustainability.

In 2004, Jacqueline started working with an international barista judge and specialty coffee expert to source fair trade coffee beans from suppliers in countries like Colombia and East Timor where workers receive fair pay for a fair day's work.

Republica Coffee started as a one-woman enterprise, but has gone from strength to strength, and is now available at Coles and Woolworths and served on Jetstar and Virgin Australia domestic and international flights.

Last year, Republica made BRW's Fast 100 List and its products were featured in Oprah Winfrey's gift bag during her visit to Sydney.

"Getting recognition from the City of Sydney Business Awards has been a key achievement – our business is built around ethics and sustainability, so being recognised by a mainstream award like this opens up new ground for companies like ours," said Jacqueline Arias.

"It really demonstrated that you can be a successful business and be ethical at the same time."

Sydney Lord Mayor Clover Moore MP said the City is committed to supporting businesses that help Sydneysiders conserve the planet's resources.

"It's fantastic to see a successful Sydney business that makes caring for the environment their first priority – and it's even better to see Republica Coffee's customers across the country voting with their coffee orders," said the Lord Mayor.

"We're looking forward to hearing from a new breed of hard-working, up-and-coming fair trade businesses at this year's City of Sydney Business Awards."

Nominations and voting in the 2011 Sydney Business Awards open 14 June and close 22 July 2011 – vote for nominated businesses at www.sydneybusinessawards.com.au or via SMS – all votes go into the draw to win a \$1500 cash prize!

CoS Media Contact: Keeley Irvin (02) 9265 9106 or kirvin@cityofsydney.nsw.gov.au

