



*The freedom of an empty capsule
compatible with
your Nespresso machine!*

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David Jones & Danieli Coffee showcase empty coffee capsule concept

Cairns coffee capsule importer and distributor, My Coffee Capsule, has teamed up in a new exciting enterprise with David Jones Fine Food Hall and Sydney's Danieli Coffee to present capsule coffee to coffee lovers in Sydney, Melbourne, Perth and Adelaide.

Many in the coffee industry are now recognising that coffee used by the capsule is the fastest growing segment of that industry. The concept, first developed by Nespresso in 1976 has become accepted and loved by coffee enthusiasts all around the globe, but particularly in Australia, where sales of Nespresso coffee machines continue to increase every year.

Using Capsul'in, an empty coffee capsule compatible with all domestic Nespresso machines, coffee lovers are able to utilize the convenience and efficiency of the Nespresso machine with their own choice of coffee.

Ramzi Halabi, director of My Coffee Capsule, is delighted to have Danieli Coffee available to the David Jones customer via the Capsul'in product. Danieli Cafe is a well known coffee institution located in The Rocks, Sydney. Ron Danieli has a reputation of producing fantastic coffee and has won several awards for the quality of his beans and his roasting skills.

Mr Halabi reports that sales of Capsul'in have been strong since it was introduced to the Australian market in January 2012. "I estimate that approximately seven tons of coffee has been utilized in empty capsules so far this year. Lots of our local growers and roasters are on board already and others are becoming interested in order to reach that segment of the market that uses a Nespresso coffee machine at home".

David Jones Fine Food Halls will be showcasing Capsul'in in a special presentation box with Danieli Coffee, specifically ground and prepared for the empty capsule.

For further information please contact Ramzi Halabi on 07 4041 3800 or 0419 293653

