

By staff reporter
JOHN SHEARS

Coffee party launches Mareeba brew

A NEW brand of coffee is likely to muscle its way onto Far Northern display shelves within the next few days.

And it's a safe bet that most coffee connoisseurs will welcome it.

Jaques Bros Coffee is grown in Mareeba, processed in Mareeba and will be exported from the Mareeba factory.

Yesterday it was introduced to the Cairns retailers and the restaurant trade during a tasting session at the Pacific International Hotel.

The managing director of Jaques Bros, Mr Dick Jaques, said a steady stream of people had sampled the coffee and orders had been placed from some of the leading retailers in the area.

The coffee was expected to appear on supermarket and delicatessen shelves within a few days, he said.

He said he expected the attractively boxed package of Jaques Bros coffee would be displayed among the up-market brands on retailers shelves.

Initially, the coffee would be available in

ground and bean form in light, medium and dark roasts. Depending on public feedback a super-market brand could be blended with a leading Papua New Guinean coffee in the future.

Mr Dick Jaques and his brother, Nat, established their coffee plantation outside Mareeba five years ago.

The company now has 240,000 coffee trees growing under sophisticated conditions on 77 ha of land.

The company's \$600,000 factory was officially opened last month.

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Coffee factory opens

The Minister for Northern Development, the Hon. R. Katter Jr., last Friday officially opened the Jaques Bros. Coffee Roasting Factory, associated with the Mareeba Coffee Estate - Australia's first modern commercial coffee plantation, situated outside of Mareeba, North Queensland.

Mr. Dick Jaques, Managing Director said "The opening of the Coffee Roasting Factory is a significant step towards developing a strong Australian Coffee Industry.

"Having successfully grown high quality coffee on our plantations we can now control and maintain that excellent quality in our own roasting factory so that Australians can enjoy one of the world's best coffees".

"Jaques Bros. Coffee will soon be available throughout North Queensland," Mr. Jonathan Sutherland, Marketing Manager said, adding that "Different product lines will be available through selected gourmet and delicatessen shops, supermarkets and the foodservice industry."



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