

THE BAYTOWN COFFEE COMPANY

The Baytown Coffee Company pushes the boat out with the RNLI

Yorkshire based coffee roasters, The Baytown Coffee Company, today launched a coffee with the Royal National Lifeboat Institution (RNLI) to help raise funds for the charity.

The new coffee, aptly named Coxswain, is a deliciously bold and smooth blend developed to help the charity continue to save lives at sea with a donation of £1 for every pack sold.

Founded in 2013, The Baytown Coffee Company was born out of the love of great coffee. Based in Whitby on the Yorkshire Coast, the founders set out to launch a business which gives back to its communities both here in the U.K. and overseas at coffee origin. That's why, when Baytown isn't roasting great coffee, you can catch it organising beach cleans, creating projects for local schools and hosting charity events.

Nick Hartley, founder and owner at Baytown Coffee, said, "Baytown Coffee's aims are simple really. We love great coffee and doing great things. We are incredibly lucky to be based on such a beautiful part of the Yorkshire Coast and, of course, the RNLI has an astounding impact on our community here. We are inspired by the bravery and dedication that all RNLI staff give, and we recognised that there was an opportunity to make a difference nationally."

The Baytown Coffee Company hopes to raise significant funds for the charity. The RNLI launched in 1824 and since then, has saved 142,000 lives. In 2017, it cost £176.5million to run the charity, serving 238 operational lifeboat stations across the UK covering 19,000km of coastline. RNLI's latest figures show that their lifesavers helped over 32,000 people in 2017 and launched over 8,000 times.

-Notes to editors-

Coxswain blend is available online through The Baytown Coffee Company's website and retails at £5.50 per 250g pack. £1 from each pack will be donated to the RNLI.

Baytown Coffee Company is a coffee roasters based in Whitby, North Yorkshire. Founded in 2013, they were set up to create great coffee which gives something back to its communities.

Baytown Coffee ethically sources, expertly roasts and packs off its products with love. And it doesn't stop there. Baytown Coffee prides itself on the deep and meaningful relationships it creates as it goes.

For more information, samples or images, please contact jody@baytowncoffeecompany.com or call 07932 545388