**HERALD MOTOR CO. LAUNCHES COFFEE BRAND AT MOTORCYCLE LIVE**

**15th November 2019 – Huntingdon, Cambridgeshire:** Herald Motor Co. a motorcycle manufacturer and importer based in Cambridgeshire, will be launching their new Herald Speciality Coffee blend at Motorcycle Live.

The coffee beans are roasted in small batches in Cambridgeshire and when ground can be used in cafetières, filter, moka and espresso coffees. The blend combines a sweet medium bodied bean from the Cerrado, a tropical savanna ecoregion in the centre of Brazil, with a Grade 1 Southern Ethiopian bean.

Mike Ashmead, Founder, Herald Motor Co said: “When selecting our coffee, we chose a blend that consisted entirely of Arabica beans. This coffee is grown at higher altitudes than Robusta. It’s harder to grow due to lower tolerance to disease but it tastes better!”.

Apart from motorcycles, Herald also sells a range of clothing under the brand Herald Apparel, including t-shirts and sweatshirts. Mike Ashmead continued: “Herald is probably better known for our head-turning motorcycles and clothing. However, coffee and motorcycles are a great combination, just look at the Café Racer! Coffee felt like the next step in expanding our lifestyle range. Currently it’s available to purchase as beans to be consumed at home, but we are looking forward to exploring other options”.

The coffee beans will be on sale for the first time on the Herald stand at Motorcycle Live, as well as online at: [www.heraldmotorcompany.com](http://www.heraldmotorcompany.com).

Motorcycle Live takes place from 16th to 24th November at the NEC in Birmingham. Visit Herald Motor Co. in Hall 3A on stand 3G10 to purchase coffee and pick up a Herald coaster and recipe card (while stocks last).

**About Herald**

Herald Motor Co. specialises in the design and creation of head-turning motorcycles.

Our range includes 125, 250 and 400cc models, from the bestselling Classic 125 to the retro-styled Café 400. What makes our motorcycles stand out from the crowd is the distinctive styling, low running costs, quality build and competitive price.

Herald entered the motorbike sector over a decade ago working with partners to import classically-styled motorbikes. However, as a division of an award-winning engineering and manufacturing company, the goal was always to design and manufacture in Britain. The Brute 500 is the first bike to be designed, engineered and built in house from the ground up.

When starting out we carefully selected three key words that we wanted everything we did to reflect; integrity, attitude and authenticity, and today these form our brand ethos.

For additional information please visit: [www.heraldmotorcompany.com](http://www.heraldmotorcompany.com).

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