

## Starstruck Daily Grind Trading Company is backstage again at Live 8

The Daily Grind Trading Company <sup>MS</sup> provided coffee backstage for the stars at the recent Live 8 concert in Hyde Park on 3 July. The company was asked to help out just one week before the event after a chance meeting with organisers at this year's Glastonbury Festival, where they were also providing backstage refreshment. For them it comes at a hectic time with events such as the Henley Regatta, and corporate conferences also on the go.

Serving up the highest quality Fairtrade lattes, cappuccinos and espressos to artists including Sir Paul McCartney, Madonna, Sting, and Robbie Williams, the Daily Grind Trading Company was delighted to be involved in the event. Managing director, Joseph O'Hara, commented, "We're so pleased to have been chosen to provide the coffee bar for the artists involved in Live 8. It's such an exciting event to be involved with - we use



only Fairtrade coffee as part of our own ethical policy and it's such an important cause."

Two top baristas were drafted in on the day to help - Paul Meikle-Janney, one of the top barista trainers in the UK and managing director of Coffee Community <sup>MS</sup> (which designed and built The Daily Grind's mobile espresso bars) was joined by James Hoffman, of La Spaziale <sup>MS</sup>, who was a recent finalist at the UK Barista Championship.