

APT WINS SOHO COFFEE ACCOUNT

Cheltenham-based apt marketing & pr has won a contract to promote national coffee chain, SOHO Coffee Co. Ltd.

apt has been appointed to market and publicise SOHO, as it aims to increase its share of the coffee shop market. apt will provide public relations support, brand communications and strategic marketing advice, to help achieve SOHO's bold business objectives.

Within the next year, the company hopes to extend its network of shops to the city centres of Cardiff, Birmingham and Bristol. The current chain includes directly managed outlets in Cheltenham, Cribbs Causeway in Bristol and Worcester. In addition, franchise stores have been opened at Bristol, East Midlands and Birmingham Airports.

SOHO Managing Director, Penny Manuel, says, "I'm really enjoying working with apt to drive our business forward. It's refreshing to work with such an original and vibrant company. Our meetings are always lots of fun and they really have a grasp on what SOHO is all about."

apt Managing Director, Angie Petkovic, comments, "We're so excited to be working with SOHO. They're a people-focused company, just like we are, and there is a real chemistry between us. The whole team is looking forward to making a big difference to the growth and popularity of SOHO."

Ends

3 May 2007

Notes to Editors

SOHO Coffee Co. Ltd is a national coffee shop chain, specialising in organic, Fairtrade products. Its food is freshly prepared daily, at a central kitchen, and distributed direct to stores each morning. SOHO is a people-focused company, with a strong commitment to its staff and high levels of customer care.

The existing chain includes two outlets in Cheltenham and further shops in Bristol Cribbs Causeway shopping centre and Worcester. In addition, SOHO has recently signed a

franchise agreement with travel concessions caterer SSP, to operate the brand at UK airport locations. Within the last nine months, under this agreement, new stores have been opened at Bristol, East Midlands and Birmingham Airports.

apt marketing & pr ltd is a full-service marketing and PR agency with clients spread across a range of business sectors and locations, throughout the UK. For further information visit www.aptmarketing.co.uk

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