



WADDESDON MANOR IS DOING ITS BIT TO MAKE THE WORLD A BETTER PLACE, ONE COFFEE AT A TIME

Waddesdon Manor is leading the way in socially responsible sourcing by choosing Redemption Roasters, a prison-based coffee roastery, as their coffee supplier.

Waddesdon Manor is partnering with a new coffee supplier, Redemption Roasters, to fuel the thousands of people who visit the National Trust property each year. Rather surprisingly, this speciality coffee company is one of few to dismiss the millennial ‘*but first, coffee*’ lifestyle, choosing instead to put *people* at the forefront of their caffeine-based mission.

After being approached by the Ministry of Justice to help address the state of reoffending in the UK, Redemption Roasters now operate a roastery and barista training centre at Aylesbury Prison, training young offenders in professional roasting and competition-level barista skills. No more than ten trainees are taken on at one time, ensuring each is given the opportunity to develop universally recognised skills and qualifications that will help them find employment upon release. As Max Dubiel, one of Redemption’s founders explains, “as prison education workshops go, ours is one of the most exciting and delivers real skills which will help our trainees break the cycle of unemployment and reoffending.”

This social ethos, along with the fact that good coffee comes in close second on Redemption’s list of priorities, piqued Waddesdon’s interest in the brand. Following an official launch on Wednesday 19 September, the 80,000 cups of coffee sold from the Manor’s outlets each year will now contain Redemption’s Aylesbury blend. Redemption coffee will also be served in Waddesdon’s boutique Five Arrows Hotel, a former Victorian coaching inn situated at the gates of Waddesdon Manor, which also features an award-winning restaurant.

Using ethically sourced coffee beans from Brazil, Colombia and Honduras, this signature blend features notes of cocoa, toasted nut and red berry, promising a rich, full-bodied taste. Waddesdon are confident that their choice of a coffee which both *tastes* good and *does* good will please the 450,000 visitors to Waddesdon each year, and in turn these huge visitor numbers make the organisation Redemption Roasters’ biggest wholesale client. As Managing Director of Rothschild Waddesdon Limited, Sara Sweetland explains, “we are absolutely delighted to be working with Redemption, and are thrilled to offer our visitors delicious coffee that not only offers employment within the prison, but more importantly provides young offenders with an invaluable opportunity that isn’t always easy to come by”.

Inclusion and community support has long been a core value for Waddesdon, having already supported an ongoing scheme in partnership with Spring Hill Open Prison, which offers inmates an opportunity to gain invaluable new skills through work experience placements. In a somewhat poetic cycle of events, HMP Spring Hill has also recently become one of the first prisons to house a Redemption barista training academy, and Redemption have ambitious plans to see expansion across as many of the 121 UK prisons as possible.

Media images available here:

<https://www.dropbox.com/sh/reje1mr3gz4o67/AABDv7Hv9pupXhQOKrghgNXHa?dl=0>

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NOTES TO EDITORS

Waddesdon Manor was built at the end of the 19th century by Baron Ferdinand de Rothschild in the style of a French early 16th-century château, as a weekend retreat where he could entertain friends and family. Baron Ferdinand was an inspired collector and the house was designed to showcase his exceptional collection of English and French paintings, French 18th-century furniture, Sèvres porcelain, and other decorative arts. When Ferdinand died in 1898 he left Waddesdon to his sister, Alice. Upon her death the house passed to a French cousin, James de Rothschild, who inherited a substantial part of his father, Baron Edmond's, great collection. In 1957, to ensure its future in perpetuity, Waddesdon was bequeathed to the National Trust. The Rothschild family continues to run Waddesdon on behalf of the National Trust through the Rothschild Foundation under the chairmanship of Lord Rothschild. More at www.waddesdon.org.uk/about-us/press/notes-for-editors/

Redemption Roasters

Statistics show that prisoners who find employment are 50% less likely to return to prison, yet only 36% of prisoners currently manage to find work within two years of being released. Redemption Roasters formed after being approached by the Ministry of Justice to help address the state of reoffending in the UK. As part of their mission to help young offenders successfully reintegrate into society, Redemption opened a Roastery at Aylesbury Prison, Buckinghamshire, and have since, in association with Milton Keynes College, opened additional local barista training centres at HMP Bullingdon and HMP Spring Hill (Open Prison). They also operate two cafes in London.

Redemption want to show that a positive commercial environment can be created behind bars, offering inmates a semblance of normality in an otherwise uncertain environment. It is hoped that this barista training can teach real skills and foster an enthusiasm for work, both of which can be used by apprentices upon their release, equipping them for an industry always on the lookout for able employees. Upon release Redemption offers their trainees employment in one of their London-based shops or refers them to their growing number of wholesale clients across the UK.

Just as their sourcing of coffee is ethical, Redemption Roasters are showing that the whole roasting process can be socially responsible too. The result is a finely crafted cup of coffee that raises the bar for everyone. More at <https://www.redemptionroasters.com/our-story>