

Coffee sisters chalk up three years



Sydney sisters Gina, Vicky and Aileen Young celebrate the third birthday of their coffee brand and retail store Vella Nero this month.

When the trio gave up their respective corporate careers to "take the plunge" and create their own coffee range and brand, they had no idea how quickly it would succeed.

Their flagship Clarence St café and retail store in Sydney's CBD proudly showcases their coffee and has captured a loyal following, serving as an 'escape' during the working week for countless office workers and shoppers.

Winning a number of prestigious awards over this period has been the icing on the cake.

Now, their coffee beans are being supplied to other cafes throughout Sydney and are sold to consumers online through Vella Nero's 'e-boutique'.

The trio says they provide "affordable luxury" to customers ranging from coffee novices to coffee aficionados. Vella Nero prides itself on coffee quality: from green bean selection, small batch roasting, freshness, equipment, coffee preparation and sourcing their range of premium 100 per cent Arabica beans with a focus on sustainability.



Resident master roaster Vicky says she's noted a trend amongst coffee consumers during the last three years.

"It's so great to see Australians support locally roasted coffee. The awareness of the importance of a fresh product is growing and as coffee lovers become more educated about quality in the cup, they demand that higher standard."