

Velluto Nero re-launches as Vella Nero

What started as Velluto Nero and developed into a serious coffee specialist in under two years has now evolved into a new, more modern brand: Vella Nero.

New Zealand-born sisters Gina, Vicky and Aileen Young left their diverse corporate careers to launch a coffee business together in September 2007. As the only in-store coffee roasters based in the heart of the Sydney CBD, the business located on Clarence Street turned heads when they won their first coffee roasting award just seven weeks after launching. Within their first seven months, they took home the rare and coveted “Champion Espresso” title together with the only gold medal awarded for coffee at the prestigious 2008 Sydney Royal Fine Food Show.

This was shortly followed by a review in the *Sydney Morning Herald*, Good Living who coined them “Sydney’s Best Coffee” after an extensive search for coffee excellence.

Later in the year, the results of the Delicious Café Awards were announced (a nationwide ‘people’s choice’ recognition) which awarded the café as a “Top Pick” for NSW – another huge feat for any newcomer.

The unique concept combines a bustling café with a one-stop-shop for “all things coffee”. They cater for retail, corporate and wholesale. You can pick up your freshly roasted coffee beans, specialty loose leaf teas, Belgian hot chocolate, coffee machines, equipment and accessories both in-store and online. The team are always eager to educate on the “science and art of coffee”.

As owner-operators, the Young sisters pride themselves on their product. Always freshly roasted to optimise flavour and quality, the green beans are selected on strict criteria, which include using only 100% Arabica beans, a focus on sustainability and above all, the end taste profile.

They feel Vella Nero is more unique, more memorable, and more ownable. It captures the essence of their former name and has now been combined with the name ‘Bella’ (paying homage to their first coffee roasting machine).

Weblink: www.vellanero.com.au

