

Sydney's Coffee Industry Trend-Setter Turns One

When sisters and owner-operators, Gina, Vicky & Aileen Young ventured out of their corporate jobs to launch Sydney CBD's only in-store [coffee](#) roastery, they had 100% faith in their brand and their product.

Just one year on and they are so grateful for the incredible support and acknowledgment received from industry experts, their peers and their valued customers.

[Velluto Nero](#) was recognised by the renowned RAS for the top coffee award nationwide, and also for their coffee, prepared at their café, by The Sydney Morning Herald, Good Living – rated as: “This is the one. Top of the list.” among other achievements received this year (including their first roasting award just seven weeks after the launch).

They continue to raise the bar in the roastery, café, retail store and online store they have developed –a concept to be a one-stop shop for all things coffee, with freshly roasted coffee at the forefront of their focus.

To compliment this is coffee brewing machinery and equipment, tableware, speciality loose leaf teas and Belgian Hot Chocolates and gifting.

Velluto's focus involves working with sustainable coffees, coupled with educating consumers on the importance of freshly roasted coffee on the quality of the end cup.

Other criteria such as only using premium, fairly-traded green beans are an important starting point for product development. Set against a contemporary backdrop and located at 259 Clarence Street in the Sydney CBD, the Velluto Nero brand exudes modernity, quality and style.

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