

The image shows the interior of a coffee roasting house. At the top, the word "merlocffee" is written in a stylized, glowing blue font. Below the logo, the scene is filled with industrial coffee roasting equipment, including large metal hoppers and conveyor belts. Several people are visible working in the background. The lighting is warm and focused on the machinery.

merlocffee

Melbourne Welcomes Merlo
Coffee Roasting House at
Queen Victoria Market

A Collaboration by
**Eliza Elliot and Kath Rose at Kath Rose & Associates, &
Connie Lambeth**

Images Courtesy of Kath Rose & Associates
Additional Image by Blogger: Melbourne Glutton - melbourne_glutton

Invitation to Merlo Launch organised with thanks to Melbourne Glutton & Kath Rose & Associates



Merlo CEO James Wilkinson (left) and Merlo Founder Dean Merlo (right)



There was ample good cheer, and a splash of Espresso Martinis and Dogajolo Toscano, at the recent Merlo launch in Melbourne. Not to mention the sensational aroma of freshly ground coffee lingering around the Torrefazione! Gourmet takes a look at what makes the Merlo brand such a popular choice around Australia today.

It's about time. Merlo, the Italian-born coffee which found a home in Queensland in the late 1950s, was founded on its strong reputation for commitment to flavour and authenticity. After decades wowing the north, Merlo's first stand-alone Torrefazione (Italian for roasting house), has finally opened in Melbourne, at the iconic Queen Victoria Market. 7 days a week, Merlo helps Melbourneans get through

their day, whether they sit and sip on a well-crafted brew, or extend the pleasure with a take-home pack of fresh ground beans.

"This is a major line-in-the-sand for Merlo. While we have a family of wonderful wholesalers in Melbourne, to this point we haven't roasted in Melbourne. After years of planning, our long-term vision is now a reality. Not only will the famous blue Merlo coffee cups now be seen around Melbourne, but we will be roasting beans all day, every day, ensuring our commitment to freshness and authenticity is delivered in Melbourne," said Merlo founder, Dean Merlo.

"We had been wanting to roast in Melbourne for quite a few years now. The problem was finding a location that would suit, and the Queen

Victoria Markets just on the edge of the CBD is perfect. The wait was certainly worth it".

"We are so looking forward to roasting in this city. Being the coffee capital of the country, we are excited about working with Melbourne's leading coffee aficionados, and also sharing our incredible love of coffee with a city that adores it".

The background story on Merlo is a special one, starting out in 1958 with the very first espresso coffee machine in Queensland. Coffee is in the Merlo family DNA. Grandfather, Luigi Merlo, operated a trattoria next to a bocce court in his home town of Tirana in Italy. His son Gino was a budding adventurer, migrating to Australia in the 1950s, with a firm clasp on his Italian espresso machine! This one passionate

act was enough to kickstart Queensland's coffee revolution. Gino opened the famous Milano's in Queen Street, and long before the notion of snapping pics of a dish before eating it, this was simply Brisbane's most acclaimed restaurant. Gino, with son Dean working the floor between university classes, served everyone from Pope John Paul II to the Queen!



In 1991, Dean Merlo decided to open his own cafe "at the wrong end of Queen Street" in Brisbane, and the rest is history. Merlo coffee had established an enviable reputation, and Dean literally changed the way Brisbane dined. Following a phone call to the then Brisbane City Councillor, David Fincheliffe in 1993, the city's side walks were finally

opened for people to sip their coffee and watch the world go by!

Merlo has grown to become an Australian icon, growing from strength to strength, unwavering in its dedication to authenticity, flavour and service. Coffee lovers can choose from a range of blends, single origins, or limited edition



Dogajolo Toscano - fruity aromas with hints of cherry, coffee, vanilla & spice



beans. With the company's quest to educate customers on coffee around the globe, there is also Merlo's famous Bean of the Month for the more adventurous.

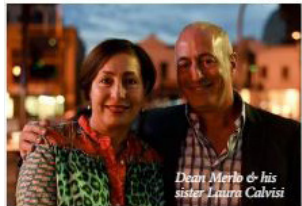
roasted coffee to over 1,000 cafes and restaurants around Australia, and ships coffee online to satisfied customers both in Australia and overseas.

It is no surprise to hear that Merlo is now Australia's largest independently owned and operated coffee roaster, holding the back-to-back title of Australia's Favourite Coffee in the country's biggest people's choice awards. Claiming victory in FOXTELS biannual 1 Love Food Awards in both 2012 and 2014, is a triumph for the passionate team at Merlo.

Welcome to Melbourne, Merlo!



Today Merlo owns and operates 14 of its own stores, with the Forrefazione at Queen Victoria Market bringing the tally to 15. Merlo supplies freshly



Dean Merlo & his sister Laura Calvisi



Food Blogger 'Melbourne Guiton'