



**INSTANT COFFEE**

THE CLASSIC BRITISH BRAND





## OUR STORY OVER THE YEARS

### 1887 Founded

Lyons was founded by 4 Victorian entrepreneurs, the business was named after Sir Joseph Lyons.

### 1909 Lyons Corner House opened

Its corner house tea shops popped up all over London. They became large and lavish restaurants, spread over four or more floors, with opulent décor.

### 1921 Lyons formulate Coffee and Chicory

Lyons led the market with the development of a brand new coffee and chicory essence.

### 1928 1st UK factory

Lyons open the UK's first purpose built food technology laboratory.

### 1930 Orchestral manoeuvres

Lyons were employing many musicians to play in their restaurants that they set up an orchestral department.

### 1951 Lyons electronic office

The LEO 1 (Lyons Electric Office) was the first commercial computer in the world developed by J. Lyons & Co. to help streamline its growing business.

### 1954 Wimpy integrated into the business

Lyons took on the UK license for Wimpy integrated the brand into their corner house restaurants.

### 1964 Chock Full o Nuts

Lyons acquires an interest in 'Chock Full o Nuts'.

### 1964 Sol Cafe formed

'Chock Full o Nuts' and Lyons form the Sol Cafe company to sell private label instant coffee in the UK.

### 1970 Lyons capture 80% of target market

The strategy works and Lyons captures 80% of the UK Private Label instant coffee market in the UK.

### 1982 Lyons acquired by Kraft Foods

Lyons was acquired by Kraft Foods.

### 2011 A classic brand of modern Britain

The new owners rekindle the love of a great British brand.

### 2019 Innovation

Launch of 6 new products including on trend hot and cold drinks.

### 2023 Sustainability

As a company Lyons Instant Coffee is 100% committed to working in a responsible and sustainable manner.



[www.lovelyons.co.uk](http://www.lovelyons.co.uk)

[www.lyonsinstantcoffee.co.uk](http://www.lyonsinstantcoffee.co.uk)

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## LYONS RICH ROAST

Lyons famous and perfectly indulgent instant coffee granules.

Fine original coffees carefully roasted to produce a rich tasting instant coffee granules.

A brew much loved throughout the UK.

750g Drum Tin | 200g Jar | 100g Jar | 90g Jar | 70g Pouch | 1.5g Stick



## LYONS GOLD ROAST

Luxury Freeze Dried Coffee.

Superior original coffees from Central America and East Asia expertly blended to craft a sublime coffee experience.

750g Drum Tin | 200g Jar | 100g Jar | 90g Jar | 70g Pouch | 1.5g Stick



## LYONS DECAFFEINATED RICH ROAST

Satisfyingly Smooth Instant Decaf Coffee.

100g Jar | 70g Pouch | 1.5g Stick



## LYONS MELLOW

Exceptional original coffees deliver a super smooth and deeply satisfying coffee moment.

100g Jar | 200g Jar



## LYONS ICED LATTE

Lyons instant iced salted caramel or vanilla.

Box of 12 x 15g Sachets



### LYONS CAFFÉ SPECIALITY RANGE

Unsweetened Cappuccino | Hazelnut Cappuccino | Mochaccino | Cappuccino  
Irish Cream Cappuccino | Latte | Amaretto Cappuccino | Gingerbread Cappuccino | Flat White

Box of 12 x 15g Sachets



### LYONS INSTANT COFFEE

Delicious Instant Coffee with skimmed powdered milk, so you can enjoy a classic and creamy drink without any hassle.

10 x 18g Sachets/Pouch



### LYONS HOT CHOCOLATE

Lyons Instant Hot Chocolate Mix – just add hot water for a deliciously creamy chocolate drink.

200g Resealable Pouches



### LYONS EXTRA VALUE PACKS

Classic Instant Coffee sachets

Salted Caramel | Latte | Brown Sugar | Cappuccino | 3 in 1 | 2 in 1

24 x 18g Sachets/Pouch



### LYONS SIGNATURE

Freeze Dried Instant Coffee  
For vending and dispensers

300g Pouch



### LYONS SIGNATURE BARISTA

Lyons Signature 1894 is our Barista Style Coffee created from the finest roast and ground coffee beans and expertly selected soluble coffee.

100g Can



## SUSTAINABILITY

As a company Lyons Instant Coffee is 100% committed to working in a responsible and sustainable manner. We know that we must care for, protect, and sustain today's world for future generations, and we take that responsibility very seriously.

To date, we have been working with our suppliers and producers to ensure we reduce the impact we are having on the planet. Over the past five years we have worked with our suppliers to reduce coffee waste by 0.13% of output, reduced the amount of water used in production by 40% and invested significantly on energy efficiency projects. In addition to reducing the resources we use, we are also driving ethical sourcing.

In addition to ethical and sustainable sourcing, we aim to reduce, reuse, and recycle wherever possible.

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EST.  1894

# LYONS



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