

# Pedal-powered coffee leads the way

Coffee and cycling have gone together since Achille Gaggia pulled the first espresso shot back in the 1930s, but if there is one product that is taking this relationship to the logical conclusion it's the British-made Velopresso pedal-powered coffee trike.

## COFFEE AND CYCLING

Created by industrial designers Amos Field Reid and Lasse Oiva, who saw the rapid growth in popularity of coffee and cycling, and decided to bring the two together, Velopresso ([www.velopresso.co](http://www.velopresso.co)) is a truly mobile, pedal-powered café that doesn't need any electricity, just some gas to power the espresso machine.

Everything else – grinding, pumping water and getting around – is powered directly by the barista's pedalling. The trike's commercial grade coffee excellence comes courtesy of the unique pedal-driven GR1-Velo grinder (a world first) and the compact FCL1-Velo lever espresso machine, manufactured specifically for Velopresso by Fracino of Birmingham, who also supported the project during the prototyping phase (2012-2013).

Following the launch of production in 2015, Velopresso has proved its global appeal, with the award-winning, London-based company having already exported trikes to 11 countries around the world, from Spain to Switzerland, Luxembourg to Canada, Australia to the USA.

The coffee trikes have been a great success with more than one entrepreneur already expanding their businesses on the back of their Velopresso startup, report the firm, while for the established roasteries and cafés the compact trike's carbon-free mobility has given them the run of the city.

This month, the team will launch their new Velopresso Cart - a push-along version of the trike, that offers the same pedal-powered coffee but at a lower price point. Mounted on industrial castor wheels, it can easily be wheeled from café to street, or trailer to festival pitch, bringing their pedal-powered coffee experience to more customers at a lower price point.

"We have had over a thousand enquiries from over 90 countries around the world, and everyone seems to love the aesthetic and the pedal-driven machinery, but not all cities are so well suited for riding a coffee trike, while others wanted it for an even lower price. So we decided to give it to them!" says Amos Field Reid.

The Cart starts from £7,995 +VAT, the Trike from £9,995 + VAT.

While we're unlikely to see a cyclist winning the Tour de France on a Velopresso any time soon, for the third year in a row, this July did see the little coffee trike serving coffee to the hordes of passionate fans who follow the world's greatest bike race. On the back of a fourth British win in Le Tour and the gold rush of medals by Team GB cyclists in Rio this summer, cycling has never been bigger news.

## HOW IT CAME ABOUT

Velopresso Ltd is a London-based start-up design and manufacturing company, formed in 2012 by industrial designers



Charles Mayor of Café Cycliste of Zurich operating his trike during the urban bike festival in Zurich.

Amos Field Reid and Lasse Oiva to develop and manufacture their innovative mobile espresso-vending Velopresso tricycle – for sale in the UK and internationally – alongside other innovative bicycles and bicycle-based machines for the utility and commercial sector.

Manufactured in Britain, Velopresso benefits from long-term relationships with highly respected and established manufacturers and suppliers from around the country, several of whom supported the development of the first prototype, including award-winning British coffee machine manufacturer Fracino. Nearly all components – both bespoke and off-the-shelf – are of UK manufacture, and Velopresso is approved to use the Made in Britain marque. The tricycle frames are precision TIG welded in-house and all assembly is also carried out in the team's east London factory.

The first working prototype was developed by the designers while in their final year of the Design Products MA course at the Royal College of Art in 2011/2012, for which they won the Deutsche Bank Award for Design, and a prize from Pininfarina. The production model also won the Bespoked Constructors Award in 2015, and the team were voted into The Manufacturers Top 100 list in the Young Pioneer category.

Three trial production machines were manufactured in early 2014 and shipped



to customers in France, Canada and London, including Le Pista Café Mobile in Montreal, whose machine is in regular use and has attracted local TV and press coverage.

The development stage was completed in late 2014 and commercial batch production, building to order, began in January 2015. This month will see 18 Velopressos in use in 11 different countries including Australia, Europe and North America, and indications (sales enquiries from over 90 countries so far) are that many more will follow across the globe, report the company.

In 2013 Velopresso was invited by architect Lord Richard Rogers to be the coffee provider in his three-month retrospective exhibition at the Royal Academy in the summer of 2013. Velopresso was also the official coffee provider for the Mayor of London's unveiling ceremony of Hans Haacke's 'Gift Horse' for the Fourth Plinth, Trafalgar Square, March 2015.

They teamed up with the pioneering bicycle café Look Mum No Hands for a summer long residency at Covent Garden in 2014 at the invitation of CapCo. The collaboration with LMNH continued at the Bespoked show in Bristol in April 2015, and again for David Byrne's Meltdown Festival at Southbank Centre, in collaboration with barista Jamie Strachan.

In 2014 the designers operated their trike at the London stage of the Tour de France. This was followed in 2015 when a trike was built in record time for the Dutch roastery and cafe chain Brandmeesters to serve at the Tour de France 'Grande Depart' stage in Utrecht. In 2016 a Swiss Velopresso operator, Café Cycliste, served coffee at the Bern stage of the great race.

Velopresso Ltd's principal British manufacturing partners include Fracino, Birmingham (espresso machine), Lockley Bower Engineering Ltd, Kent (grinder and transmission), Steel Service Centre Ltd, Staffordshire (steel and aluminium laser cutting for frames), Reynolds Technology, Birmingham (steel bicycle tubing), Euro Quality Coatings Ltd, Cardiff (powdercoating), Jacon Industrial Sewing Ltd, Dorset, (covers, bags, straps), Steel Spinings Ltd, Birmingham (stainless steel sinks and funnels), Macro Art Ltd, Cambridgeshire (digital printing of panels) and Sheerspeed Shelters Ltd, Devon (umbrellas). Principal off-the-shelf suppliers include Ison Distribution and Halo, Cambridgeshire (bicycle parts) and Brooks England Ltd, Birmingham (saddles).



The Pedal-powered  
Coffee Trike

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