

Company:	Dr.Cafe Coffee
PR Contact:	Mohammed Gaber (cw@gdc-graphics.com)
Posted By:	Rana Mesbah (press@ameinfo.com)
Published:	Saudi Arabia, Sunday, November 20 - 2011 at 09:52 (GMT+4)

Dr.Cafe Coffee international launches 'Wake Up Your Garden' campaign

Dr. Cafe recognizes the importance of the social responsibility towards the communities & neighborhoods around our stores, Dr.Cafe Coffee international launches 'Wake Up Your Garden' campaign to give back to the earth the same benefits that coffee is bringing to Dr.Cafe Daily.



Dr.Cafe Coffee Soil fertilizer is using coffee grounds from the freshly brewed 100% Arabica Coffee & Perfect shots of Espresso enjoyed by guests everyday offered for free in all Dr.Cafe Coffee Stores to provide your plants the same life that coffee gives to us.

'This Campaign 'Wake up your garden' is part of Dr.Cafe Coffee International mission, through Dr.Cafe Coffee Green program that utilizes the opportunity of offering products and services that have a positive impact to environment wealth and preservation," said by Mr. Khaled Al Saleh, CEO, Dr.Cafe Coffee, KSA..

Dr.Cafe International's social responsibility formed a new division 'Dr.Cafe Coffee Green Program' that takes care of programs enhancing Social initiatives to preserve the environment, one of these programs is 'Dr.Cafe Coffee Soil Fertilizer' to give back what we are getting from the soil, to the environment where the coffee tree grow to enrich earth's soil.

'This Fertilizer is specific for gardens, farms, orchards, and plantations, in addition to its natural benefits; it develops the soil composition, improves the soil aeration, and enhances the water retention," he added.

'This campaign opened up a new chapter in the history of dr.CAFE to create an added value to nature towards a new step to Dr.Cafe journey to always offer & lead the coffee & cafe industry as The Best Coffee in the World.' As shared by Social Responsibility Officer - Abdul Rahman Al Atas.

Notes and Media Contacts

Contact:
Global Digital Creative
Phone No: 0096614037222
Fax No: 0096614067222

Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy

or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>