

lights, cameras, coffee!

EMMA BAIN CATCHES UP WITH ZARRAFFA'S COFFEE CEO AND GOLD COASTER KENTON CAMPBELL, WHO SPILLS THE BEANS FROM THE SET OF *THE STRIP*.

LOCAL COFFEE chain Zarraffa's Coffee is very excited to have made its small screen debut on Channel Nine's crime drama *The Strip*. Starring Aaron Jeffery, Frankie J. Holden and newcomer Vanessa Gray, the Gold Coast-based production was shot on location from May through to August this year, and Zarraffa's played an integral role.

"Whether on a stakeout, pounding the pavement or slaving in a squad room, TV audiences have come to expect flashes of brilliance from detectives while nursing a cup of coffee. We just offered *The Strip* a better alternative to the percolated sludge stereotypically on offer," jokes Zarraffa's Coffee CEO Kenton Campbell.

Used in key locations, Zarraffa's Coffee cups and paraphernalia can be spotted in a number of episodes, beginning with the premiere. "We provided the production with Zarraffa's branded cups, cafe barriers, take-away trays, hats, umbrellas, mugs, carry bags, latte glasses, plungers, coffee products and sugar sachets. Pretty much everything

you would find at a real Zarraffa's store."

At the fictional Main Beach CIB set (shot at 50 Cavill Avenue) the production even constructed a fake Zarraffa's Coffee shop in the building's foyer. "It is gratifying to see our local brand being used to bring an authenticity to the show," Kenton says.

With many hours spent shooting the crime drama, the cast and crew came to appreciate having quality coffee on tap. "You could often find a line around the Zarraffa's Coffee Caddy, which we took to some of the locations to be used as a prop and would end up spending the time not on camera serving the cast and crew. It was a win/win situation as all the proceeds from the Zarraffa's Coffee Caddy are donated to Zarraffa's Coffee Wildlife Conservation efforts.

"It's great to receive feedback from customers that the "Zarraffa's giraffe" had been spotted on the show. We're hoping it could become the next big thing in drinking games – with a Zarraffa's Coffee, of course!"



The cast of *The Strip* refuel with some Zarraffa's Coffee