

# **"JACK REACHER" UK Fans & Enthusiasts can now drink his coffee, while reading the latest thriller "The Sentinel"**

Half of Profits Going Towards Good Causes



**London, Nov 9, 2020 ([IssueWire.com](http://IssueWire.com))** - Those who know the name “Jack Reacher” will be familiar with two things – firstly his background in the US military and secondly his love of “**Coffee**”, **which was the 16th word in the first Reacher book, and it has appeared thousands of times since.** A new coffee blend to go with the book, called (of course) **Jack Reacher 'The Sentinel' blend**, will launch at the same time, so that readers can enjoy a cup while reading “**The Sentinel**” 25th Edition in “**Jack Reacher**” series launched by Penguin Books on 28th October 2020.

**3 Elements Coffee (Australia)** are launching their new blends of coffee in the UK to coincide with the new Jack Reacher book and remembrance month. It was postponed due to COVID19 restrictions. Now the Launch will be done on the 11th November online, to pay respect to those who lost their lives in war or conflicts across the world.

A Falklands War veteran who served with the Royal Navy and later in the Royal Australian Navy, Terry McNally set up **3 Elements Coffee (Australia)** 2016 after seeing some of the problems his former colleagues faced, including tragically a number who committed suicide. **3 Elements Coffee UK** is run by veterans, aims to help veterans and frontline emergency staff through sharing profits from the business to selected organisations that assist those suffering with adapting to civilian life, by giving them support, training and access to jobs, while at the same time working with employers to show them the benefits of employing veterans.

We feel that there is no better time for us to launch **3 Elements Coffee UK**, along with a song written by our founder Terry, his daughter and husband “Brad & Brodie”, who sing it in tribute to those fallen in conflicts around the world – SKY, LAND & SEA (Official Lyric)

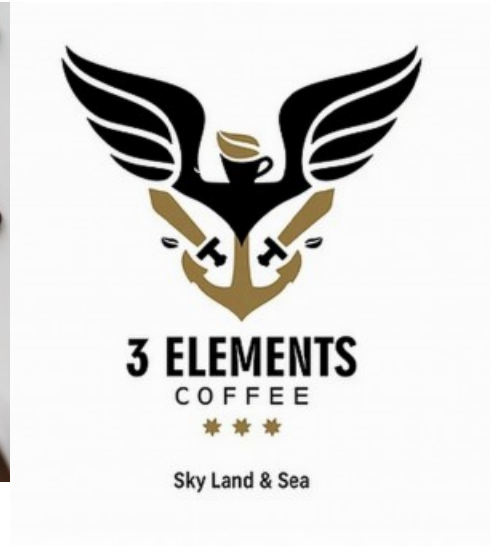
Every purchase of the “**3Elements Coffee UK**” a proportion of the monies will be distributed to UK Registered Charities or Community Interest Companies (CIC) nominated by the 3Elements Coffee UK.

Lee Child, author of “**Jack Reacher**” novels donates **50%** of his **profits** from the coffee to veterans' initiatives, (Resurrected for PTSD in Australia and United Kingdom). As a big coffee drinker himself, Lee loves the 3 Element Coffee blends.

In the words of “**Jack Reacher**”

***“A person less fortunate than yourself deserves the best you can give. Because of duty, and honor, and service. You understand those words? You should do your job right, and you should do it well, simply because you can, without looking for notice or reward.”***

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