

MEDIA INFORMATION

28 April 2019

Beans Means Votes: Voter flavour cuts through froth and bubble in Perth's biggest taste test! - Miss Maud Coffee Bean Poll again tests the strength of the brew

Miss Maud's chain of coffee and pastry houses is today (Monday 29 April) launching its Miss Maud Coffee Bean Poll, offering customers the chance to cast a coffee bean vote for their preferred political party and express their tastes during the lead up to the 2019 Federal Election.

Just as Election Day wouldn't be complete without a smorgasbord of election choices the campaign period would not be the same without casting a bean in the Miss Maud Coffee Bean poll.

The 21 year poll is not only a Perth tradition, it is believed to be the most accurate election poll in the nation. It is regularly more accurate than Newspoll, Morgan-Gallup, Nielson and AGB McNair.

Yet it all began as a community conversation-starter by hospitality leader, Maud Edmiston aka Miss Maud who recognised the strength of the brew in stimulating honest discussions and relaxed reflections amongst customers as they considered the many dishes on offer while their views percolated into the full flavour of their votes.

Political leaders like John Howard and Kevin Rudd have previously cast their vote in the coffee bean poll, with up to 50,000 people doing so at each of the past eight Federal elections and three State elections.

This year the beans are again set to show the flavour that is tantalizing the taste buds of Miss Maud customers.

Time – and the beans – will tell! with customers always keen to show what they have an appetite for.

Miss Maud owner Maud Edmiston will spill the beans – so to speak – by revealing who her customers predict will form government, and who is consigned to the has-bean basket, on Friday May 17 at Perth's deliciously enticing election party to be held at the Miss Maud Swedish Restaurant, corner of Pier and Murray Streets Perth.

Ms Edmiston said the poll – in which customers put a coffee bean in a beaker signifying their preferred political party – was a tested recipe that genuinely expressed community sentiment.

Customers can also write down their top three concerns when they cast their vote with previous polls showing issues like changes to superannuation and climate change have weighed heavy on voters' minds.

Ms Edmiston said coffee houses have always been a seat of great social discussion. A coffee house in Paris is the birthplace of the modern encyclopedia, while the London Stock Exchange, insurance giant Lloyd's of London, and auction houses Sotheby's and Christie's also began in coffee houses.

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Historians say coffee houses were the birthplace of the Vietnam peace movement and Women's Suffrage, among other movements, reaffirming Miss Maud's own understanding that her popular coffee houses are where today's decisions are filtered over a cup of coffee - with the icing on the cake the chance for customers to express their view.

Ms Edmiston, the leader of the tongue-in-cheek Morning Tea Party of WA, said it was the relaxed, informal atmosphere at Miss Maud's 18 coffee houses and restaurant that encouraged people to get involved in the bean poll discussion allowing them to easily express their honest opinion.

She said she had started the Miss Maud Coffee Bean Poll in 1996 as a way of involving customers in a community conversation at a time when people seemed to be disengaged from the election. The introduction of her unique bean-o-meter gave customers a glimpse into what others in their community were thinking and the satisfaction of seeing how their own coffee bean vote made a difference.

"We wanted to give customers a sense of involvement and some fun as well, so we started our Morning Tea Party of WA with our motto "Every opinion matters. Every bean counts," said the popular hospitality leader.

"The Miss Maud Coffee Bean Poll's recipe continues to satisfy our customers. It's fun, easy to understand and open to everyone," Ms Edmiston said.

"It's a simple and visual way of showing that every opinion does matter and that every person's view together makes the community view."

"Friends get together to see how the beans are stacking up with many customers even going from one coffee house to another to see what other communities are thinking.

"Parents can share their thoughts with their children learning 'my bean counts and makes a difference'. He who gets the most beans – Wins!" said Miss Maud.

Parties shown on the Miss Maud Coffee Bean Poll for the Federal Election 2019 are: Labor, Liberals, Nationals, Greens, One Nation, United Australia Party, others and the perennial favourite, The Morning Tea Party of WA. (ENDS).

MORE INFORMATION:

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