



International
Trade
Centre



This project is funded by
the European Union



Implemented by:
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

TRADE IMPACT
FOR GOOD



Marketing Support Programme For Coffee Companies in East Africa

October 2020 – August 2021

Prepared by:

- Abdelbasset Boulelouah (Adviser - Marketing, Branding and E-commerce)
- James Howe (Senior Adviser – Marketing, Branding and E-commerce)



Background

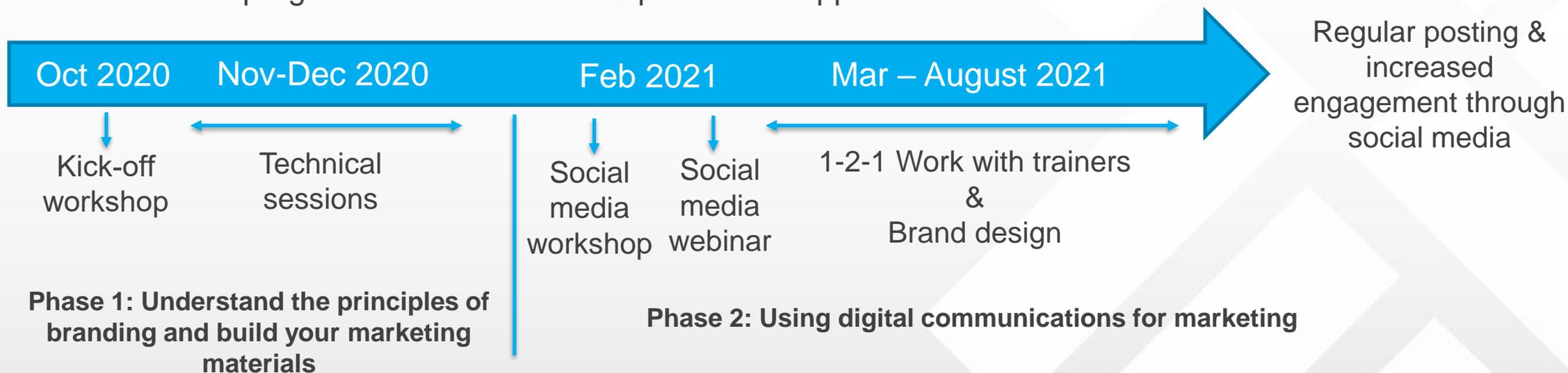


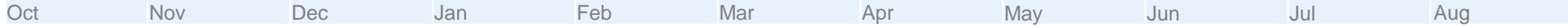
The International Trade Centre (ITC) is implementing the “Market Access Upgrade Programme” (MARKUP), which aims to contribute to the economic development of 5 East African Community (EAC) Partner countries – Burundi, Kenya, Rwanda, Tanzania and Uganda – by improving their market access to the European Union (EU) and the East African region. Financed by the EU, the project supports Small and Medium Enterprises (SMEs) and organisations in post-harvest and processing operations for various sectors, including coffee. For more information on the MARKUP project, please click the following link: [ITC MARKUP](#).

Context: coffee commodity prices remain stubbornly low – even while retail prices for high quality specialty coffees sold in rich countries remain high. The share of the total global value chain enjoyed by African producers is very low: one of the reasons for this is low levels of investment in branding, marketing, and packaging. If African producers could be supported to develop and market their own brands in local and international markets, this could be a route to a sustainable increase in profitability.

Context and objectives of the marketing and branding support programme

- The deliverables for this assignment fall under Result Area 4 (“Business Development capacities improved for SMEs”). Specifically, under “4.3.3. Improve marketing, labelling and branding”, various activities are foreseen, including training local producers and producer associations how to improve their marketing communications.
- The objective was to lead a group of around 50 coffee producers from across East Africa through the acquisition of improved marketing, branding, and packaging capabilities, resulting in increased interest from customers in local and international markets.
- ITC maintained the marketing support programme in order to prepare SMEs for future business relationships and events. The programme is divided into 2 phases of support:

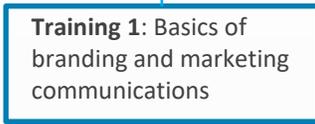




Short webinars for all EAC countries



Longer webinars (held country by country)



Coaching

- n Face to face or remote training sessions as part of training sessions
- n Face to face with coaches
- n Remote follow up one-one by phone or online exchange
- n On-site photo & video shoot with remote follow-up and editing



Remote work

ITC team in Geneva (and beyond) coordinates a team of experts to develop designs, build materials and support conduct of social media campaign

Design work
build / improve logos and basic design guidelines, simple brochure and website

Photo & Video production
Photojournalist covers the 5 countries in photographing and interviewing the companies and producing materials for website and social media.

Social media campaign
Each of the firms is assisted to write and post at least 6 articles in a period of 2-3 months

Phase 1

Phase 2



EACMARKUP Team For Marketing Support Programme For EAC Coffee SMEs



**Marketing and E-commerce Expert
Team Leader**

James Howe, ITC



**Marketing and E-commerce Expert
Team Manager**

Abdelbasset Boulelouah, ITC



**Sustainable Coffee Advocate &
Coffee Development Specialist**

Nicole Motteux



**Development & Business
Communications Consultant**

Suzanne Halden



Video Producer & Advisor

Keith Halden



**Copywriting, Web Design,
SEO, Strategy, Branding**

Lilani Goonesena



Burundi Coach: Hans De Keersmaecker

Photographer: Guy Basabose

Designer: Marian Radu



Kenyan Coach: Fiona Ngaruro

Photographer: David Njiru

Designer: Adrian Medel



Rwandan Coach: Eve Tushabe

Photographer: Daniel Msirikale

Designer: Lizzie Cuevas



Tanzanian Coach: Rita Mchaki

Photographer: Arnold Mugasha

Designer: Adrian Medel



Ugandan Coach: Ariho Kamara

Photographer: Arnold Mugasha

Designer: Adrian Medel

Phase 1: Understand the principles of branding and build your marketing materials

Phase 1: Understand the principles of branding and build your marketing materials

- This phase aims at strengthening the SMEs' understanding of marketing and branding skills and assist them to develop professional marketing materials
- 6 online and hybrid trainings were organized in November 2020
- 1-2-1 coaching and mentoring sessions were delivered from November 2020 to January 2021
- Professional marketing materials were developed

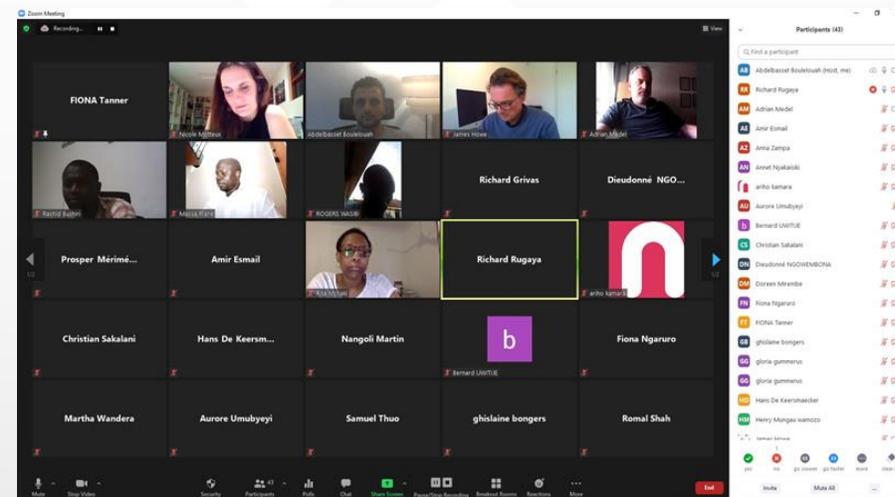
Working sessions	Date
Kick off workshop - Coffee branding and marketing: introducing the support for EAC	November 2 nd
1. Training 1: Basics of branding and marketing communications (Rwanda and Tanzania)	November 16 th and 17 th
1. Training 1: Basics of branding and marketing communications (Kenya and Uganda)	November 18 th and 19 th
1. Training 1: Basics of branding and marketing communications (Burundi) – in French -	November 24 th and 25 th
2. Individual coaching sessions with coffee producers	November 2020 – January 2021
3 and 4. Finalise marketing materials with international designers	November 2020 – February 2021

Kick off workshop - Coffee branding and marketing: introducing the support for EAC

A kickoff workshop to explain the approach that will be taken to help East African coffee producers better brand and market their coffee

Agenda

- **Introduction and context** (James Howe)
- **Authentic Content and Branding**(Nicole Motteux)
- **Experience of SME producers in EAC**
 - Friends of Mothers initiative: Massa Franck
 - Gorilla Highlands Coffee: Richard and Fiona
- **Discussion, Q&A**



1. Training 1: Basics of branding and marketing communications (Rwanda, Tanzania, Kenya, Uganda, and Burundi)

- A 2-day training on branding and marketing communications was organised in 5 countries: Rwanda, Tanzania, Kenya, Uganda and Burundi
- ITC marketing team delivered the training via zoom with the support of local coaches (Fiona, Rita, Eve, Hans and Ariho) on the ground

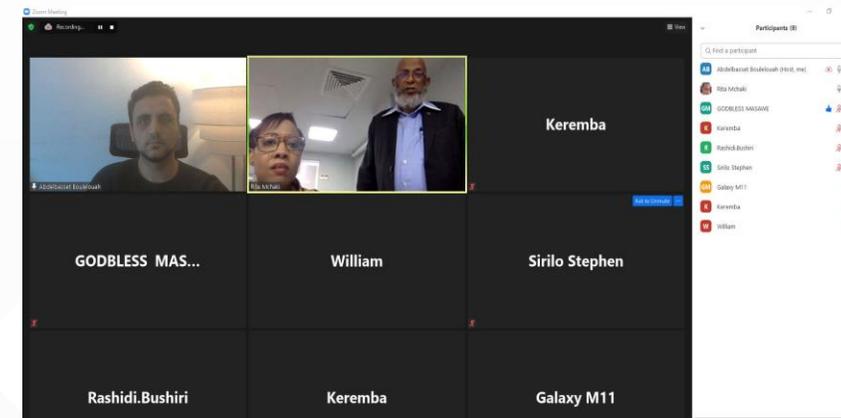
Agenda

Day 1

- Introduction to branding and marketing in coffee
- About your origins and your coffee

Day 2

- About your value proposition and positioning toward customers
- Design and implement



2. Individual coaching sessions with coffee producers

- Local coaches assisted SMEs to complete 7 templates
- The templates were completed in the best possible way. Their content is very important and was used at all stages of the intervention (graphic design, brand narratives, social media, etc.)

Behind the scene:

- Review content
- Fill any gaps – branding narratives, stories, value proposition

ITC templates

Template 1 Understand Your Product

Template 2 Identify and Select your Customer

Template 3 Build your Brand

Template 4 Build your Logo

Template 5 Write the Content of your Brochure

Template 6 Build your New Marketing Collateral

Template 7 Marketing and Export Strategy

3 and 4. Finalise marketing materials

- Coffee producers were matched with three international designers to develop and improve their marketing materials
- The typical graphic design package includes the following items:
 - Logo
 - Business card
 - Brochure
 - Branding guidelines
 - Website
- This package was tailored to the needs of companies:
 - Companies were offered the possibility to develop other graphic elements: labels, social media posts, roll-ups, blogs, a second logo, etc.
- **Important remark:**
 - Some companies decided not to have the full package (only 1 or 2 items)

Behind the scene:

- Several rounds of iterations with designers
- Companies had the opportunity to work with flexible designers - direct communication via WhatsApp -
- Companies benefited from the extensive experience of designers in the coffee industry

3 and 4. Finalise marketing materials

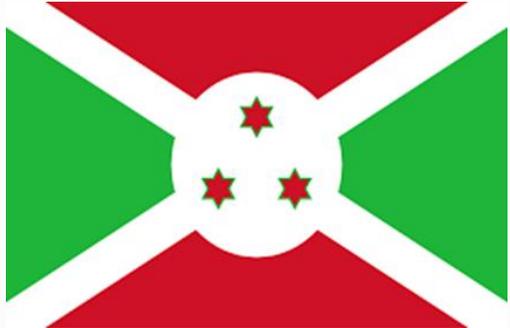
- A professional content editor (specialised in the coffee industry) used ITC templates and other written materials to revise the final version of the brochures and websites

ITC templates + existing
written materials
(brochures, flyers, etc)

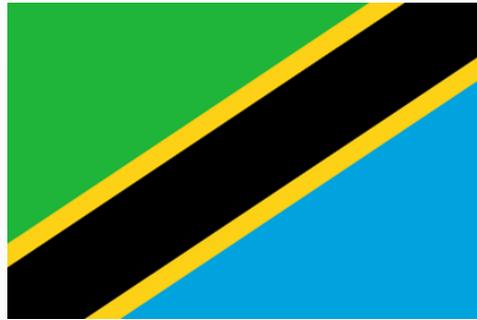
Content editor

- Revise the final content of brochures and websites
- Proofread the written content
- Check consistency and seek additional information from SMEs
- Coordinate with graphic designers to finalise marketing materials

Results of the first phase: executive summary



Burundi



Tanzania



Uganda



Rwanda



Kenya

The detailed results of phase 1 can be viewed from pages
112 to 427

28 new logos



**NDABAGA
COFFEE**

100% WOMAN COFFEE



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38 new brochures

“
With honest responsible leaders, MICOSTA has always honoured its contracts and improves the quality of its coffee every year. We continue to expand through our companies in country, including Bugesera (representative company in Burundi), and we plan to collaborate more in the years to come.
Luis - Sucasina, Genève, Switzerland

Micosta
OUR BURUNDIAN COFFEE. YOUR PRIDE.

Contact us for delicious Burundi coffee

+257 79 92 71 24
Micosta, Avenue Mucungu N°19, Kigobe Sud, Bugumbura, Burundi
micosta2@yahoo.fr | www.micosta.com.bi

Micosta Coffee Burundi | micosta_burundi

www.micosta.com.bi

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Pure Tanzania Coffee

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Pure Tanzania Coffee

TANZANIA COFFEE BOARD
Railway Street, P.O. Box 732, Moshi, Kilimanjaro
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+255 27 275 2324
Fax. +255 27 275 2026
E-mail: info@coffeeboard.or.tz; tancafe@coffeeboard.or.tz
Web: www.coffeeboard.or.tz

Fine Tanzanian Coffee

Contact Misozi for Rwanda's best range of organic, Fairtrade coffees

📍 KK 530 St, Kigali
☎️ +250788793099
✉️ Misozicoffee20@gmail.com

At Misozi, we work to:

- be transparent about our sustainability
- implement good agricultural practices
- improve the lives of our farmers
- support our member cooperatives through capacity building and access to markets
- prioritize quality, service, and value to satisfy the needs of our customers, employees and stakeholders

misozi

PARTNER WITH US TO EXPERIENCE THE TRUE MEANING OF SALAMA

At Salama, we work to:

- Improve the livelihoods of our local communities
- Offer employment opportunities along the supply chain
- Obtain traceable, ethical and environmental friendly certifications
- Contribute to the revival of coffee growing in Uganda
- Produce high quality natural Robusta through to specialty level, with Arabica varieties soon to be added

SINGLE ORIGIN COFFEE with THE REAL TASTE OF UGANDA

Salama COFFEE
THE TASTE OF PROGRESS

Rogers.sima@salamacoffee.com | www.salamacoffee.com
+256 758 163 817

Safari Lounge, the unique purveyor of high premium tea, coffee and honey, was founded in 2007 in Kenya.

Safari Lounge is an award-winning company producing and selling Kenya's finest tea, coffee and honey. Our customers are Kenyan hotels, restaurants, cafes and international suppliers.

We celebrate superior quality, rich tradition and the Kenyan spirit. We work alongside local farmers, nurturing relationships and the community.

Safari Lounge is founded on the principle of ethically sourced, exceptional specialty and commercial coffee. We put our heart and soul into roasting and blending our coffee while ensuring benefits for everyone along the supply chain.

Our team of highly trained individuals are passionate about tea and coffee. We roast our single origin or estate coffees in small, micro-lot batches. Our coffee is always roasted to order, so it's as fresh as possible.

At Safari Lounge, we work to:

- Provide a range of award-winning specialty coffees tailored to our customers' needs
- Help protect African endangered wildlife through our Conservation Coffees
- Supply freshly roasted specialty coffee from our micro-roastery
- Benchmark innovative solutions such as Barista Milk and compostable Nespresso-compatible coffee capsules

CONTACT SAFARI LOUNGE FOR AWARD-WINNING, SPECIALTY KENYAN COFFEE

+254 772 244 202
sales@safarilounge.co.uk

Safari Lounge
SPECIALTY COFFEE

Safari Lounge
SPECIALTY COFFEE

37 new business cards (in addition to dozens of business cards for other company employees - on request)

STELLA NYAKI

Coffee Quality Controler and Trader

-  P.O.BOX 10392, Mwakalinga rod,
Dar es salaam, Tanzania
-  +255 1206 8384
-  stella.nyaki@kamal group.co.tz
-  www.kamalcoffee.weebly.com



Amani Daudi

Marketing Communication



Blv de l'UPRONA, Galerie Yes No 8
Bujumbura - Burundi
+257 79927932 | +257 79594916
Email: matraco.sales@gmail.com
www.matraco.net



Gilbert Gatali
Director

-  +250 788 301 122
-  gilbert@rootsimizi.com
-  www.rootsorigin.com



Martha Nalubega Wandera
martha.wandera@gmail.com

KIMCO Processors Limited
Address, Region,
Uganda, Zip Code
+256 751 515 983



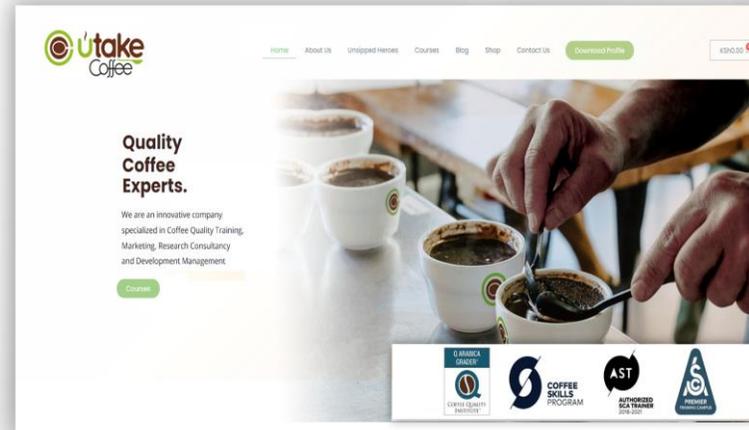
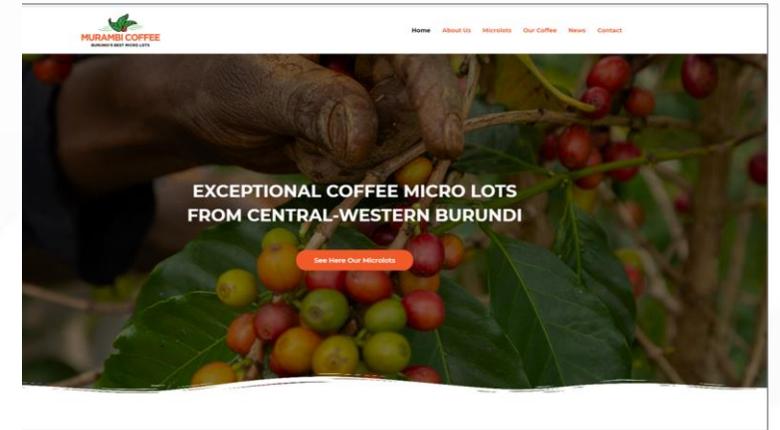
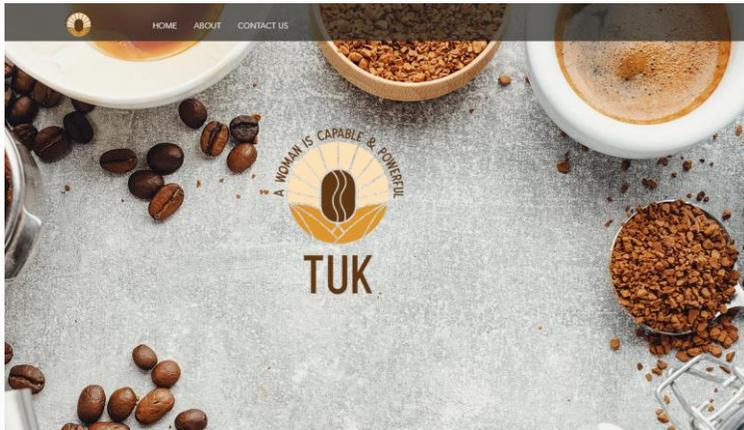

Rosebella LANGAT
info@chepsangorcoffee.com

Chepsangor Hills
Address 1234, Region, Kenya **+256 752 408 821**

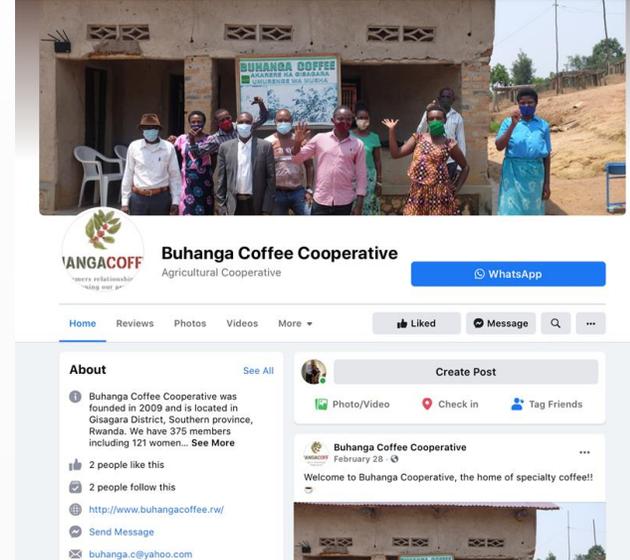
31 new branding guidelines



31 websites (create new websites or improve existing ones)



Dozens of additional designs (on request): letterheads, social media posts, packaging, flyers, booklets, banners, roll-ups, mugs, T-shirts, and aprons



Feedback from Burundian beneficiaries



Wow, I really like it. Thanks for the good job.

Merimee, TIB Coffee



*Thank you for your hard work, we appreciated the logo very much.
Thank you so much; you did a great job.*

Lorraine, Kalico Coffee



Thanks you for the great work

Cassien, Murambi



Everything is fine. I appreciate the quality of your work.

Zuberi, Matraco

Feedback from Tanzania beneficiaries



Thank you very much for your time, it was nice working with you on this project. Will be in touch in case I need design work in the future. Wish you the Best of luck.

William, Choice Coffee



Wao it's nice I like it. Many of fellow workers they like number 3. Thanks so much!

Stella, Kamal Agro



Thanks for the support.

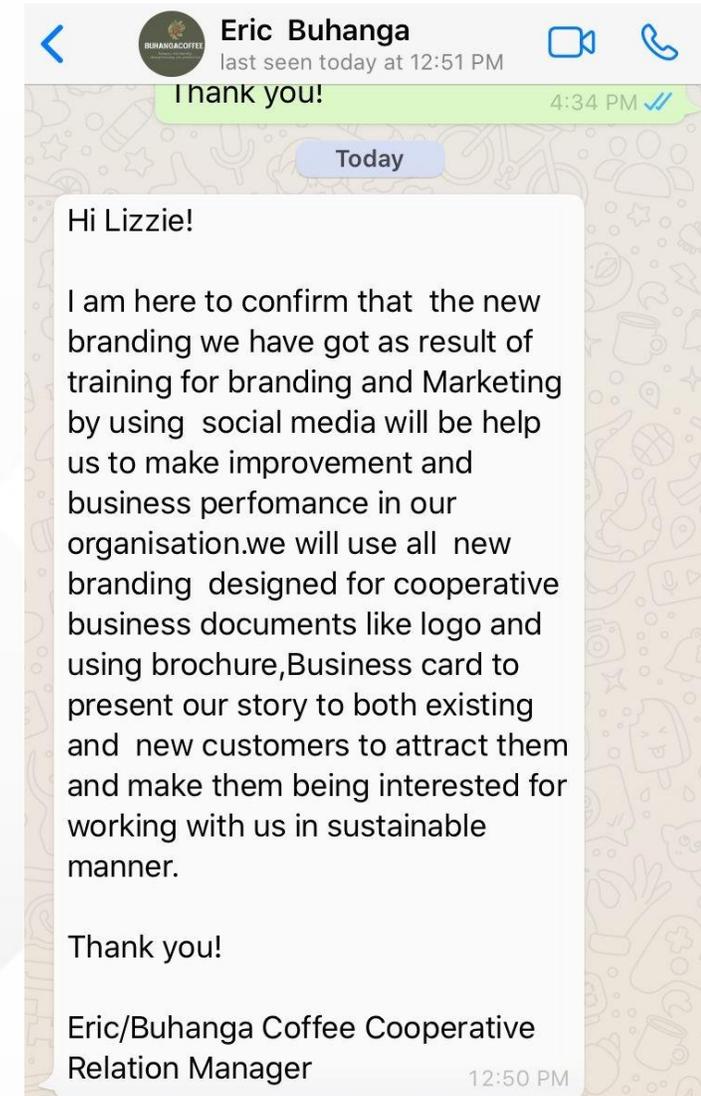
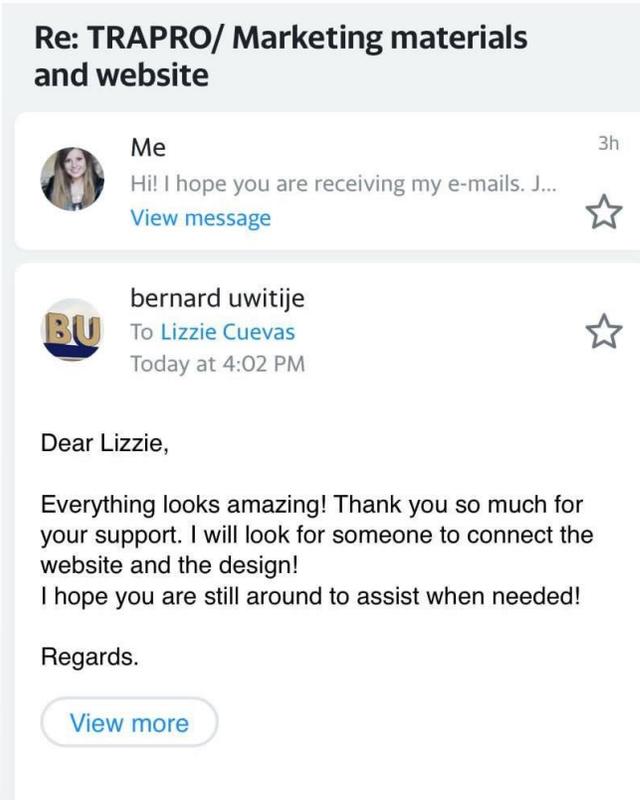
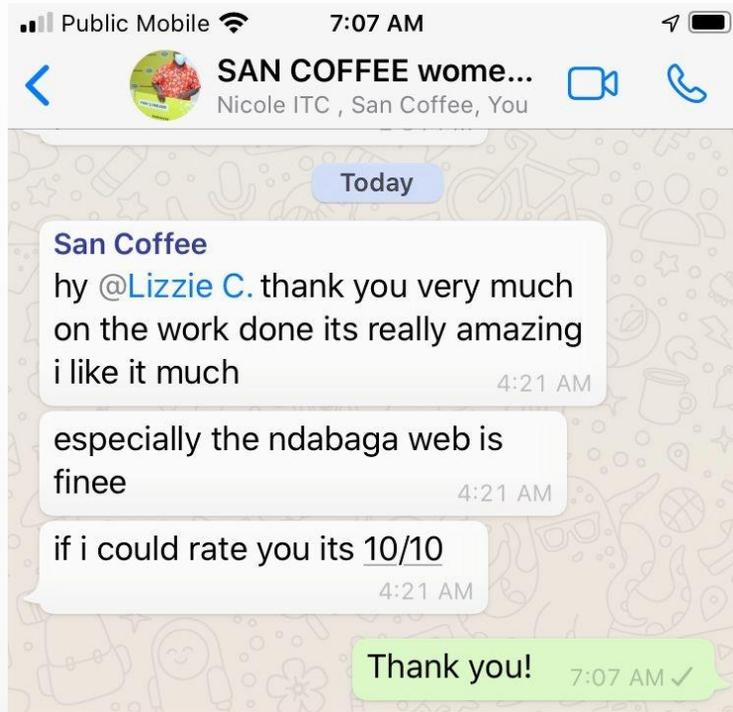
Keremba, Communal Shamba



Thank you. The designs are very nice.

Godbless, KNCU Tanzania

Feedback from Rwandan beneficiaries



Feedback from Uganda beneficiaries



So happy, thank you. People have really liked it, it's so wonderful.

Annet, Barista House-Rwenzori



I am short of words for now...I have never dreamed that we would have our own website. You are about to give me a heart attack... It's amazing, simple and stylish... I Love it.

Angella Mary Nansamba, F&S



Thank you and your team for taking the time to work on the KIMCO brochure. It's taken very good shape so far..

Martha Wandera, KimCo Coffee



Many thanks for this incredible work.

Wasibi Rogers, Mt Elgon Coffee Cooperative



Thank you so much for the work you have done. In fact, we shall do a major launch of the re-branding before the end of October. Our Executive Director likes the work done.

Julianne Nassuna, BUCADEF

Feedback from Kenyan beneficiaries



This is wonderful ! This is exactly what we were looking for. Thank you for your critical thinking and creativity towards this. Stay blessed.

Wesley, Jowam Coffee



Many thanks for the brochure which looks great!

Romal, Safari Lounge



It looks great work. Highly appreciated... very impressed with your branding

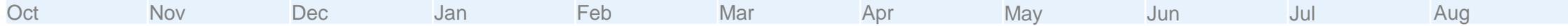
Simon Gakinya, Mt Kenya Specialty Tea & Coffee



The brochure looks great! very well done, I love it

Rosebella Lanqat, cherpsangor Hills Coffee

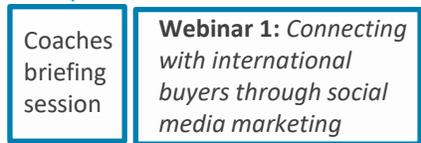
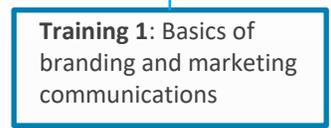
Phase 2: Using digital communications for marketing



Short webinars for all EAC countries



Longer webinars (held country by country)



Coaching

- n Face to face or remote training sessions as part of training sessions
- n Face to face with coaches
- n Remote follow up one-one by phone or online exchange
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Remote work

ITC team in Geneva (and beyond) coordinates a team of experts to develop designs, build materials and support conduct of social media campaign

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Photo & Video production

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Social media campaign

Each of the firms is assisted to write and post at least 6 articles in a period of 2-3 months

Phase 1

Phase 2



Phase 2: Digital communications for marketing

- This phase aims at strengthening the SMEs' understanding of digital communications and assist them in the process of using social media to increase visibility and market engagement.
- Two online workshops were organized in February & March
- 1-2-1 training and mentoring sessions were delivered from March to August

Working sessions	Date
5. Kick-off Webinar: <i>Coffee branding and marketing: connecting with international buyers through social media marketing</i>	Feb 11 th & 12 th 1 hour: 12 to 13 EAT
6. Social media training (Kenya, Tanzania, Uganda)	Feb 11 th & 12 th
6. Social media training (Rwanda)	Feb 25 th & 26 th ; March 4 th & 5 th
6. Social media training (Burundi)	Feb 24 th & 25 th
7. Finalising Brand Narratives	Mar- Apr
8. Photo & video production of company's operations	June - August
9. Social media accounts audit & update or set-up	April - July
10. Generation of social media content	April - July
11. Activation of social media + ongoing support & mentoring focused on SME requirements	April - August
12. Finalise social media campaign & follow-up	August

5. Introductory Webinar: Coffee branding and marketing: connecting with international buyers through social media marketing

- The webinar discussed trends in social media and how it is used to convey important and impactful messages, that can help to sell products. The focus was the coffee sector with the speakers explaining the relevance of digital channels to the promotion of coffee, and what difference this can make to coffee producers in East Africa, and beyond.

Agenda

- James Howe, International Trade Centre: opening comments
- Iain Patton, Director, Ethical Team, UK PR & Media Relations
- Hilde Burger, Social Media Lead, Africa Network & Global Clients (WE-Worldwide), South Africa
- Peter Gakuoh, Staff Writer, Perfect Daily Grind
- Larissa Diakanua, Communications Manager Africa, Rainforest Alliance
- Killian Stokes, Moyee Coffee, Ireland & UK (EU)





This project is funded by the European Union

February 5, 2021 | 12-1 PM (East African Time)*

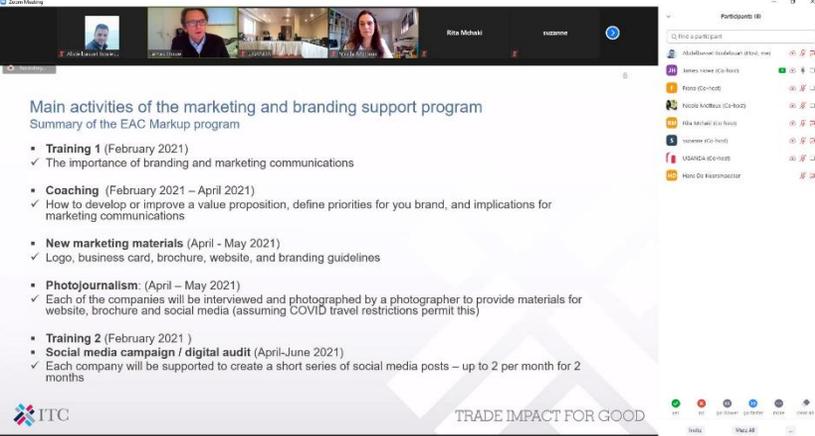
Coffee branding and marketing: connecting with international buyers through social media marketing

Register now

For coffee producers in



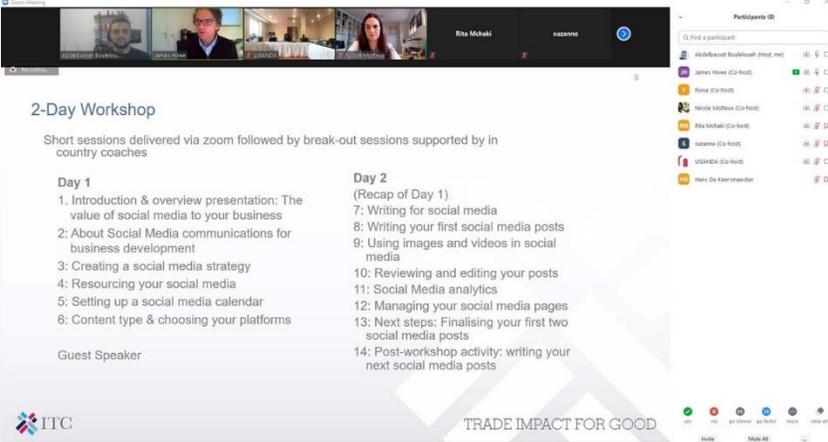
*11 AM-12 PM (Central African Time) / 10-11 AM (Central European Time)

Main activities of the marketing and branding support program
Summary of the EAC Markup program

- Training 1** (February 2021)
 - ✓ The importance of branding and marketing communications
- Coaching** (February 2021 – April 2021)
 - ✓ How to develop or improve a value proposition, define priorities for you brand, and implications for marketing communications
- New marketing materials** (April - May 2021)
 - ✓ Logo, business card, brochure, website, and branding guidelines
- Photojournalism:** (April – May 2021)
 - ✓ Each of the companies will be interviewed and photographed by a photographer to provide materials for website, brochure and social media (assuming COVID travel restrictions permit this)
- Training 2** (February 2021)
- Social media campaign / digital audit** (April-June 2021)
 - ✓ Each company will be supported to create a short series of social media posts – up to 2 per month for 2 months

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2-Day Workshop

Short sessions delivered via zoom followed by break-out sessions supported by in country coaches

<p>Day 1</p> <ol style="list-style-type: none"> 1: Introduction & overview presentation: The value of social media to your business 2: About Social Media communications for business development 3: Creating a social media strategy 4: Resourcing your social media 5: Setting up a social media calendar 6: Content type & choosing your platforms <p>Guest Speaker</p>	<p>Day 2 (Recap of Day 1)</p> <ol style="list-style-type: none"> 7: Writing for social media 8: Writing your first social media posts 9: Using images and videos in social media 10: Reviewing and editing your posts 11: Social Media analytics 12: Managing your social media pages 13: Next steps: Finalising your first two social media posts 14: Post-workshop activity: writing your next social media posts
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ITC TRADE IMPACT FOR GOOD



6. Workshop 2: Using social media to help your business

Agenda:

- Introduce the value of using digital communications (social media) in marketing your business
- Assist in developing content and refreshing or establishing social media accounts in line with new brand collateral
- Q&A

Results:

- 39 participants completed an evaluation survey at the end of the webinar:
100% agreed or strongly agreed that:
 - Training achieved their objectives
 - Training was relevant to their needs
 - Will apply what was learned to their business operations
 - Training increased understanding of and capability in social media marketing



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How good communications can help your business – the use of social media

Based on : <https://www.eacmarkup.org/news/latest-news/social-media-guide-for-small-and-medium-coffee-enterprises>
Training developed by Nicole Motteux and Suzanne Halden



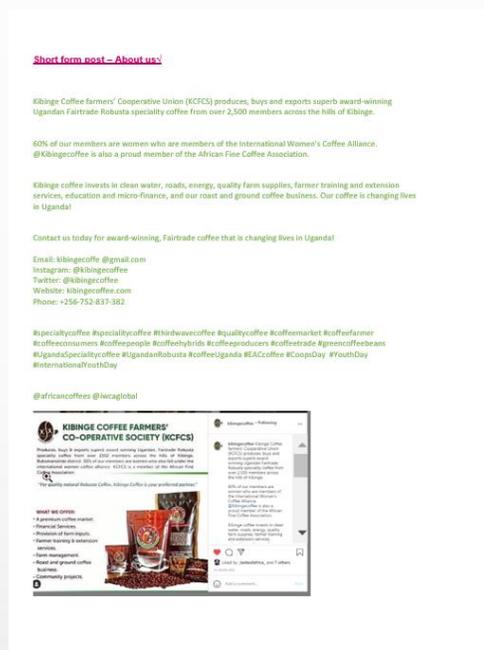

7. Review Brand Narrative & fill gaps

1-2-1 Sessions	Prerequisite	Outputs
Finalising Brand Narratives	<ul style="list-style-type: none"> - Check for consistency - Check factual information - Fill gaps 	<ul style="list-style-type: none"> - Finalised brand narrative

SOCIAL MEDIA PROGRESS						
SOCIAL MEDIA POSTS	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
PURPOSE i.e. making contact, keeping in touch, linked to a specific event (harvesting, planting, international coffee day, International Women's Day...)	<input checked="" type="checkbox"/>					
SOCIAL MEDIA PLATFORM	<input type="checkbox"/>					
DATE	<input type="checkbox"/>					
LINK TO YOUR SOCIAL MEDIA CALENDAR	<input type="checkbox"/>					
TARGET AUDIENCE	<input checked="" type="checkbox"/>					
THEMES – KEY INFORMATION	<input checked="" type="checkbox"/>					
#	<input checked="" type="checkbox"/>					
CALL TO ACTION	<input checked="" type="checkbox"/>					
DRAFT POST	<input checked="" type="checkbox"/>					
SELECT PHOTO	<input type="checkbox"/>					
POSTING YOUR POST	<input type="checkbox"/>					
OUTCOMES & FOLLOW-UP	<input type="checkbox"/>					
INSIGHTS	<input type="checkbox"/>					
FEEDBACK FROM TRAINERS	<input type="checkbox"/>					

Behind the scene:

- Review brand narratives
- Fill any gaps – especially coffee and location info



8. Photo & Video production

Individual site visits	Prerequisite	Outputs
Capturing images & video for each SME	<ul style="list-style-type: none"> - Arrange brand collateral - Arrange interviewees 	<ul style="list-style-type: none"> - Hi-resolution images for SME use - Hi-resolution video for Video production

Behind the scene:

- Arrange logistics

MARKET ACCESS UPGRADE PROGRAM (MARKUP)

Photo/video Creative and Contextual Brief for Coffee Small and Medium Enterprises (SMEs) in Burundi

Burundi Instructions - Confidential



46 likes
rwanda_women_coffee_alliance Support to empower! Happy international women's day...
are mothers of the world

MARKET ACCESS UPGRADE PROGRAM (MARKUP)

Photo/video Creative and Contextual Brief for Small and Medium (SMEs) Coffee Enterprises in Rwanda

Rwanda Instructions - Confidential



Liked by noblegorillafoundation and others
nicolemotteuxphotography Rwanda has the perfect environment for growing exquisite, specialty coffee with a young population determined to build a...
ingestible We drink coffee with beans from Burundi
nicolemotteuxphotography @ingestible do you know which brand?

MARKET ACCESS UPGRADE PROGRAM (MARKUP)

Photo/video Creative and Contextual Brief for Coffee Small and Medium Enterprises (SMEs) in Tanzania

Tanzania Instructions - Confidential



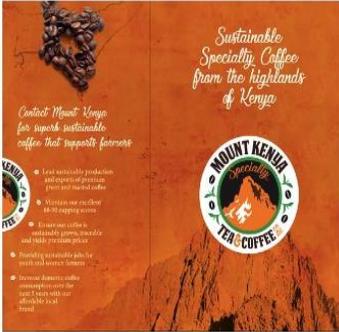
Prepared for
International Trade Centre
Palais des Nations
1211 Geneva 10
Switzerland
30 July 2021

Prepared by
Nicole Motteux, Sustainable Coffee Advocate
Suzanne Halden, Communications & Development Specialist

MARKET ACCESS UPGRADE PROGRAM (MARKUP)

Photo/video Creative and Contextual Brief for Coffee Small and Medium Enterprises (SMEs) in Kenya

Kenya Instructions - Confidential



Prepared for
International Trade Centre
Palais des Nations
1211 Geneva 10
Switzerland
30 July 2021

Prepared by
Nicole Motteux, Sustainable Coffee Advocate
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MARKET ACCESS UPGRADE PROGRAM (MARKUP)

Photo/video Creative and Contextual Brief for Coffee Small and Medium Enterprises (SMEs) in Uganda

Uganda Instructions - Confidential



Preparation for 5 country photo shoots – photographers’ resources

Advice to Photographers: ITC Coffee Project Compiled by Nicole Motteux & Keith Halden

Objective of the Assignment

The video will transport customers into the EAC coffee heartlands, showcasing the successes of individual farmers, highlighting cooperative efforts and celebrating sustainability, environmental management and improved livelihoods. It will present community narratives, showing how coffee contributes to the conservation, development and wellbeing of this amazing part of the world.

The video will be made up of interviews, illustrative video and still-photo montages along with evocative music and sound effects.

The aim is to generate content that captures authentic stories of life in the coffee heartlands, to bring alive how the black nectar is produced and present the culture, characters, natural surroundings, and events which evoke the spirit of these diverse and beautiful regions.

We want to invite coffee consumers to 'virtually visit' the lush fields and valleys - capturing the essence and atmosphere of these unique and valuable communities. It will be a resource that all SMEs can use to educate, inspire and attract customers while at the same time experiencing the atmosphere and culture of a precious world-resource in all its fascinating beauty, diversity and richness.



MARKET ACCESS UPGRADE PROGRAM
(MARKUP)

Photo/video Creative and Contextual Brief for Coffee Small and Medium Enterprises (SMEs) in Tanzania

Tanzania Instructions - Confidential



Prepared for

International Trade Centre
Palais des Nations
1211 Geneva 10
Switzerland
30 July 2021

Prepared by
Nicole Motteux, Sustainable Coffee Advocate
Suzanne Halden, Communications & Development Specialist



PHOTO/VIDEO CHECKLIST FOR COFFEE ENTERPRISES IN TANZANIA

Assignment Checklist for
Photographer
Daniel Msirikale



CHECKLIST



DÉCLARATION DE CONSENTEMENT / AUTORISATION D'UTILISER L'IMAGE
POUR LES INDIVIDUS

Événement / Projet: _____
Lieu: _____

Je, soussigné, accordé par la présente au Centre du commerce international (CCI), à ses représentants, à son personnel et à ses consultants, le droit de prendre des photos de moi, de ma famille et de mes biens dans le cadre de l'événement ou du projet susmentionné.

J'autorise l'CCI et ses associés, successeurs, occasionnels à utiliser et publier dans le monde entier sans aucune restriction que ce soit, ces photographies de moi, de ma famille ou de ma propriété avec ou sans mon nom, y compris, sans limitation, à des fins telles que: éducation, formation, illustration, relations publiques et contenu Web en ligne.

Je déclare être majeur et avoir le droit de faire cette déclaration de consentement. Dans le cas où je suis mineur, cette déclaration de consentement doit être signée par le parent ou tuteur habilité.

Je comprends que je n'aurai droit à aucun paiement ni aucune compensation en contrepartie de l'utilisation de mon image, de l'image de ma famille ou de ma propriété sur l'un ou les photographes conformément à cette déclaration de consentement.

Je reconnais et j'accepte en outre que tous les droits, y compris les droits d'auteur, sur la ou les photographes susmentionnées sont dévolus à l'CCI, qui aura le droit de sous-licenser et mondial d'utiliser mes images sous toutes formes, médias et publications, y compris toutes sortes de mises en ligne sur site Web. L'utilisation peut inclure, mais sans s'y limiter: l'édition, la modification, la duplication, la licence, la distribution et l'incorporation dans d'autres œuvres, sous quelque forme que ce soit (par exemple, sur papier ou électronique), telles que des affiches, des publications, l'affichage public, des sites Web, films ou vidéos, et leur utilisation sans restriction, sans aucune obligation de la part de l'CCI de demander une autre autorisation du soussigné.

Je comprends que les images peuvent être modifiées et je renonce à tout droit d'inspecter ou d'approuver un produit fini, y compris toute copie d'œuvre qui pourrait être créée en relation avec celui-ci.

J'ai lu et compris ce qui précède.

Signature: _____
Nom en majuscules: _____

Fait à _____
Le _____

Signature, parent ou tuteur (si l'individu est mineur) _____

DÉCLARATION DE CONSENTEMENT / AUTORISATION D'UTILISER L'IMAGE
Bureau juridique de l'CCI, Version 03/2021

Street address: Palais des Nations, 1211 Geneva 10, Switzerland
Phone: +41 22 730 2111
Fax: +41 22 730 4020
E: markup@itc.org
www.markup.org



TRADE IMPACT FOR GOOD

DECLARATION OF CONSENT/PERMISSION TO USE PHOTOGRAPH FOR INDIVIDUALS

I have the full right to make this declaration of consent. In the event of consent must be signed by the entitled parent or guardian.

I am entitled to receive any payment or any compensation in consideration of my family or of my property in the photograph(s) pursuant to this declaration of consent.

I agree that all rights, including copyright, to the aforesaid photograph(s) shall have the sub-licensable and worldwide right to use my picture(s) in any form, media and publications, including website entries whatsoever. The use may include, but is not limited to, duplication, licensing, distribution and incorporation in other works, in any form, media and publications, including website entries, without any obligation on the part of the ITC to seek any further permission.

I understand that the images may be modified and I waive any right to inspect or approve a finished product, including any copy of work that may be created in connection therewith.

I have read and understood what precedes.

Signature: _____
Name in uppercase: _____

Made at _____
On _____

Signature, parent or guardian (if individual is minor) _____

Individual is a minor: _____

MISSION TO USE PHOTOGRAPH: ITC Legal Office, version 03/2019

Technical Specifications

Photo/video Creative & Contextual Brief

Photographers checklist

Consent forms: English + French



Links for photo and video media

Burundi:

https://drive.google.com/open?id=1d0idxgGXCBCXBfDgVt5cEupljvD7i4NQ&authuser=itcphotobin%40gmail.com&usp=drive_fs

Kenya:

https://drive.google.com/open?id=1iDgTlafBGnOGdHeEhe8XFuqt4AvsW83e&authuser=itcphotobin%40gmail.com&usp=drive_fs

Rwanda:

https://drive.google.com/open?id=1-28viGXrtYRX6s2zUmL6FilpRMfWbR_8&authuser=itcphotobin%40gmail.com&usp=drive_fs

Tanzania:

https://drive.google.com/open?id=1acPADHRmsD5lYzqL16YdqRXIDTr4XV38&authuser=itcphotobin%40gmail.com&usp=drive_fs

Uganda:

https://drive.google.com/open?id=1q_bHufoiVkQnM0_MFWH8NmDAnKGsjB3e&authuser=itcphotobin%40gmail.com&usp=drive_fs

9. Audit of existing social media accounts or set-up of new accounts

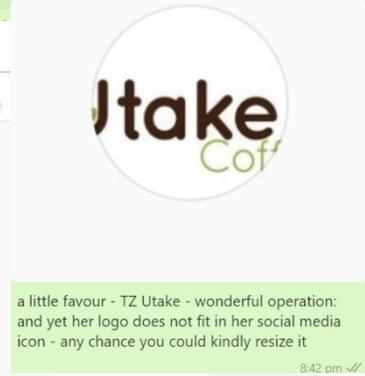
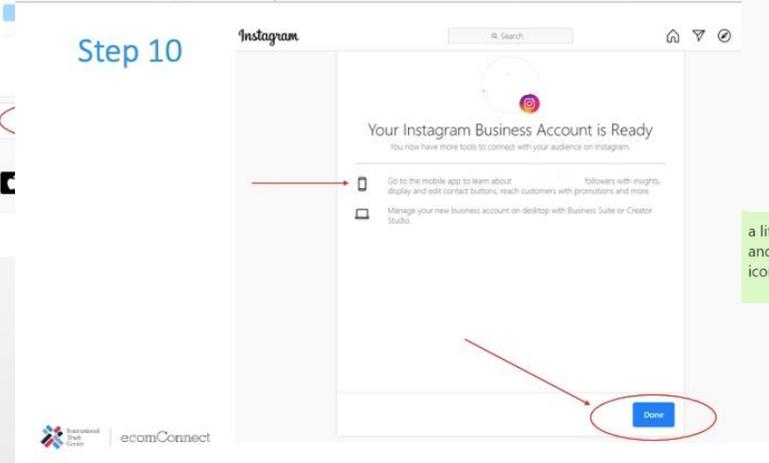
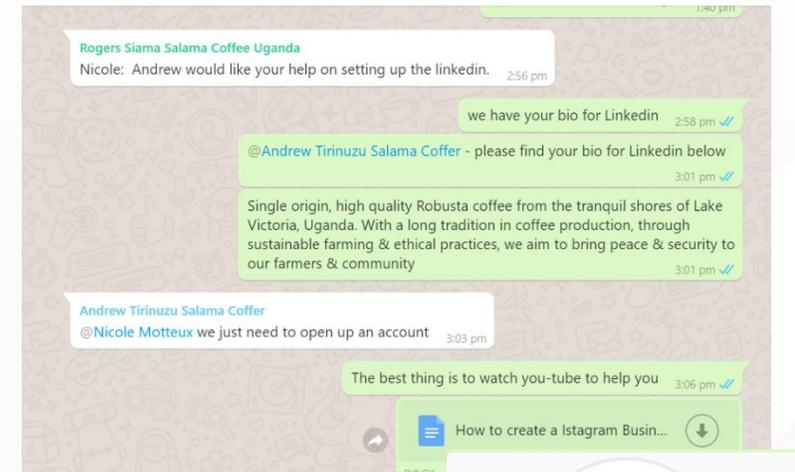
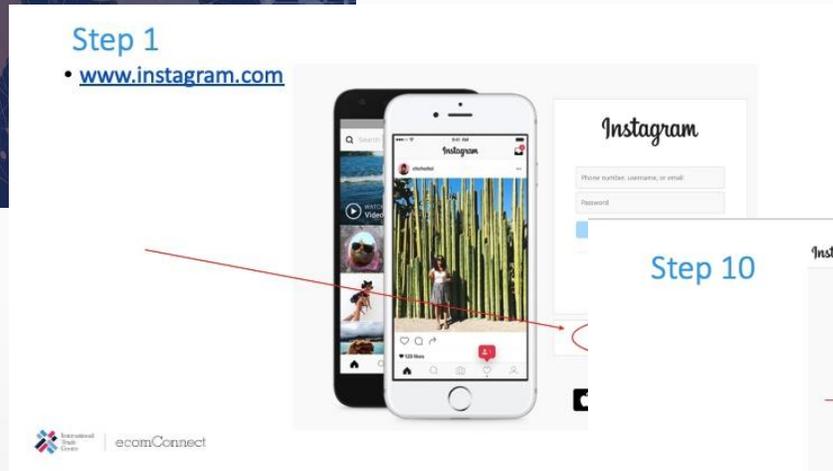
1-2-1 Sessions	Prerequisite	Outputs
Existing social media accounts	<ul style="list-style-type: none"> - Check for consistency 	<ul style="list-style-type: none"> - Updated Bios, logos and banners on principal social media account - Removal of non-business content - Refreshed accounts, consistent with new brand collateral
New social media account	<ul style="list-style-type: none"> - Identify best platform(s) for your business based on target audience - Set up names, bios, logos, banners, etc 	<ul style="list-style-type: none"> - Social media account consistent with new branding set up

Behind the scene:

- Identify which social media platform(s) your target customers are on
- Ensure all company names are consistent

SUGGESTED PROFILE INTRODUCTION Twitter/LinkedIn:	Transformative coffee importers, exporters, roasters & educators sourcing specialty coffee from cooperatives and auctions across the beautiful Kenyan Highlands
Instagram Instagram	Transformative coffee trader, roaster & educator sourcing specialty coffee from Kenya's fertile Highlands.
SUGGESTED PROFILE INTRODUCTION Facebook "Bio":	Transformative specialty Kenyan coffee trader, roaster & educator for coffee beyond all expectations

9. Audit of existing social media accounts or step-by-step set-up of new accounts across key social media platforms including new Bios/Profiles & resizing logos



10. Creating social media content

1-2-1 sessions	Prerequisite	Outputs
Creation of posts and blogs from the brand narrative in line with social media strategy & social media calendar	<ul style="list-style-type: none"> - Completed brand narrative - Completed social media strategy - Ideas for social media calendar 	<ul style="list-style-type: none"> - at least 6 x long-form social media posts - at least 6 short-form posts - For Burundi – at least 6 blog posts

Behind the scene:

- Develop social media strategy
- Generate ideas for social media calendar

Social media strategy on a page – see next page for examples of information that could be included

Purpose	To increase sales				
Objective timeline	Increase Brand Awareness → connect to new potential customers → convert to customers → increase sales				
Pillars/themes	•				
Target audience(s)	B2B/B2C	Market location	Population-led markets/ premium markets/income-led – markets		
SMART objectives	1. .. 2. .. 3. .. 4. ..				
Assets	Product/infrastructure/capacity	Impact	Specific to your SME	Collateral/Media	
	Quality specialty coffee: Traceability: Facilities: Logistics: Capacity:	Social (community): Economic: Environment:	Beautiful location: Culture: People: History:	Brand collateral Brochure Business card Web site Photos Video Audio Brand narrative Planned posts	
Channel(s) ONLY FOR YOUR ACTIVE CHANNELS	Instagram	Facebook	Twitter	LinkedIn	YouTube
Content type					
Groups	Industry groups	Industry groups	Connections to contacts	Industry/influencer groups	
Roles/responsibilities					
Budget					

Supplying long-form and short-form posts consistent with brand narratives

POST 2 – Flavours of our coffee

Horamama Coffee (cupping 85+) is brought to you by COCOCA – a union of cooperatives representing more than 27,000 individual coffee farmers.

We specialise in high quality, #Fairtrade, #UTZ, #RainforestAlliance, #Organic and Café des Femmes certified single origin specialty #Arabica coffee from across all regions of Burundi.

Our small plantations and exclusive washing and pulping stations mean we can produce excellent quality coffee while ensuring complete #traceability for our customers.

Horamama Coffee will transport you to the heart of Burundi – to the high-altitude plateaus and mountains where our climate and soils are perfect for growing and processing perfect beans for a perfect brew.

Contact us:
Email: info@cococaburundi.com
Web: www.cococaburundi.com
COCOCA (Consortium de Cooperatives de Caféiculteurs)

#specialtycoffee #microlots #naturalcoffee #fullywashed #honeycoffee #zerohunger #ForNature #Biodiversity #StrongerTogether #Peace #inspiration #WorldisInOurhands #changemaker #GlobalGoals #Africanamazing #coffeebeans #coffeetrade #greencoffeebeans #Specialtycoffee #Burundicoffee #EACoffee #Africacoffee

2. Select photo



Long-form posts

POST 3 Traceability

At COCOCA we specialise in high quality, #Fairtrade, #UTZ, #RainforestAlliance, #Organic and Café des Femmes certified single origin specialty coffee from across Burundi.

Our small plantations, 34 exclusive washing and pulping stations, dehulling plant and dry mill mean we can produce excellent quality coffee while ensuring complete #traceability for our customers. Horamama Coffee will transport you to the heart of Burundi – the high-altitude plateaus and mountains where our climate and soils are perfect for growing and processes rich, full-bodied #Arabica.

Contact us:
Email: info@cococaburundi.com
Web: www.cococaburundi.com
COCOCA (Consortium de Cooperatives de Caféiculteurs)

#specialtycoffee #microlots #naturalcoffee #fullywashed #honeycoffee #zerohunger #ForNature #Biodiversity #StrongerTogether #Peace #inspiration #WorldisInOurhands #changemaker #GlobalGoals #Africanamazing #coffeebeans #coffeetrade #greencoffeebeans #Specialtycoffee #Burundicoffee #EACoffee #Africacoffee

3. Select photo



Short-form posts

Short-Social-Media-Posts

At @kalkicoffee, we are proud of our amazing roots—not only of our unique specialty coffee from the Great Lakes of Burundi but also in our heritage. Through the unwavering tenacity and perseverance of our founder Angèle Ciza, we have become a strong and values-led coffee company with over 70% of our farmers being women. In a country where women cannot inherit land, Angèle was the first female to run a business in the Burundi coffee industry (1995), providing inspiration and hope for new generations, and showing us a more prosperous, fairer future. ♀

@kalkicoffee is so excited to share the wonders of coffee! ♀

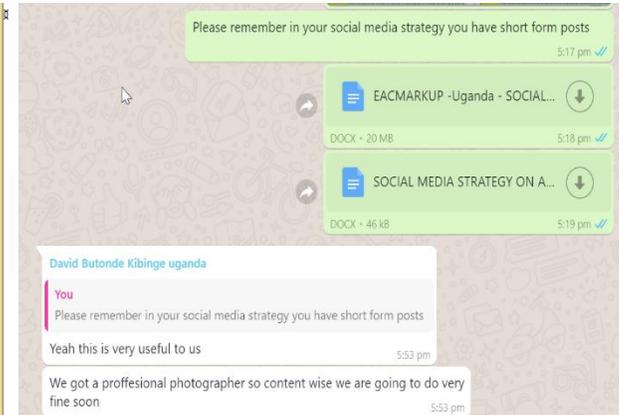
@kalkico is a female-led coffee company that values the contribution of women in Burundian coffee. Over 70% of our farmers are women. KALICO's founder and president, Angèle Ciza, was the first woman to run a business in the Burundi coffee industry in 1995. In Burundi, women cannot inherit land, greatly inhibiting their ability to work in agriculture. Angèle's achievements, tenacity and unshakable perseverance to build a successful career in the coffee industry is an inspiration to other women across Burundi. ♀

@kalkico is a female-led coffee company was founded in 2011, by Angèle Ciza with her son, Alexandre Shaha Mugisha, the current Managing Director. Alexandre works to modernize processes while retaining traditional values. He recently introduced the GESTFA app on all washing stations to ensure full traceability and connect buyers with their coffee origins. ♀

At @kalkico our delicious Arabica Red Bourbon grows over 16 hectares in North Eastern Burundi, where five beautiful lakes meet in the provinces of Kirundo and Kirurwa. Its flavours are greatly influenced by the unique conditions—the rich volcanic soils, high altitudes of 1650-1750m and the winds that grace the Lakes region. ♀

@kalkico's 40,000 coffee trees flower from July to September and we harvest when the cherries are red during winter, from March to May. Producing clean, balanced, caramel tasting notes with consistent cupping scores above 85+! ♀

@kalkico takes great care in processing the selectively hand-pick the crimson cherries by our farmers in North-Eastern Burundi. These cherries are delivered to our wash station for processing as quickly as possible to keep quality fruit. Using a pulper the cherry skin is removed. The bean is guided through a water channel to carefully remove the lighter beans that float to the surface. Our coffee is then transported to fermentation tanks. Over the next 12 to 14 hours the coffee is carefully monitored and stirred until the mucilage layer is removed. We then take care to rise the coffee bean, and then it is sun-dried. We use a "Moisture Meter" to check the parchment is dried to approximately 11% moisture before it is dry-milled. ♀



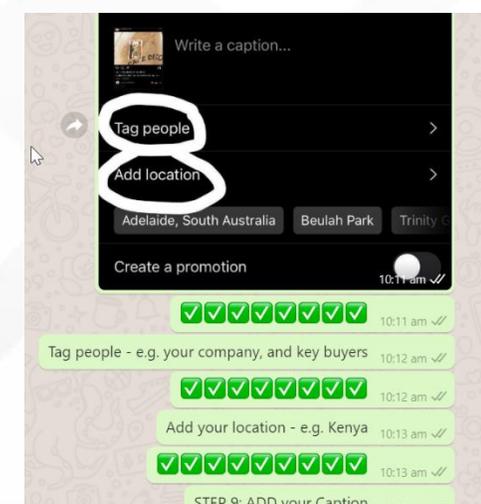
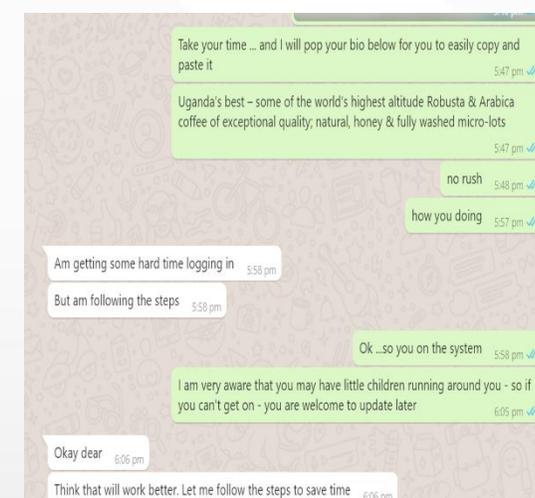
SME's take up short-form posts

11. Activate social media

1-2-1 sessions	Prerequisite	Outputs
Posting on social media	<ul style="list-style-type: none"> - Finalised post content - Choose appropriate photos 	<ul style="list-style-type: none"> - Posts on social media – consistent with brand narrative and brand collateral
Become dynamic/responsive		<ul style="list-style-type: none"> - Responding to comments, likes and contacts

Behind the scene:

- During this period, we worked together to develop social media content and profiles for each SME



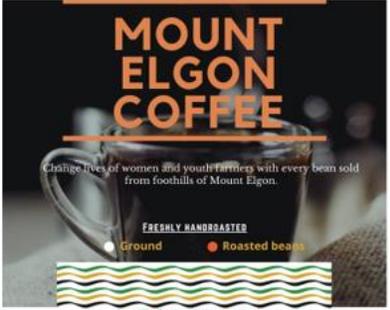
Record of all posts captured for the SMEs

TWITTER 3

Announcing our new label MOUNT-ELGON-COFFEE. For a taste of Ugandan single-origin organic Arabica perfection contact us @CoffeeHoneyCoop

MOUNT-ELGON-COFFEE invests back into our coffee and honey farms. 80% of our proceeds are invested back to our farmers through training in the best agronomic practices and post-harvest handling. Contact us @CoffeeHoneyCoop

100% PREMIUM ARABICA

Republic Street, Mbale, Uganda | +256 782 574 213 | sales@mountelgoncoffeeandhoneycoop.com | www.mountelgoncoffeeandhoneycoop.com

Page Break

FACEBOOK 4

At Mount Elgon Coffee and Honey Cooperative, we work to:

- support the local community to better face the effects of climate change
- promote agroforestry in coffee farming for food security, climate adaptation and increased household income
- produce fully washed Arabica coffee and organic honey
- employ organic and cooperative principles for land restoration and sustainable farming
- roast coffee beans direct from the origin as an additional source of income

We believe in relationship coffee. Contact us and we will give the best taste of Mount Elgon Coffee and Honey Cooperative—coffee that cares

Contact us

Phone number: +256 782 574 213

Email: wasibirogers@yahoo.co.uk

Instagram: @mountelgoncoffeeandhoney

Facebook: Mount Elgon Coffee and Honey Co-operative

Twitter: @CoffeeHoneyCoop

@Dragonscooperative @dragons_cymru @Coffee_Care @LocalFlavoursInja @JoachimWatuwa #EACMARKUP @InternationalTradeCenter

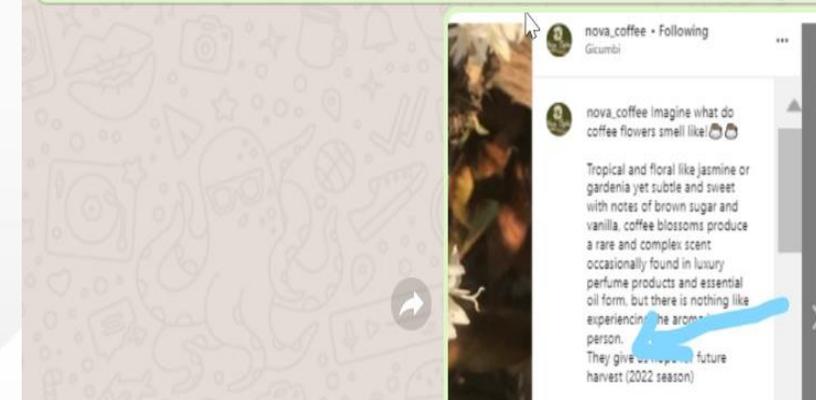
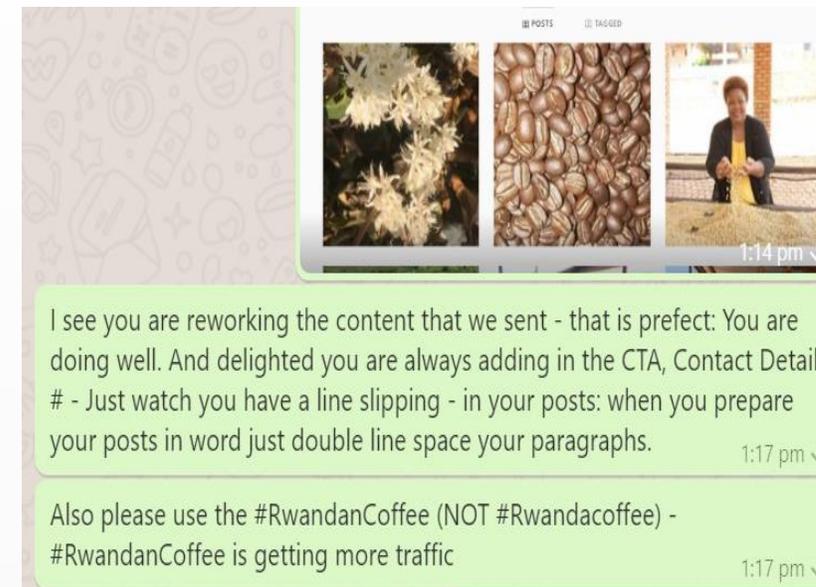
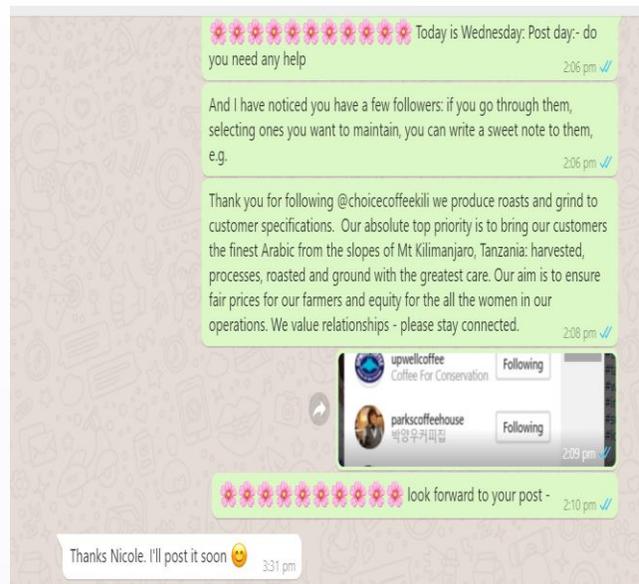
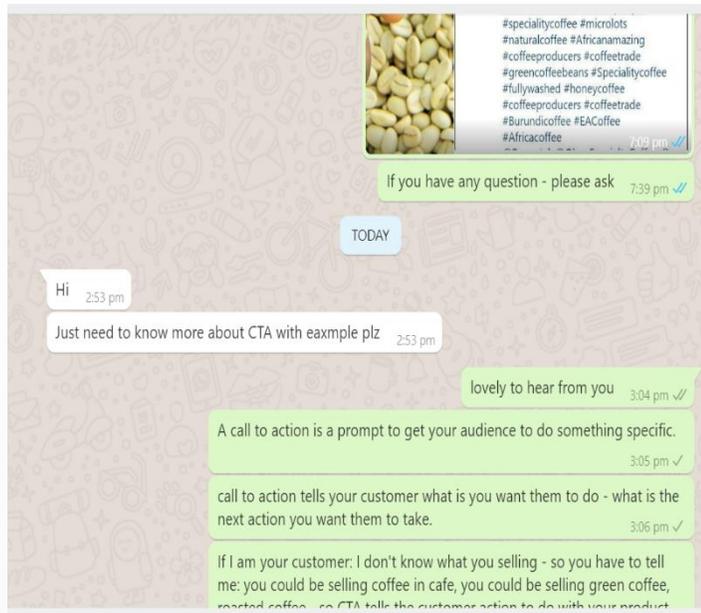
#bees4food #bees4foodsecurity #bees4biodiversity #bees4ecosystem

#coffeeorigin #coffee culture #SustainableSources #EthicallySourced #SustainableCoffee

#coffeeinitscinnamony #Ugandacoffee #EACCoffee #MTElgonCoffee #specialtycoffee #UgandaSpecialtyCoffee



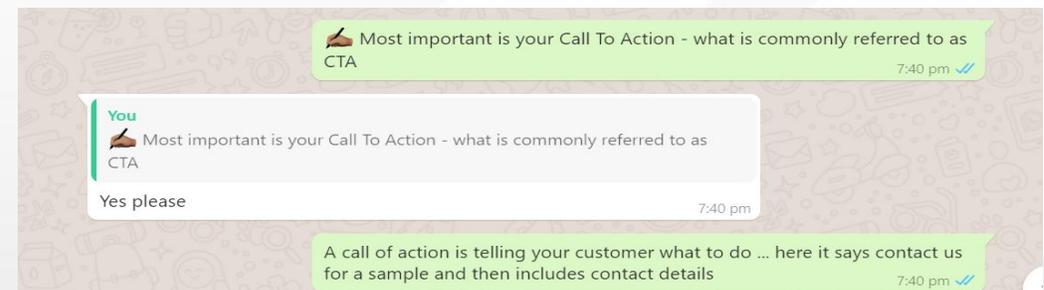
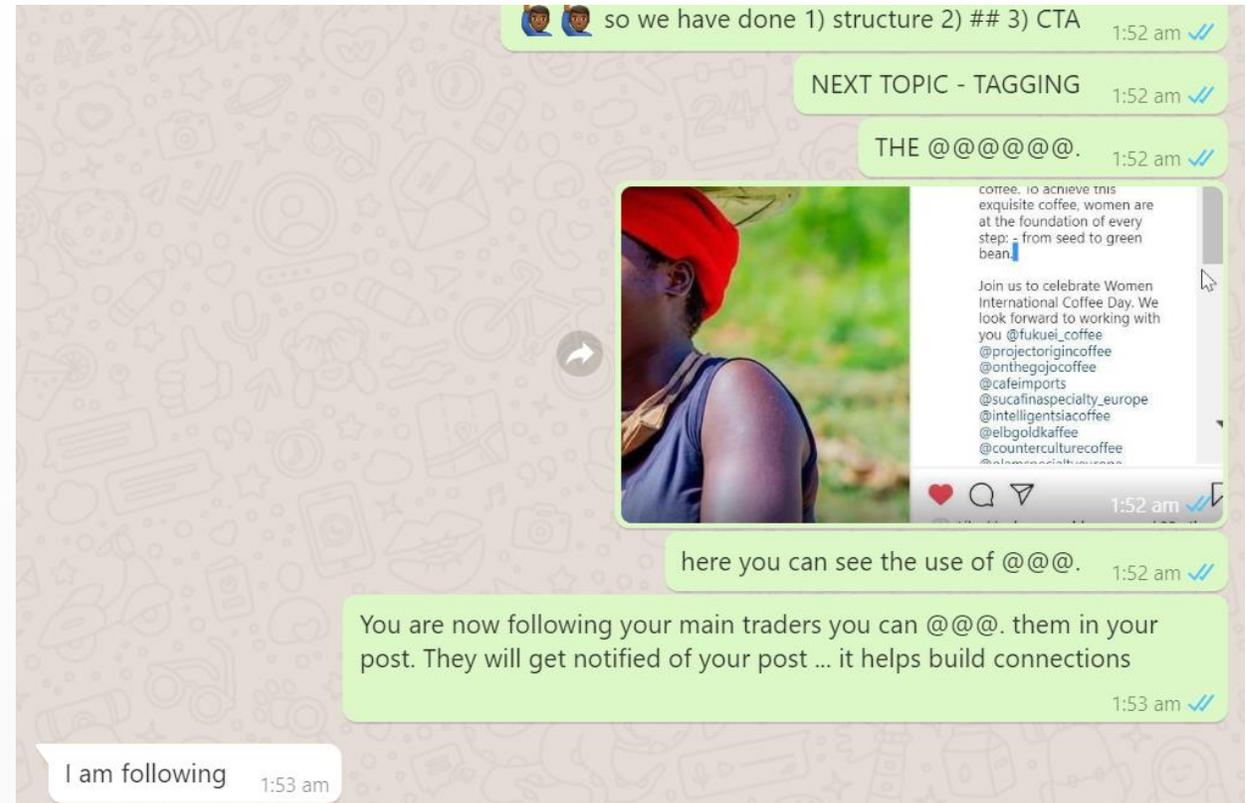

Responsive support and feedback - using WhatsApp Chat



1-2-1 training & support

Behind the scene:

- During this period, we undertook one-on-one training & support sessions with SMEs on key elements of posting – all the time building confidence.



Working with SMEs to improve their images for social media to enhance engagement

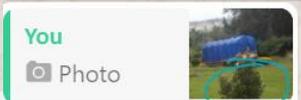


From what u shared c me on instagram, would these photos also form a gd post?

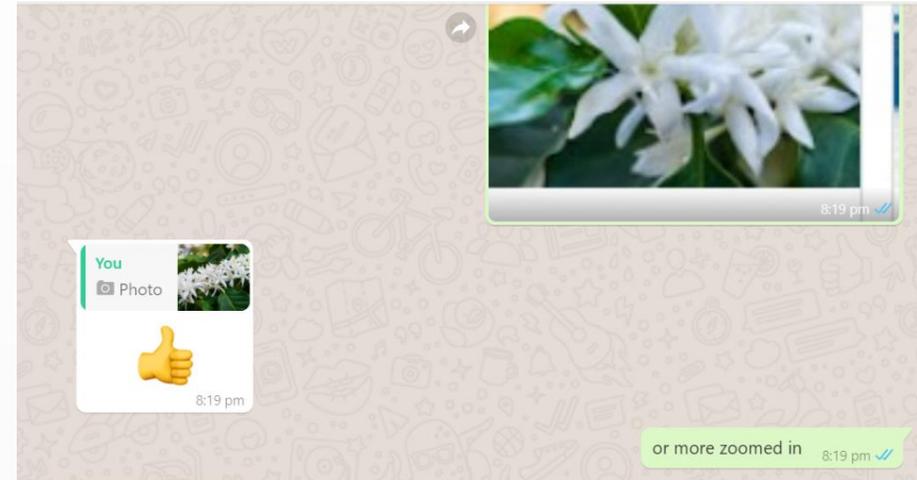


You
It is all about positioning yourself: and I am sure you had a lot going on in your mind

Yeah 3:13 pm



Obstruction 3:13 pm

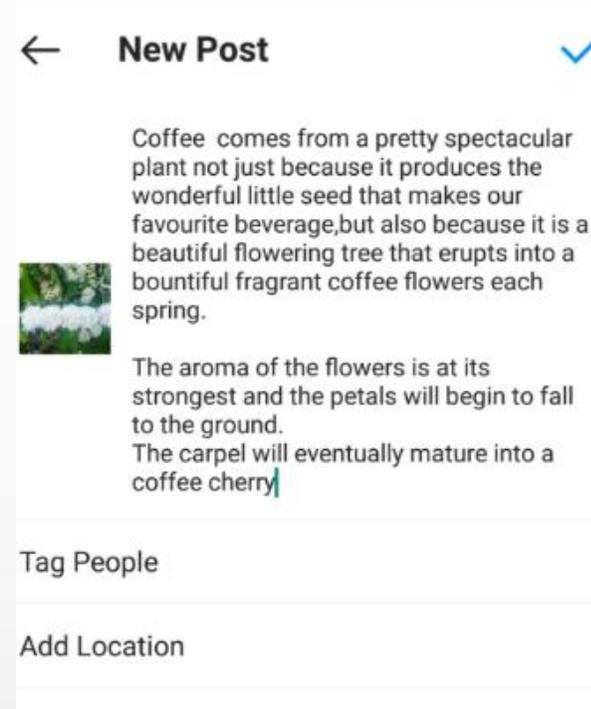


12. Finalise social media campaign follow-up

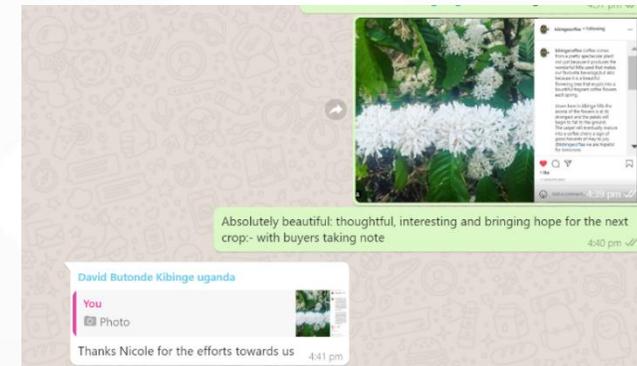
1-2-1 session	Prerequisite	Outputs
Final follow-up with SMEs	- Posted 6 social media posts	<ul style="list-style-type: none"> - On-going social media strategy in place - At least 10 short-form posts provided - At least 8 hi-resolution images supplied

Behind the scene:

- Identify responsible person for on-going social media responsibility



Working with SMEs to write their own posts



Your most welcome Nicole, its a pressure to have you as our teacher in all the lessons you have taught us. And indeed you have taught us and we have gained & learnt much with your guidance 4:47 pm

THANK YOU SOO MUCH 🙏 4:48 pm

Actually we have started to see some increases in the likes of our posts 4:49 pm

Which is a plus sign for us striving for better brand visibility 4:49 pm

For any thing please don't forget about us 4:50 pm

For consultations please we request you to disturb you and guide us if any need arises in future. 4:52 pm

Thank you wish you the best in life 4:53 pm

Assisting SMEs to follow-up on trader engagement



traprocoffee

traprocoffee Award-winning, fully washed & natural specialty coffee from... [...]

Thanks for sending this our way. Can you send samples of the washed and natural as well. We currently don't have a Rwanda coffee lined up this year.

Thanks so much -Derek

Bernard Uwitije Trapro Coffee

You both follow cafeimportsaustralia and 12 others

View Profile

1:34 PM

Dear Yieldcoffee Team!

It is with a great pleasure we are contacting you.

We learned from our mutual friend Nicole that you are looking for Rwandan coffee to add on your listing!

Please provide with us your address details so we can send samples as requested!

We are looking forward working with you!

@Nicole Motteux is this message clear? Thanks 9:05 pm

so happy - I have been thinking about this all day 9:09 pm

It is a lovely message - 9:10 pm

Check this 4:10 am 14/08/2021

muiscatradingco commented:
Love your the meaning of your business. If we keep this model we can help so much all our coffee farmers around the world. Love to try your coffee? 4h

Reply 4:10 am

🙏👍 4:10 am

Christain Nsabemungu San Coffee Rwanda

Photo

In the past I approach them but no success so now is time 7:33 am

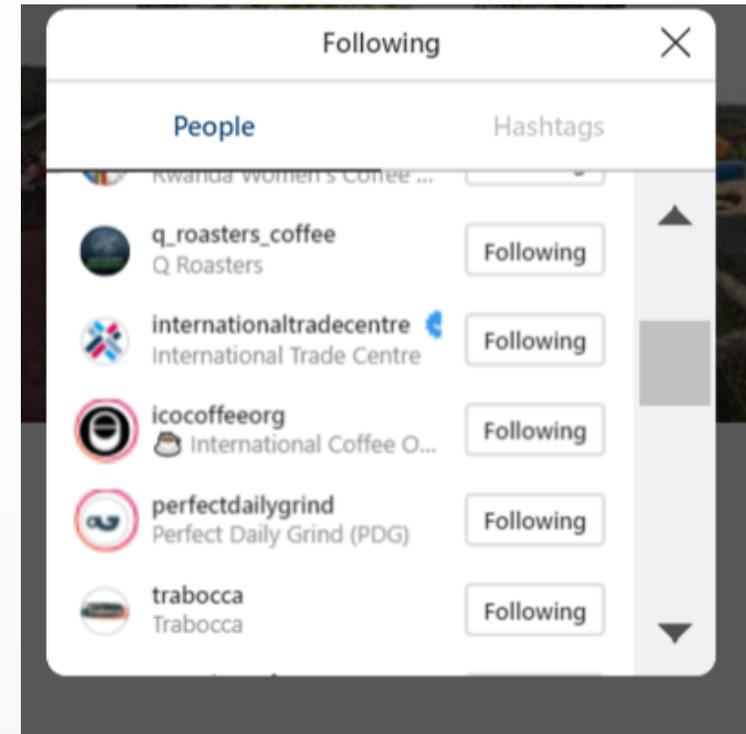
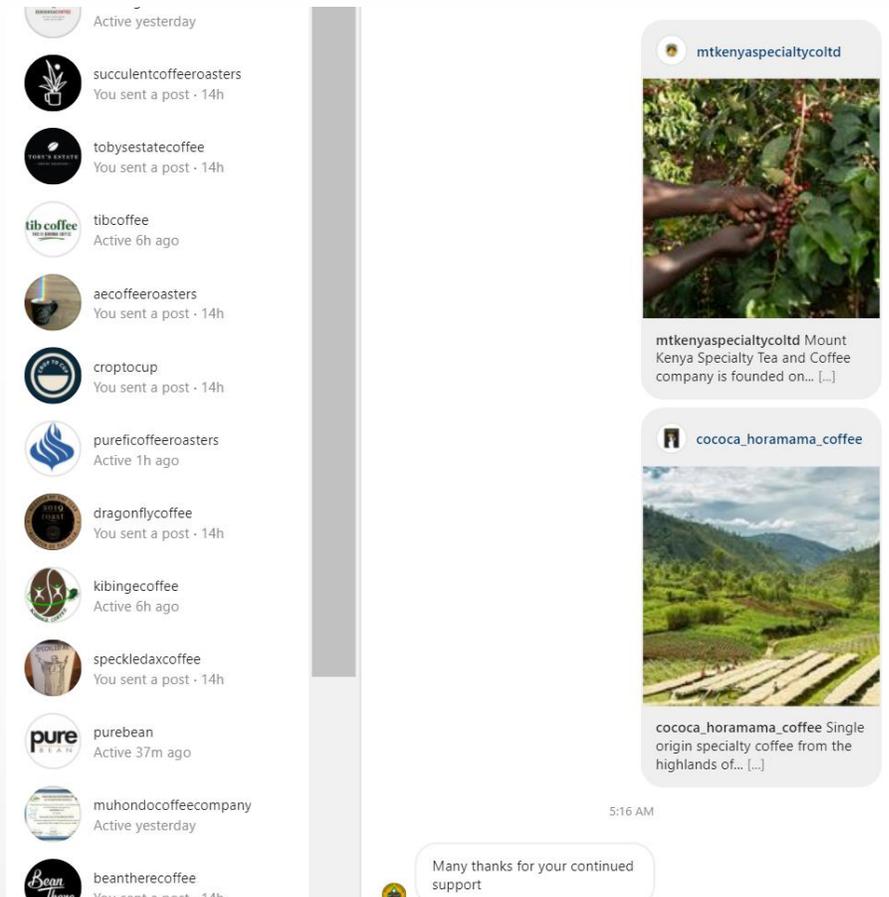
I wonder how to write to them ? Can you help 7:34 am

Yes very happy to help 7:34 am ✓

A trader making contact with SME

TRADE IMPACT FOR GOOD

Introducing SMEs to each other and other traders



SMEs shift from following friends to following key traders and industry actors

Engagements with traders on Instagram

tobysestatecoffee
 You sent a post · 14h

tibcoffee
 Active 6h ago

aecoffeeoasters
 You sent a post · 14h

croptocup
 You sent a post · 14h

pureficoffeeoasters
 Active 1h ago

dragonflycoffee
 You sent a post · 14h

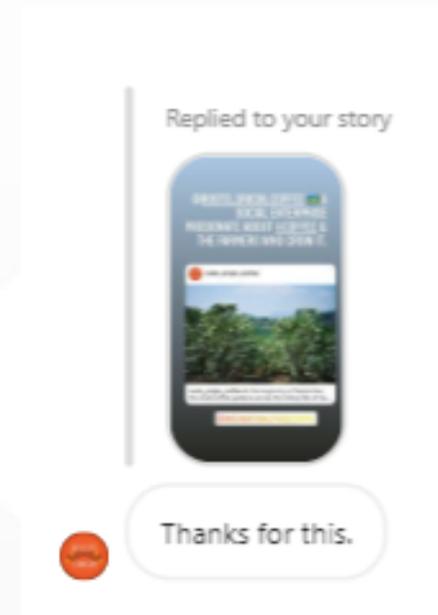
kibingecoffee
 Active 6h ago

speckledaxcoffee
 You sent a post · 14h

cococa_horamama_coffee
 Single origin specialty coffee from the highlands of... [...]

4:51 AM

Thank you for sharing all of these wonderful coffee companies!



An SME responding to trader link

Results of the second phase

- 41 coffee producers from Kenya, Tanzania, Uganda, Rwanda, and Burundi were invited to participate in the marketing support programme.
- Depending on their level of interest and participation, companies have benefited from tailor-made marketing and branding support
- All companies received bespoke social media content (reviewed brand narratives, at least 6 long-form and 10 short-form posts, and a social media strategy, suggested #, @ and keywords)

Active group (34 companies)

- Bespoke social media support from ITC team
- Bespoke social media content
- 1-2-1 assistance with setting up social media accounts or auditing and updating existing accounts (Instagram, Facebook, Twitter, LinkedIn)
- A professional photographer provided images and video for each company
- Stock photos were also provided

Passive group (7 companies)

- ITC team supported interested companies
- Bespoke social media content
- A professional photographer provided images and video for each company that provided access

Results of the second phase

- 34 companies (83%) participated in an **active way**:
 - Attended the majority of working sessions
 - Attended 1-2-1 training sessions
 - Completed all revisions & provided additional information when required
 - Responded to ITC requests in a reactive manner
 - Showed interest and dedication

Outputs for the active companies:

- All SMEs received at least 6 long-form posts and between 10 and 51 short-form posts
- All SMEs applied the learnings to their businesses immediately – with a total of 762 posts across the 34 SMEs (351 Instagram, 156 Facebook, 245 Twitter (most associated with a single SME), 10 LinkedIn)
- 32 SMEs developed a social media strategy and campaign, and posted between 6 and 55 new quality posts on Instagram and/or Facebook, and between 2 and 215 Tweets
- 2 SMEs developed a social media strategy and each posted 4 quality Instagram posts

Outcomes for the active companies:

- 34 SMEs posting at least weekly on social media with quality content and structure
- Increased confidence, capacity and capability in social media engagement across the active SMEs
- 20 SMEs received new sales contacts as a direct result of their new social media engagement

Results of the second phase

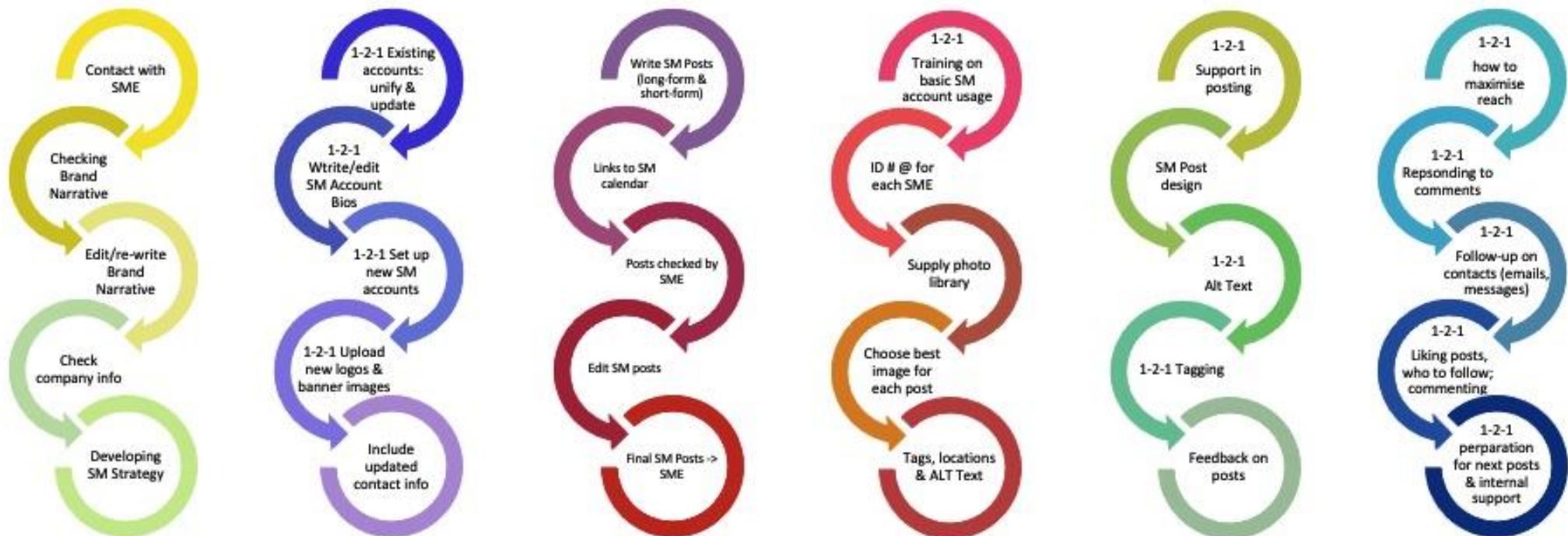
- 7 companies participated in a **passive way**:
 - Some attended the Introductory webinar and Workshop 2
 - All have received completed brand narratives
 - Those SMEs who requested it, received completed social media calendars
 - All received at least 6 long-form posts and between 26 and 54 short-form posts
 - Some participated in the photo-video shoot
 - Less interest and responsiveness

Developing social media for SMEs - process

- Each active SME was provided with 1-2-1 support through WhatsApp, in a process to improve/increase engagement with target audiences:
- Checking – verifying and editing/amending/adding to brand narrative
- Social media account audit & update or set-up – ensuring consistency and appropriateness
- Content Creation – individual posts based on each SME's brand narrative
- #, @ & Photos – choosing the best supplementary material to support the content
- Posting – the mechanics, structure and timing of posting on social media
- Gaining confidence – allowing SMEs to take control of their social media
- Gaining traction – how to increase engagement & follow-up contacts

Checking ->	Account set-up ->	Create Content ->	# @ Photos ->	Using SM -> Posting ->	Gaining traction
Initiating Social Media phase	Social Media Account Audit/set-up	Creating social media content	Mechanics of social media posting	Posting	Moving from active -> dynamic
Relationship-building	Existing accounts: review & streamline	Links with Brand Narrative	1-2-1 training	Getting look & tone right	Making social media work
Programme buy-in	New accounts set up with new bios	Links to calendar	Who to <u>follow</u> , #	Alt text for images	Following up with contacts
Fact checking	Brand consistency	Editing posts	Choosing best images	Tagging	Liking/commenting
Agree strategy	Updated contact info		Accessibility: Adding tags, locations & Alt Text to images	Feedback from trainers for improvement	Setting up internal support <u>e.g.</u> gaining management support & visibility

Constant reviewing and fact-checking with SMEs throughout



BURUNDI – 6 active SMEs

11 new accounts; 2 updated accounts; 55 new Instagram posts, 35 new Facebook posts, 8 new LinkedIn posts, engagement up across all platforms. At least 1 SME attracted new sales contacts/buyers.

SME	Target platform	Before	After	Account: New/ Update	New Bio/ profile	New Logo	Active posting	Engagement		
								Followers	Following	New sales contacts
Cococa Coffee	Instagram	X	A	N	✓	✓	✓ +6	↑ +37	↑ 14	
	LinkedIn	X	B	N	✓	✓				
Kalico Coffee	Instagram	B	A	U	✓	✓	✓ +12	↑	↑	✓
	LinkedIn	X	A	N	✓	✓	✓ +8			
Matraco Coffee	Instagram	X	A	N	✓	✓	✓ +12	↑ 50	↑ 126	
	Facebook	X	A	N	✓	✓	✓ +12			
Micosta Coffee	Instagram	X	A	N	✓	✓	✓ +11	↑ 79	↑ 85	
	Facebook	X	A	N	✓	✓	✓ +9			
Murambi Coffee	Instagram	X	A	N	✓	✓	✓ +6	↑ 168	↑ 467	
	Facebook	X	A	N	✓	✓	✓ +6			
	LinkedIn	X	B	N	✓	✓				
TIB Coffee	Instagram	B	A	U	✓	✓	✓ +8	↑ 46	↑ 72	
	Facebook	N	A	N	✓	✓	✓ +8			

BURUNDI – Cococa

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
11	21	✓	6	↑ +37	↑ 14	

cococa_horamama_coffee Message

6 posts 41 followers 14 following

Cococa Horamama Coffee
Single origin Fairtrade organic coffee grown by the Consortium des Cooperatives de Cafeiculteurs from the tropical plateau of Burundi
www.cococaburundi.com
Followed by rafcoffeeroaster, muhondocoffeecompany, migotcoffee + 10 more

POSTS TAGGED



cococa_horamama_cof • Following

cococa_horamama_coffee
Horamama Coffee (cupping 85+) is brought to you by COCOCA – a union of cooperatives representing more than 27,000 individual coffee farmers.

We specialise in high quality, #Fairtrade, #UTZ, #RainforestAlliance, #Organic and Café des Femmes #certified single origin specialty #Arabica coffee from across all regions of Burundi.

Our small plantations and exclusive washing and pulping stations mean we can produce excellent quality coffee while



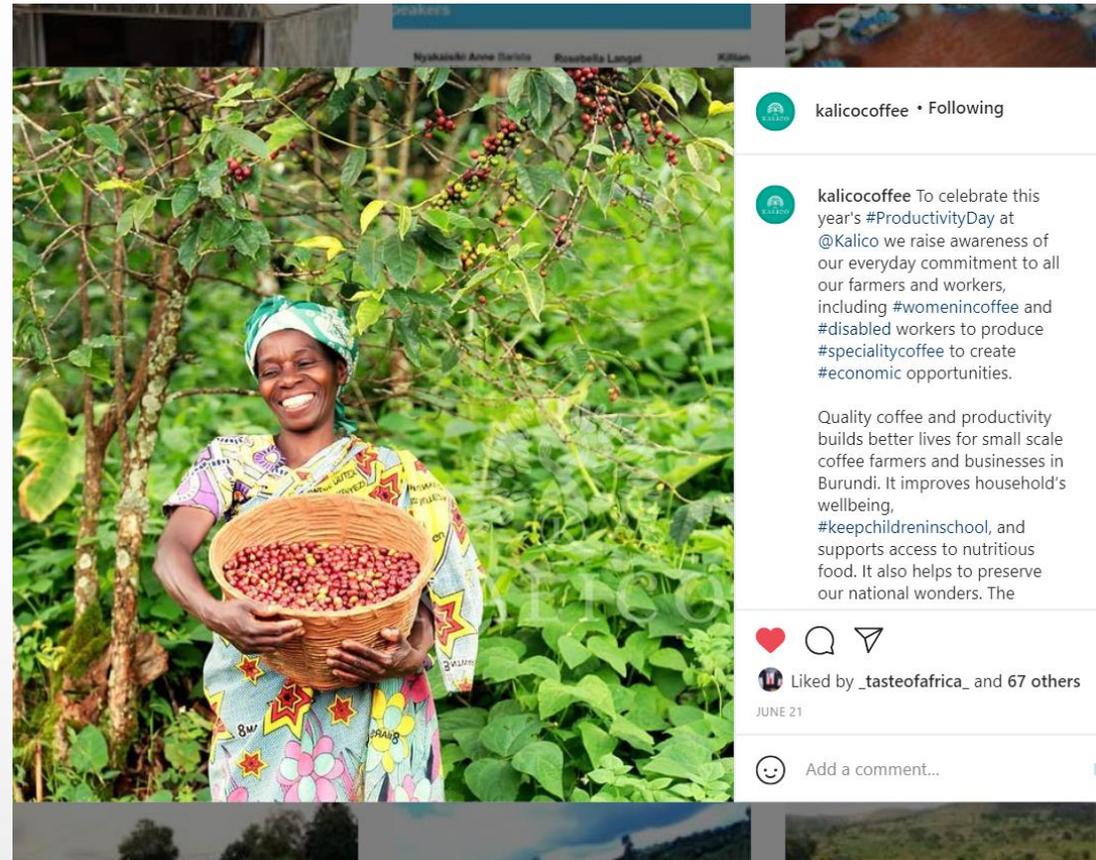
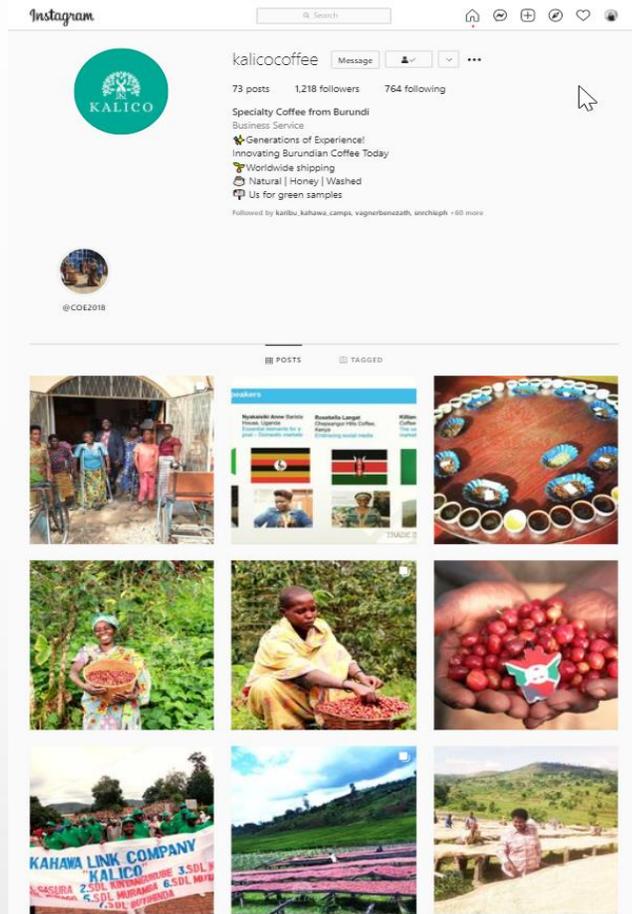
Liked by guytcroft and 10 others

JULY 8

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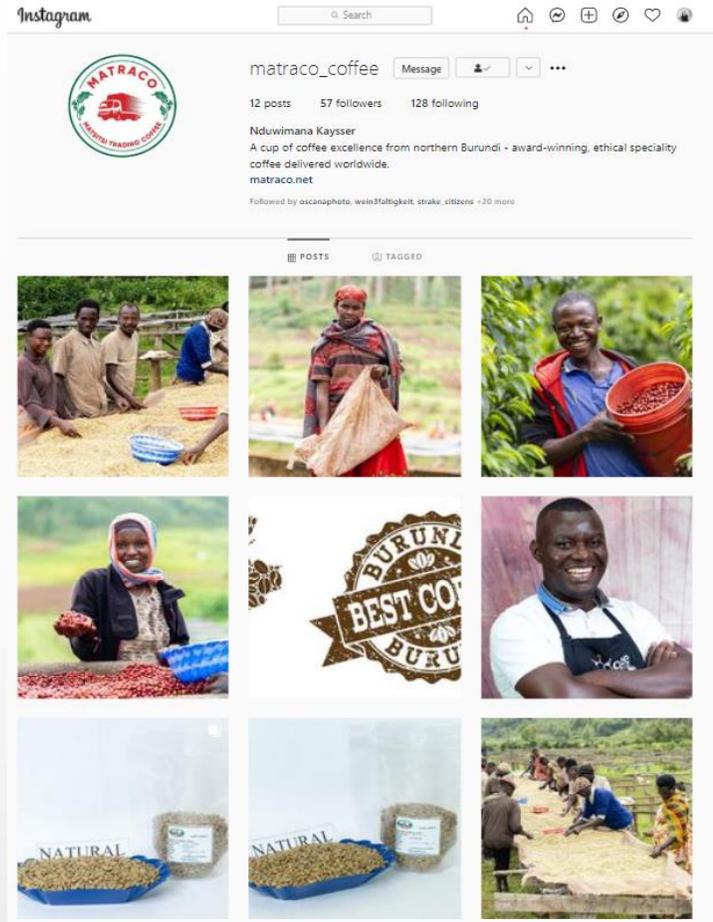
BURUNDI – Kalico Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
10	43	✓	20	↑	↑	✓



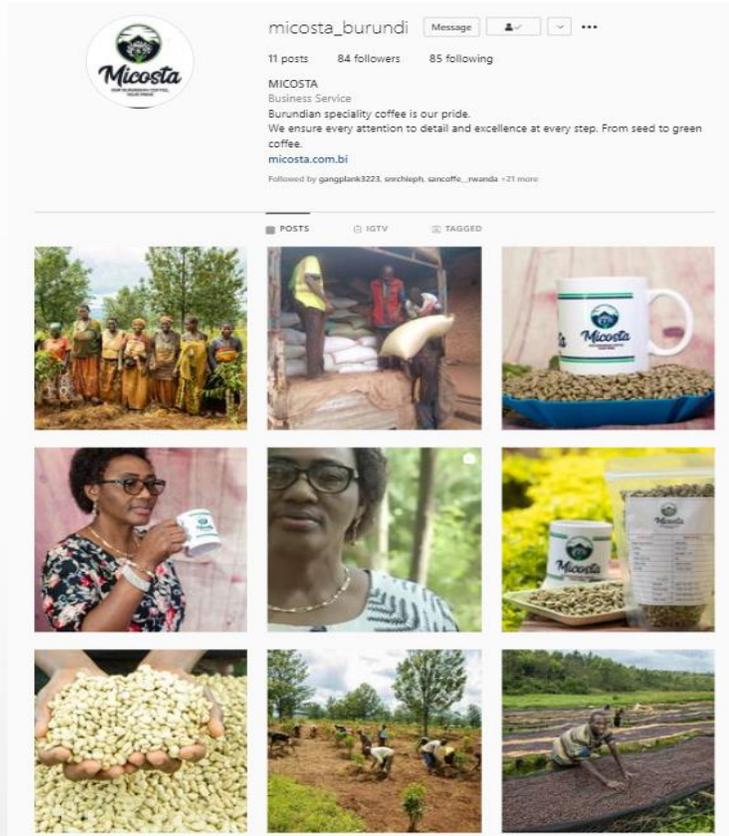
BURUNDI – Matraco Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
12	35	✓	24	↑ 50	↑ 126	



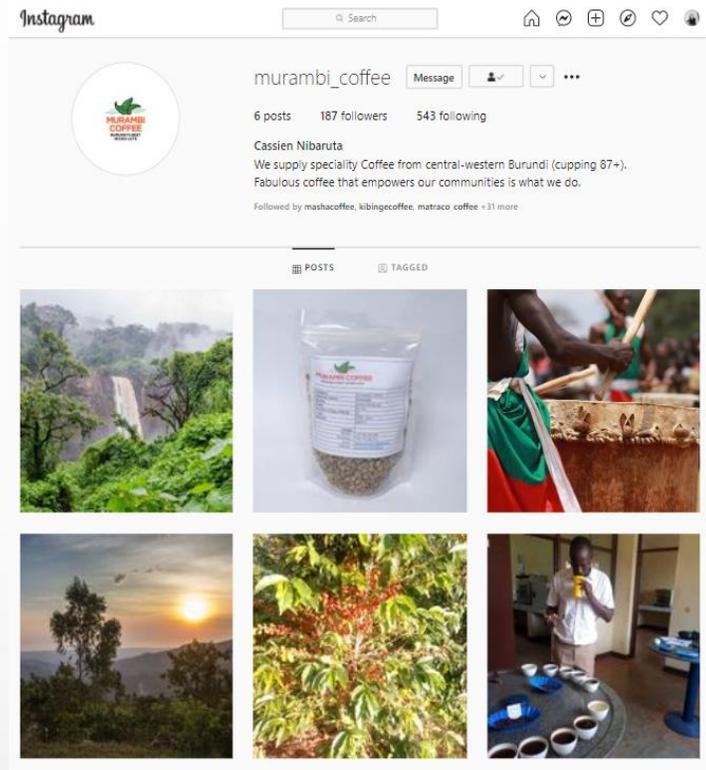
BURUNDI – Micosta Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	30	✓	20	↑ 79	↑ 85	



BURUNDI – Murambi Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
7	28	✓	12	↑ 168	↑ 467	



BURUNDI – TIB Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	32	✓	16	↑ 46	↑ 72	

tibcoffee tib coffee
12 posts 226 followers 432 following

tib coffee
Product/Service
Specialty coffee - the real taste of Burundi
We supply fully washed, natural & honey Arabica coffee, delivering profits back into our communities
www.tibcoffee.bi

Followed by kibibegcoffee, sancoffe_rwanda, threekeyscoffee +27 more

POSTS TAGGED

Happy INDEPENDENCE DAY

Café DU BURUNDI



tibcoffee • Following
Burundi

tibcoffee TIB (This is Burundi) Coffee brings you exquisite Arabica specialty coffee from the pristine rainforests through our Karambo washing station located in Muyinga province, northern Burundi. This is a beautiful hilly region with an average altitude of 1400-1500m, on the edge of the Ruvubu National Park and crossed by the #NileRiver. It is a special place, teeming with #biodiversity and underlain by rich soils, perfect for growing the highest quality coffees.

We have almost 2,000 farmers

Liked by baristahouseuganda and 22 others

JUNE 11

Add a comment...

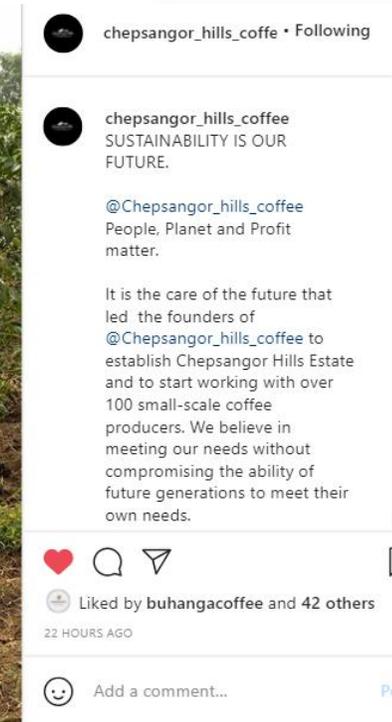
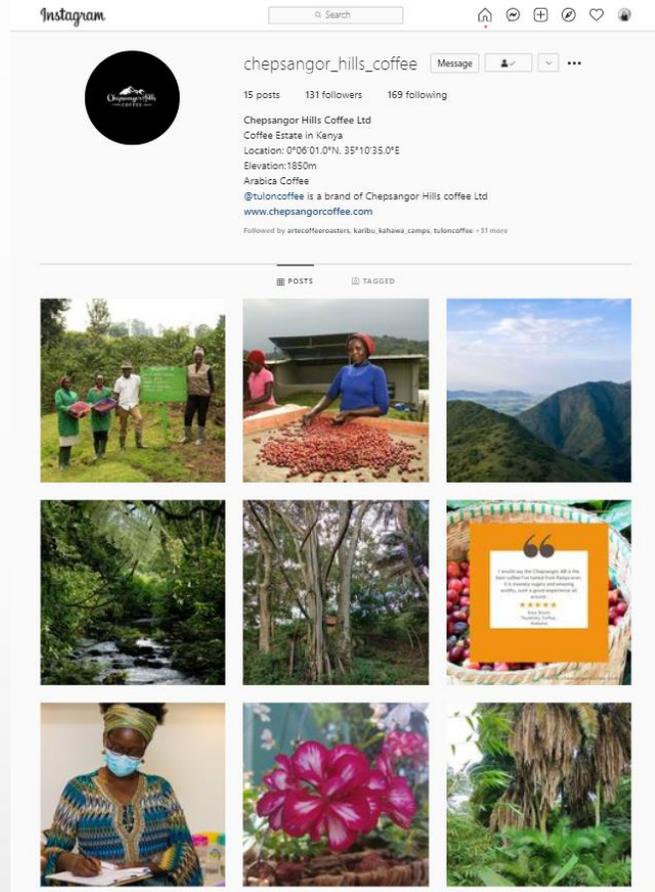
KENYA – 7 active SMEs

3 new accounts; 13 updated accounts; 119 new Instagram posts, 50 new Facebook posts, 2 new tweets; engagement up across all platforms. At least 6 SMEs attracted new sales contacts/buyers.

SME	Target platform	Before	After	Account: New/ Update	New Bio/ profile	New Logo	Active posting	Engagement		
								Followers	Following	New sales contacts
Chepsangor Coffee	Instagram	X	A	N	✓	✓	✓ +15	↑ 124	↑ 164	✓
Jowam Coffee	Instagram	B	A	U	✓	✓	✓ +33	↑ 141	↑ 55	✓
	Instagram	B	A	U	✓	✓	✓ +16			
	LinkedIn	B	B	U	✓	✓				
	Facebook	B	B	U	✓	✓	✓ +6			
Kafikawa Coffee	Instagram	A	A	U	✓	✓	✓ +6	↑ +17	↑ +27	
	Facebook	A	A	U	✓	✓	✓ +11			
Mount Kenya Specialty Tea & Coffee	Instagram	X	A	N	✓	✓	✓ +9	↑ 266	↑ 420	✓
	Facebook	X	A	N	✓	✓	✓ +15			
Safari Lounge Tea & Coffee	Instagram	A	D	U	✓	✓	✓ +28	↑ 30	↑ 40	✓
	Facebook	A	A	U	✓	✓	✓ +15			
	LinkedIn	B	B	U	✓	✓				
Sakami Coffee	Instagram	B	A	U	✓	✓	✓ +7	↑ 27	↑ 15	✓
Utaka Coffee	Instagram	B	A	U	✓	✓	✓ +5	↑ 94	↑ 27	✓
	Facebook	B	A	U	✓	✓	✓ +3			
	Twitter	B	B	U	✓	✓	✓ +2			

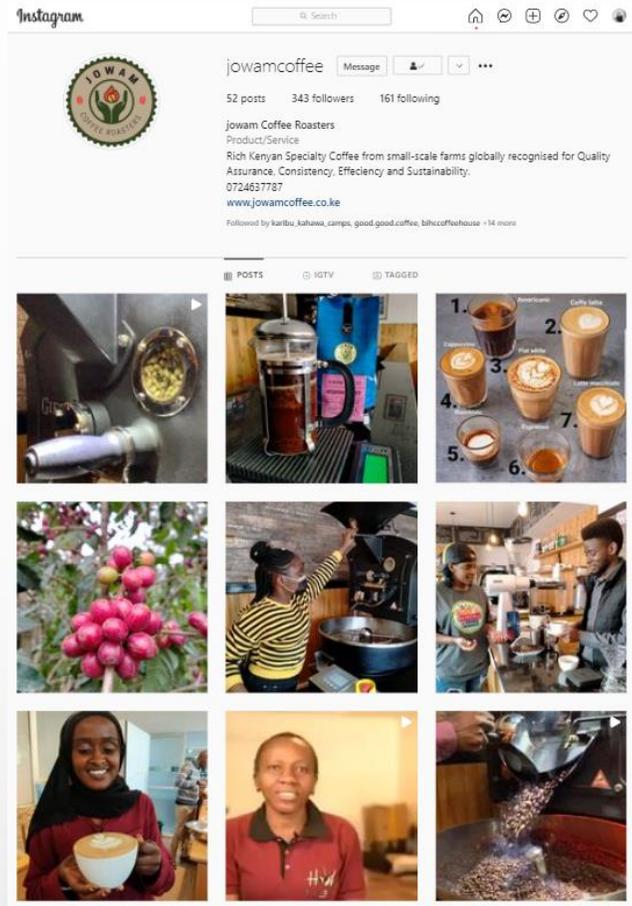
KENYA – Chepsangor Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	42	✓	15	↑ 124	↑ 164	✓



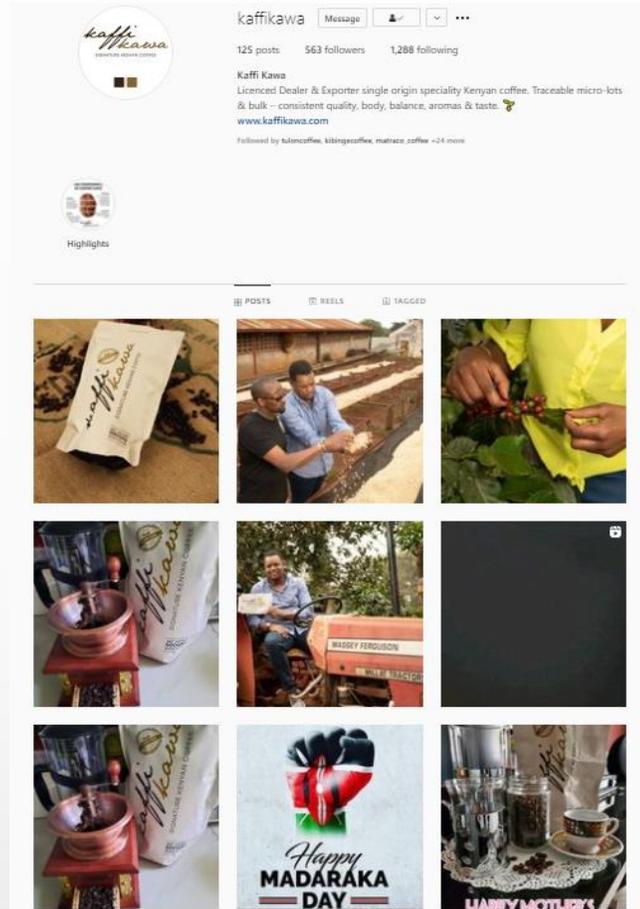
KENYA – Jowam Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	42	✓	55	↑ 141	↑ 55	✓



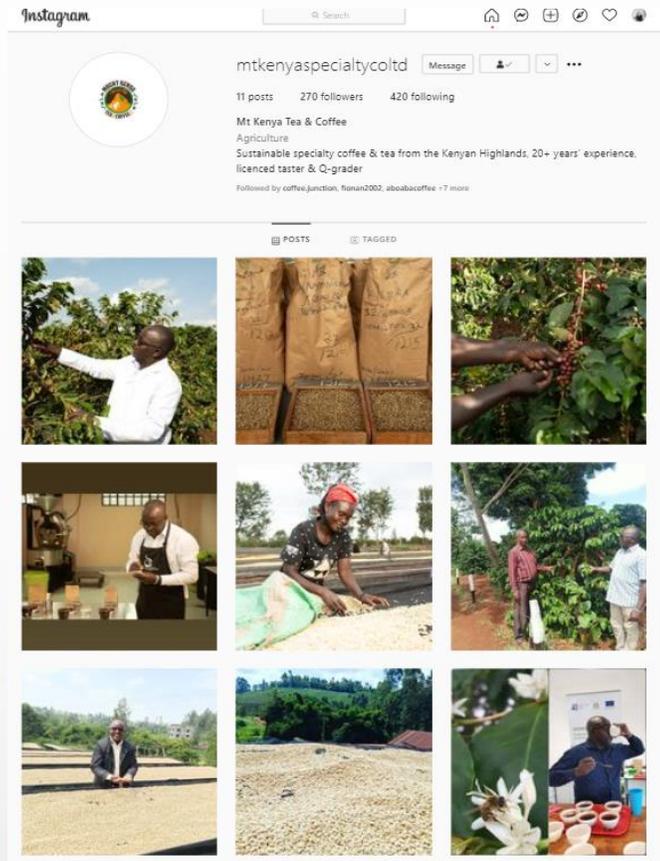
KENYA – Kafikawa Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	15	✓	17	↑ +17	↑ +27	



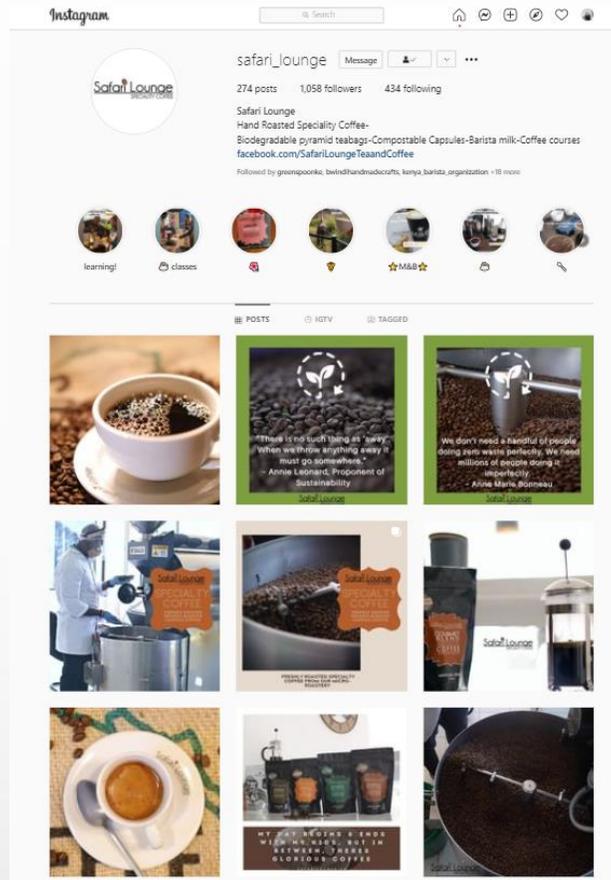
KENYA – Mount Kenya Specialty Tea & Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
8	31	✓	24	↑ 266	↑ 420	✓



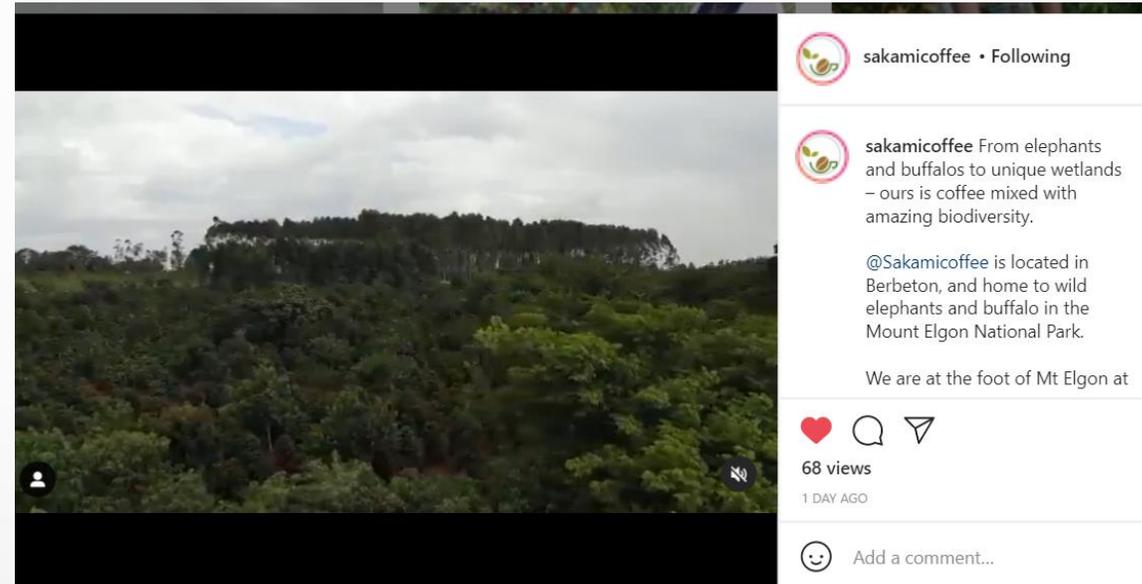
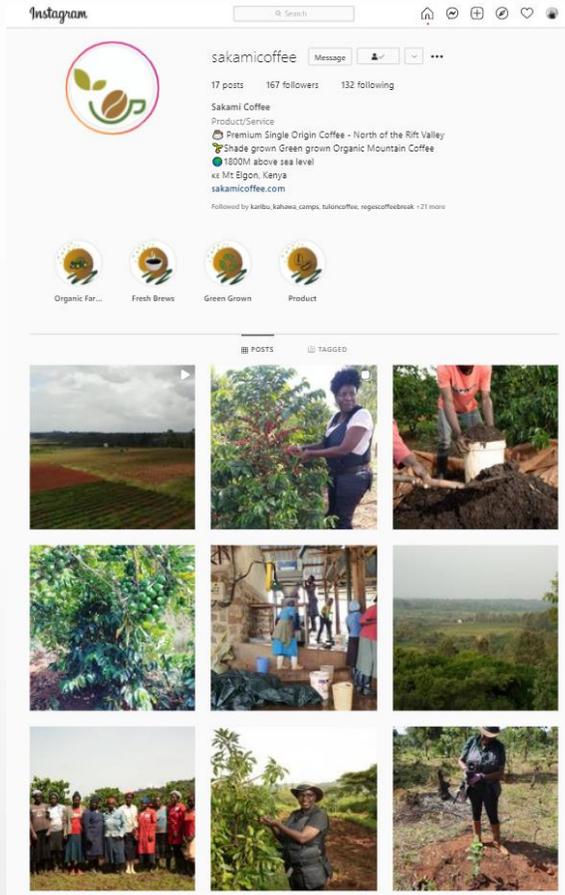
KENYA – Safari Lounge Tea & Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	10	✓	43	↑ 30	↑ 40	✓



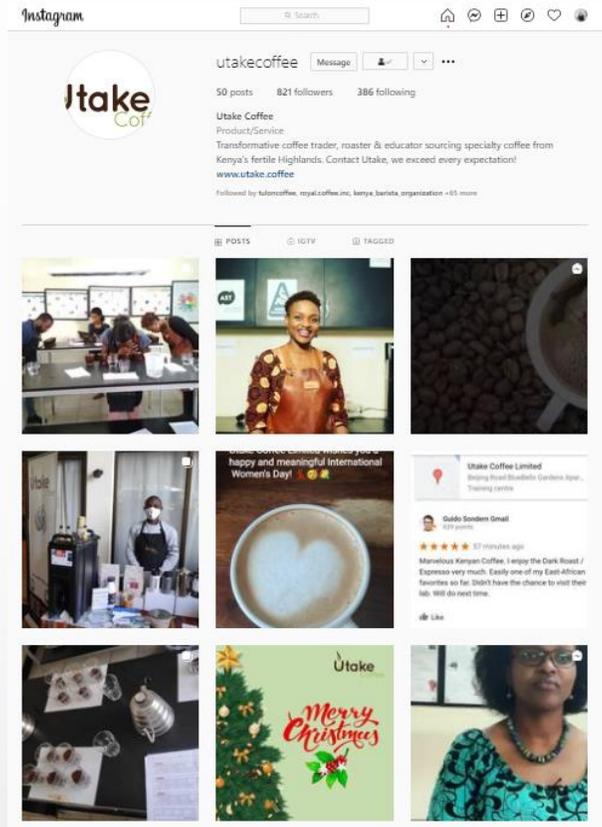
KENYA – Sakami Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
8	42	✓	7	↑ 27	↑ 15	✓



KENYA – Utake Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	30	✓	10	↑ 94	↑ 27	✓



RWANDA – 10 active SMEs

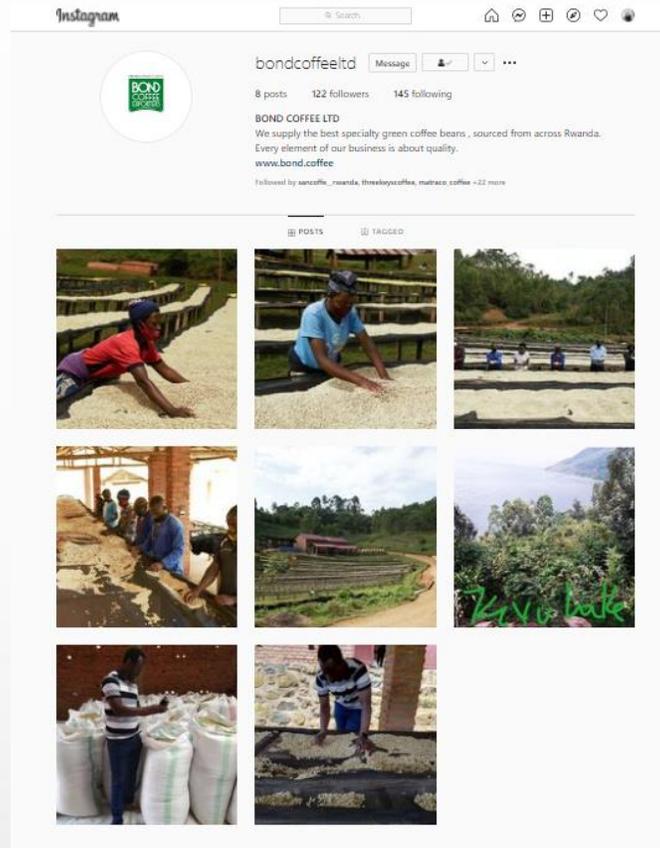
5 new accounts; 11 updated accounts; 81 new Instagram posts, 5 new Facebook posts, 4 new Tweets; engagement up across all platforms; at least 7 SMEs attracted new sales contacts/buyers

SME	Target platform	Before	After	Account: New/ Update	New Bio/ profile	New Logo	Active posting	Engagement		
								Followers	Following	New sales contacts
Bond Coffee	Instagram	B	A	U	✓	✓	✓ +8	↑ 113	↑ 145	✓
	LinkedIn	A	A	U						
Buhanga Coffee	Instagram	B	A	U	✓	✓	✓ +15	↑ 101	↑ 33	✓
	Facebook	B	B	U	✓	✓				
Hillock Coffee	Instagram	X	A	N	✓	✓	✓ +6	↑ 77	↑ 67	✓
Muhondo Coffee	Instagram	B	A	U	✓	✓	✓ +9	↑ 121	↑ 719	
	Facebook	X	B	N	✓	✓	✓ +2			
Nova Coffee	Instagram	B	B	U	✓	✓	✓ +4	↑ 31	↑ 6	-
Roots Coffee	Instagram	X	A	N	✓	✓	✓ +6	↑ 36	↑ 105	✓
San Coffee	Instagram	A	A	U	✓	✓	✓ +14	↑ 85	↑ 23	✓
	Facebook	B	B	U	✓	✓	✓ +3			
	Twitter	B	B	U	✓	✓	✓ +4			
Trapro Coffee	Instagram	X	A	N	✓	✓	✓ +9	↑ 193	↑ 920	✓
Tropic Coffee	Instagram	A	A	U	✓	✓	✓ +4	↑ 77		
	Twitter	B	B	U	✓	✓				
TUK Coffee	Instagram	X	A	N	✓	✓	✓ +6	↑ 57	↑ 30	✓

(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)

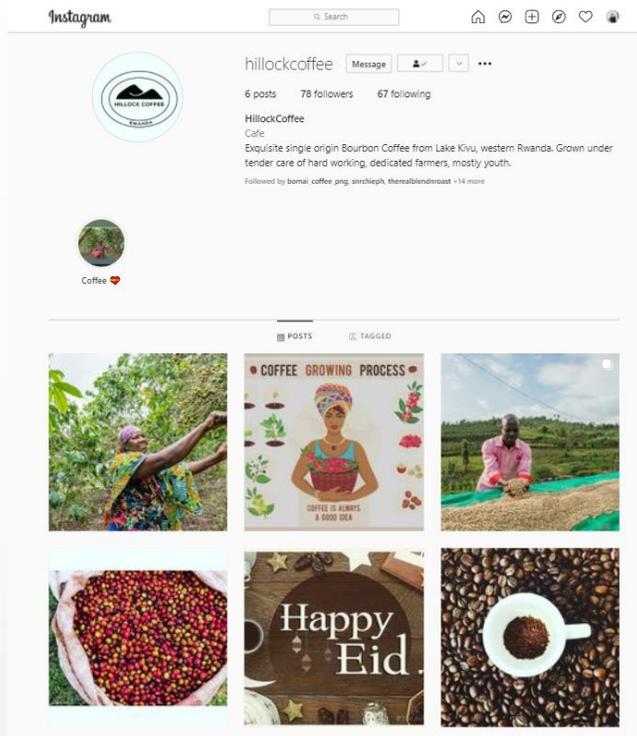
RWANDA – Bond Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	24	✓	8	↑ 113	↑ 145	✓



RWANDA – Hillock Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	15	✓	6	78	67	✓



hillockcoffee • Following
Rwanda Coffee

hillockcoffee Our young people are the future of the coffee industry

Hillock coffee has made it our mission to encourage and support young people in the coffee industry.

Over two thirds of our farmers are young women, and the vast majority of our farmers are younger generations. They are eager and enthusiastic to learn the skills required to grow quality Arabica coffee on their 0.5 - 2Ha plots, with an average



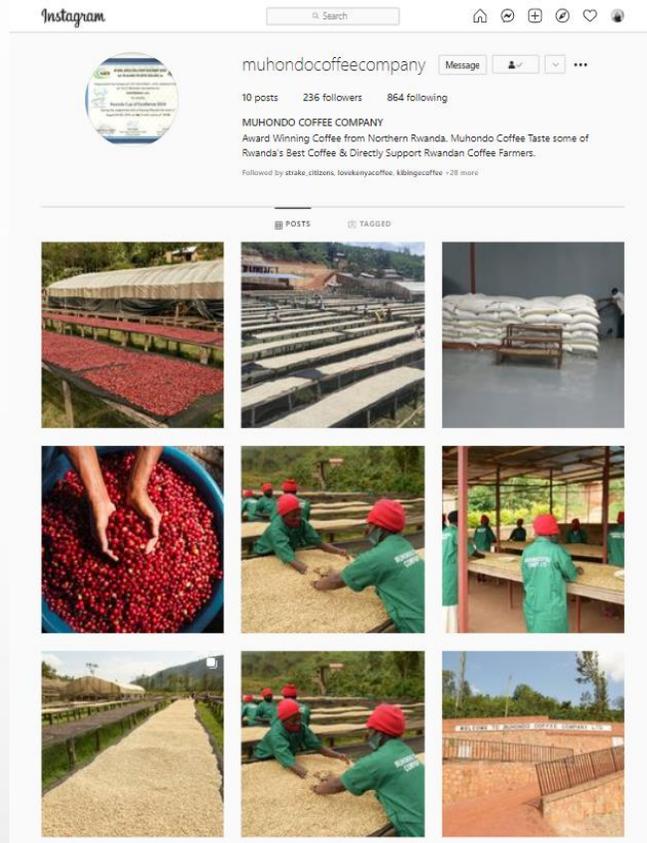
Liked by murambi_coffee and 12 other

7 DAYS AGO

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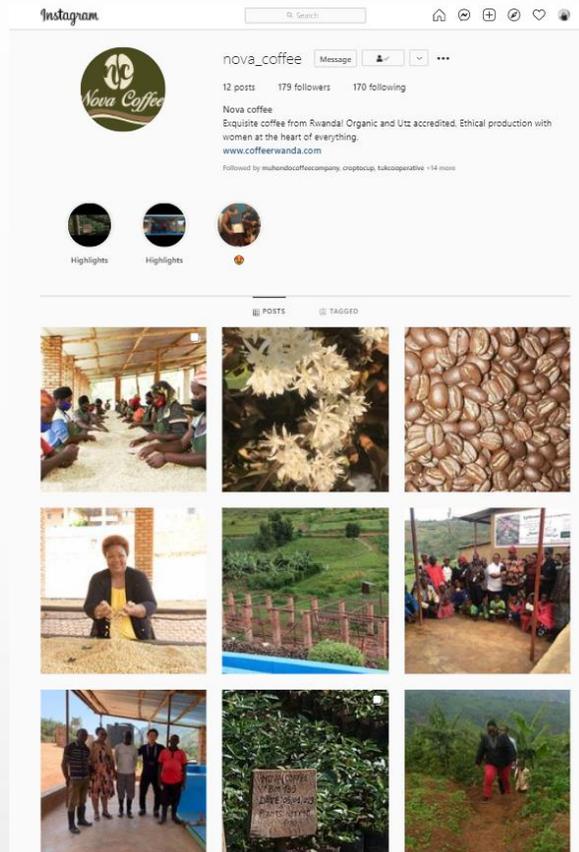
RWANDA – Muhondo Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	29	✓	11	↑ 121	↑ 719	



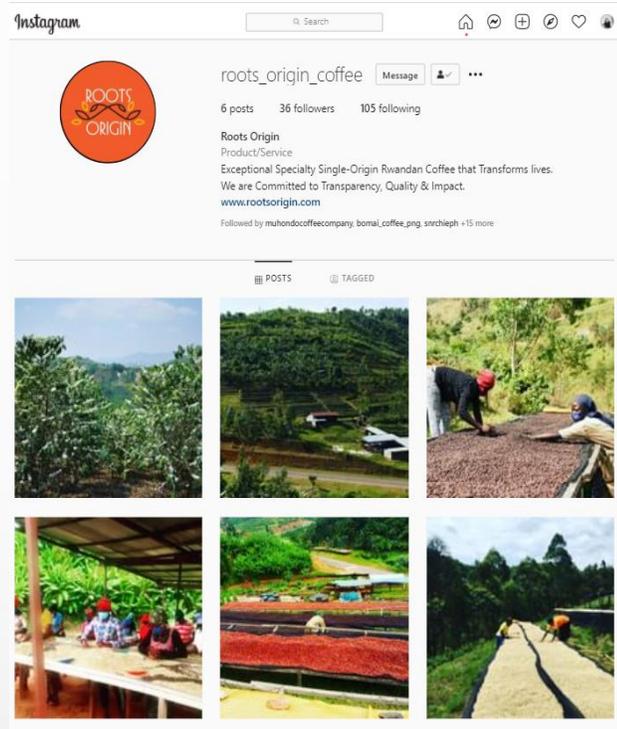
RWANDA – Nova Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	16	✓	4	↑ 31	↑ 6	



RWANDA – Roots Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
8	26	✓	6	36	105	✓



roots_origin_coffee • Following

roots_origin_coffee Our mission is to continuously look to produce and export exemplary coffees while transforming the coffee communities in which we operate

Our coffee grows at 1,560-1,900m high in rich volcanic soils in the Karongi district in western Rwanda, on the edge of the beautiful Lake Kivu. The perfect growing conditions and our attention to every detail, results in beautiful coffee.

We believe in absolute transparency and ownership for our coffee farmers. Roots Origin



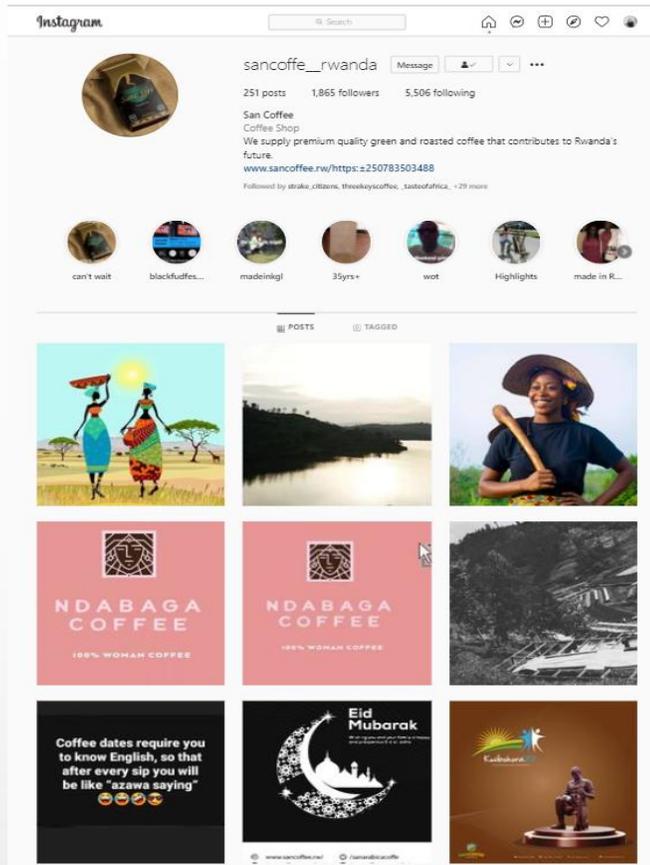
Liked by [_tasteofafrica_](#) and 24 others

JULY 31

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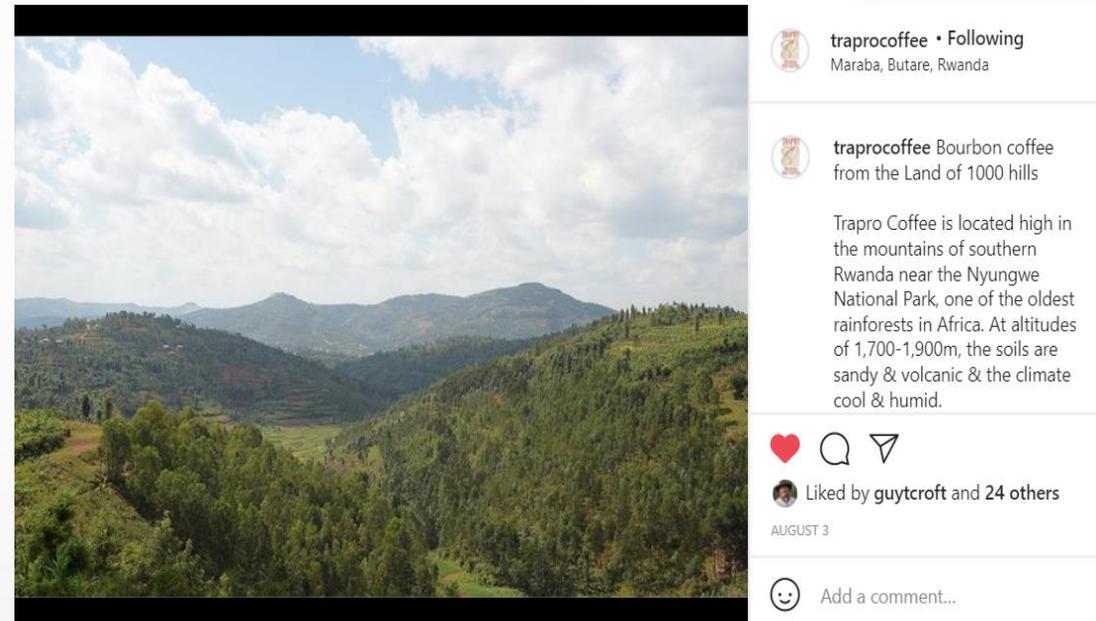
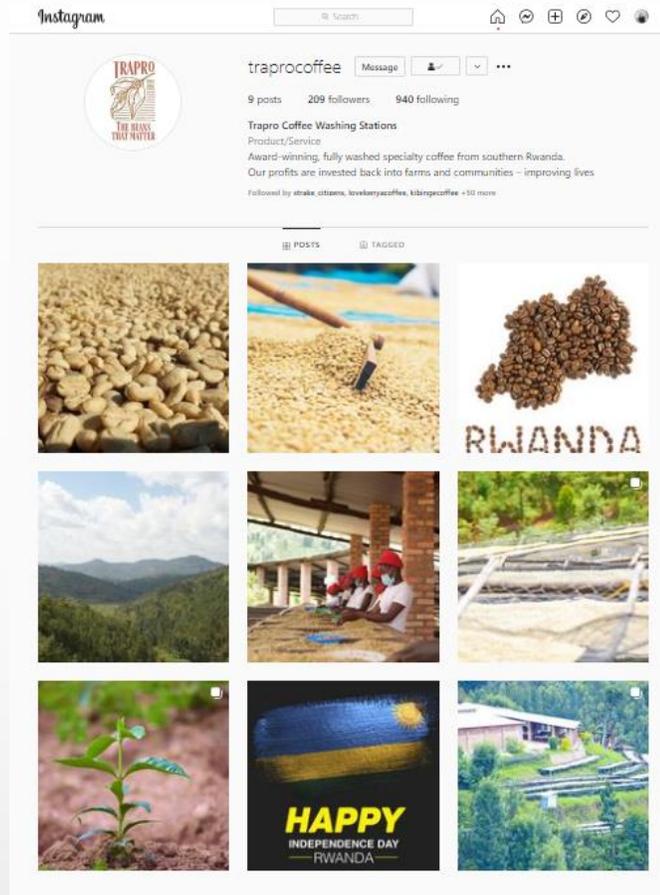
RWANDA – San Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
11	40	✓	21	↑ 85	↑ 23	✓



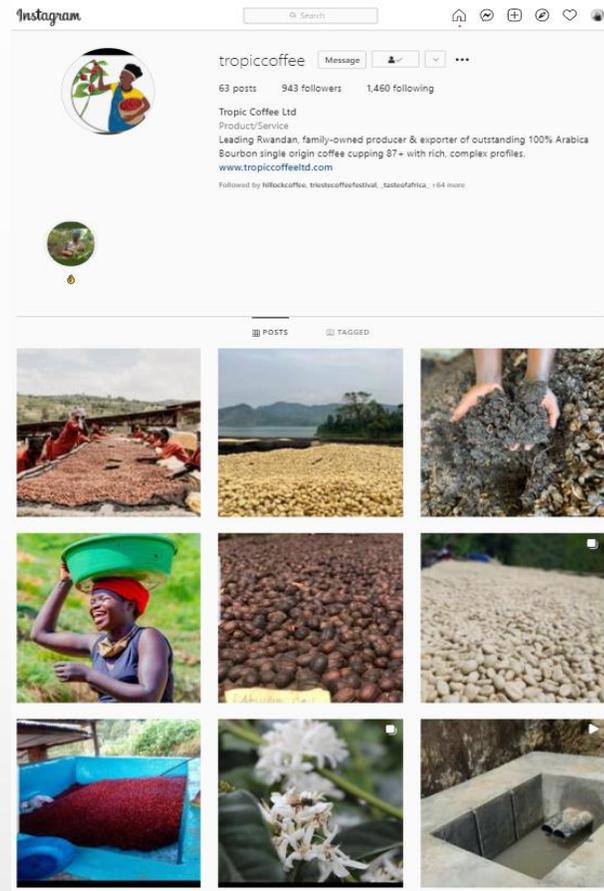
RWANDA – Trapro Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	21	✓	9	↑ 193	↑ 920	✓



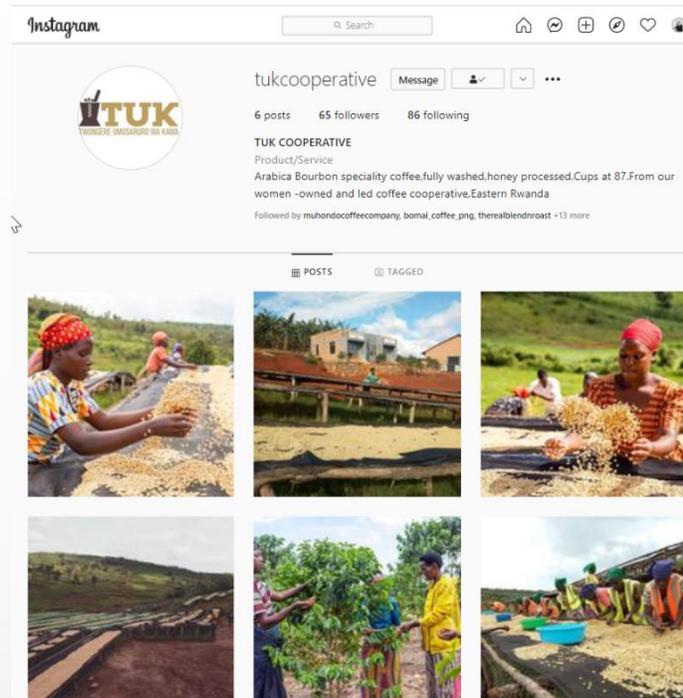
RWANDA – Tropic Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	29	✓	4	↑ 77		



RWANDA – TUK Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
8	43	✓	6	↑ 57	↑ 30	



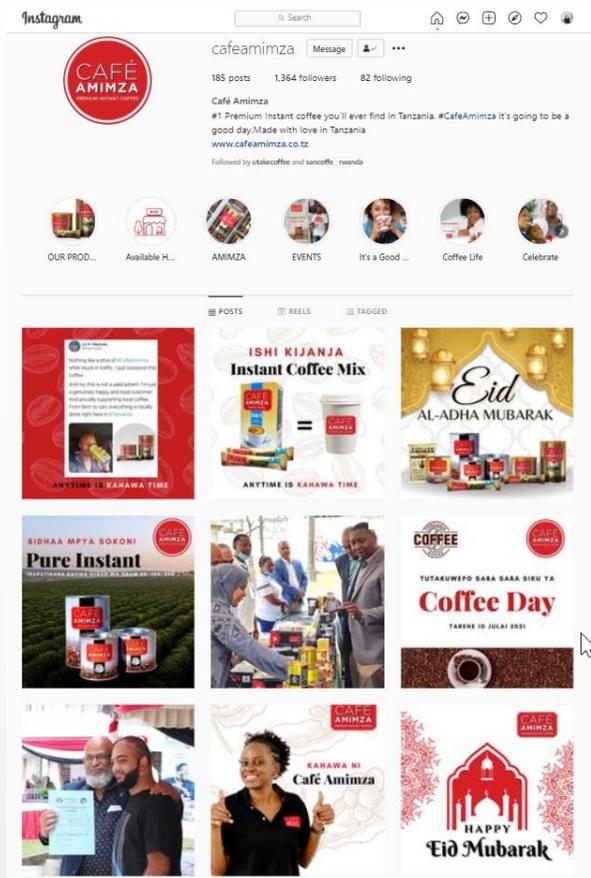
TANZANIA – 3 active SMEs

7 updated accounts; 20 new Instagram posts, 29 new Facebook posts, 2 new LinkedIn posts; engagement up across all platforms. . At least 2 SMEs attracted new sales contacts/buyers.

SME	Target platform	Before	After	Account: New/ Update	New Bio/ profile	New Logo	Active posting	Engagement		
								Followers	Following	New sales contacts
Amir Hanza (Café Amimza)	Instagram	A	A	U	✓	✓	✓ +6	↑ 99	↑ 29	✓
	Facebook	B	A	U	✓	✓	✓ +13			
Choice Coffee	Instagram	B	A	U	✓	✓	✓ +5	↑ 15	↑ 55	
	Facebook	B	B	U	✓	✓	✓ +3			
	LinkedIn	B	B	U	✓	✓	+2			
KNCU	Instagram	B	A	U	✓	✓	✓ +9	↑ 407	↑ 140	✓
	Facebook	A	A	U	✓	✓	✓ +13			

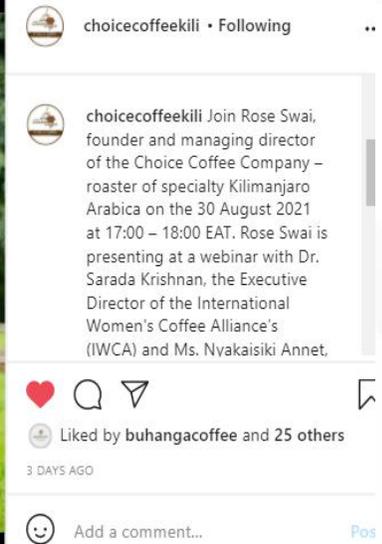
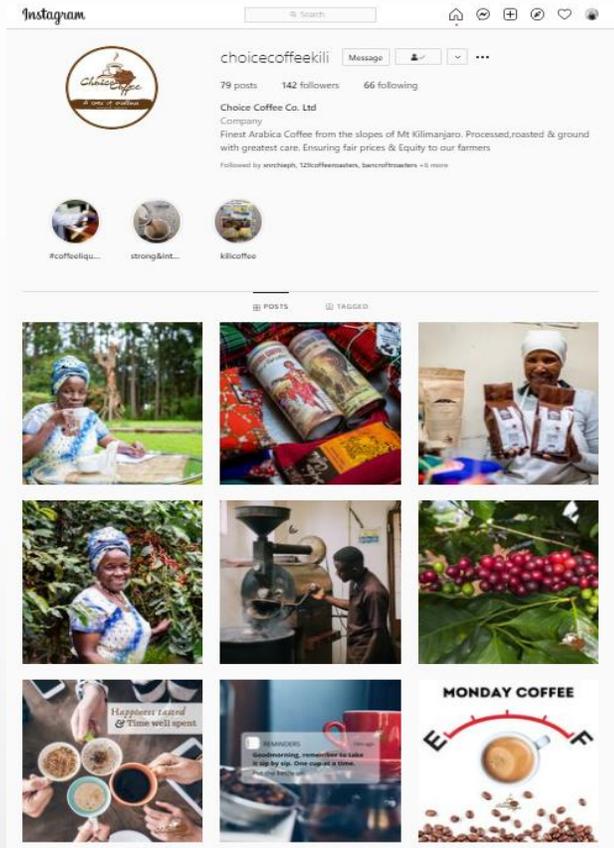
TANZANIA – Amir Hanza Coffee (Café Amimza)

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	37	✓	19	↑ 99	↑ 29	✓



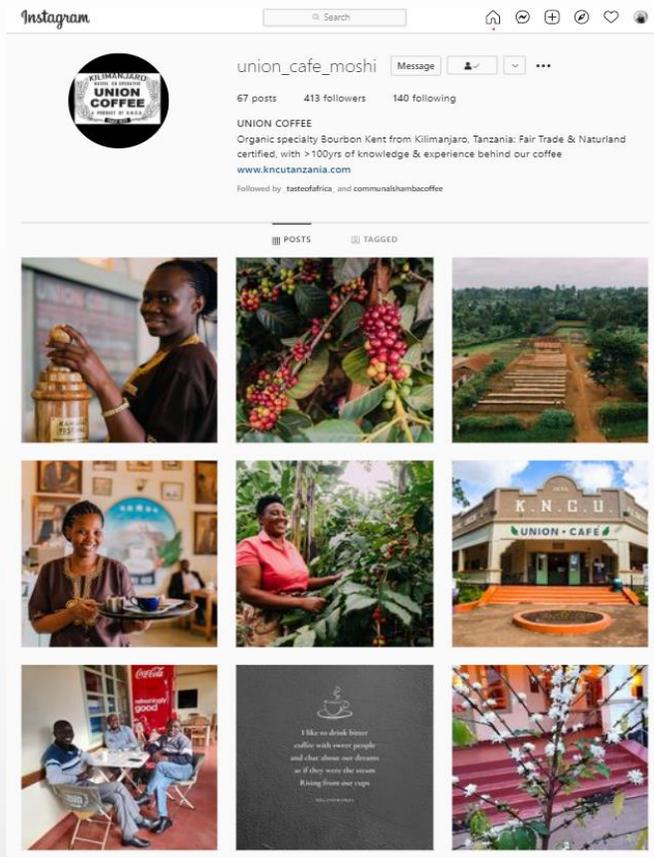
TANZANIA – Choice Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
7	42	✓	10	↑ 15	↑ 55	



TANZANIA – KNCU

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6	33	✓	22	↑ 407	↑ 140	✓



 union_cafe_moshi • Following
Moshi Kilimanjaro

 union_cafe_moshi Drop in at Union Café, Arusha Rd, Moshi - It's the perfect place to meet with friends or just to enjoy a refreshing drink.

Phone: +255 764 206 742
Email: info@kncutanzania.com
Website: www.kncutanzania.com
Facebook: @unioncoffee



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AUGUST 11

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UGANDA – 8 active SMEs

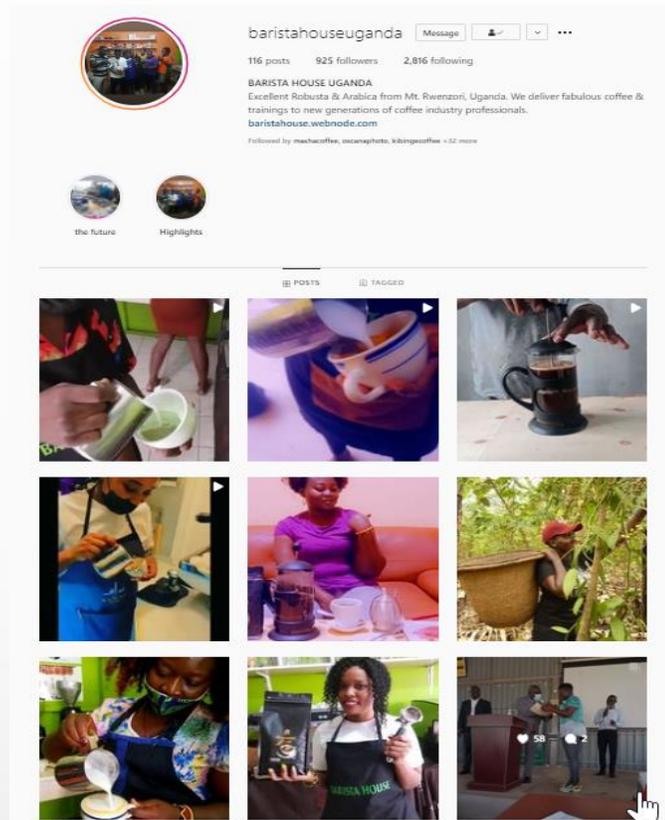
8 new accounts; 7 updated accounts; 76 new Instagram posts, 37 new Facebook posts, 239 new Tweets; engagement up across all platforms. At least 4 SMEs attracted new sales contacts/buyers (& 1 SME media contact).

SME	Target platform	Before	After	Account: New/ Update	New Bio/ profile	New Logo	Active posting	Engagement		
								Followers	Following	New sales contacts
Barista House	Instagram	B	A	U	✓	✓	✓ +8	↑ 198	↑ 307	✓
	Facebook	B	A	U	✓	✓	✓ +25			
	Twitter	B	A	U	✓	✓	✓ +16			
	LinkedIn	B	B							
Fine & Specialty Coffee	Instagram	X	A	N	✓	✓	✓ +14	↑ 62	↑ 110	
	LinkedIn	X	A	N	✓	✓				
	Facebook	B	A	U	✓	✓	✓ +6			
	Twitter	B	B	U	✓	✓				
Kibinge Coffee	Instagram	X	A	N	✓	✓	✓ +9	↑ 102	↑ 95	
Kimco Coffee	Facebook	X	B	N	✓	✓	✓ +6	↑ 168	↑	
Masha Coffee	Instagram	B	A	U	✓	✓	✓ +13	↑ 27	↑ 19	✓
Mbale Coffee	Instagram	X	A	N	✓	✓	✓ +12	↑ 58	↑ 163	
Mount Elgon Coffee & Honey Cooperative	Instagram	X	A	N	✓	✓	✓ +13	↑ 89	↑ 121	✓
	Twitter	A	A	U	✓	✓	✓ +215			
Salama Coffee	Instagram	X	A	N	✓	✓	✓ +7	↑ 160	↑ 475	✓
	Twitter	X	A	N	✓	✓	✓ +8			

(X = non-existent, B = Basic, A = Active, D = Dynamic)
(U = Updated, N = New)

UGANDA – Barista House

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	22	✓	49	↑ 198	↑ 307	✓



baristahouseuganda • Following ...

baristahouseuganda Milk is a primary ingredient in most beverages and 🥛 dairy products, it needs care and special attention in order to get a perfect cup or taste ❤️.

Try today our hand crafted Rwenzori Gold coffee with milk as it gives you a creamy buttery mouthfeel and smooth on the tongue.

Contact us
+256 752 408821 / +256776 408821 OR Visit us at Ovino shopping mall second floor rm no 51 kisenyi kafumbe Mukasa rd. Email.



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JUNE 1

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Post

UGANDA – Fine & Specialty Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 Blog Posts	27	✓	20	↑ 62	↑ 110	

Master Of Counselling - Make A Positive Impact in The Lives of Individuals. Flexible

FineandSpecialty
We do not Bill to Work but TO BUILD
Civic & Social Organization - Kampala, Kampala - 13 followers

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Home About Posts Jobs People

About

With Uganda's best - some of the world's highest altitude single origin Robusta & Arabica coffee, natural, honey processed (semi washed) & fully washed micro-lots, Fine and Specialty aims to deliver only the most exceptional specialty coffees to our customers. Fine and Specialty (F&S) is a unique source of coffee knowledge consultancy... see more

See all details

Page posts

FineandSpecialty 13 followers 2w •

Farmers consuming their own grown coffee with their families is one of the major ways we are to... see more

with You and 9 others 6 • 4 comments

FineandSpecialty 13 followers 2w •

Women are at the forefront to fine and specialty quality coffee management.

with You and 9 others 6 • 4 comments

Download Tableau Now - See and Understand Your Data. Create Interactive Charts and

FineandSpecialty
13 followers
2w •

+ Follow ...

Farmers consuming their own grown coffee with their families is one of the major ways we are to change the domestic coffee consumption trend. Once they learn to appreciate what they have, it will even motivate them to attach more value to their produce increasing their production with much more attached value.

Fine and specialty is working with farmers from various regions in Uganda having some of the best coffee by training and encouraging them to embrace their produce. they are trained in how to locally brew the coffee and in all stages of value addition which will enhance their income.

To be part of this drive to a sustainable, thriving and more productive coffee industry, join Fine and Specialty, buy our coffee and you shall be among the catalysts in the drive.

#fineandspecialty #coffee #agriculture #sustainableagriculture

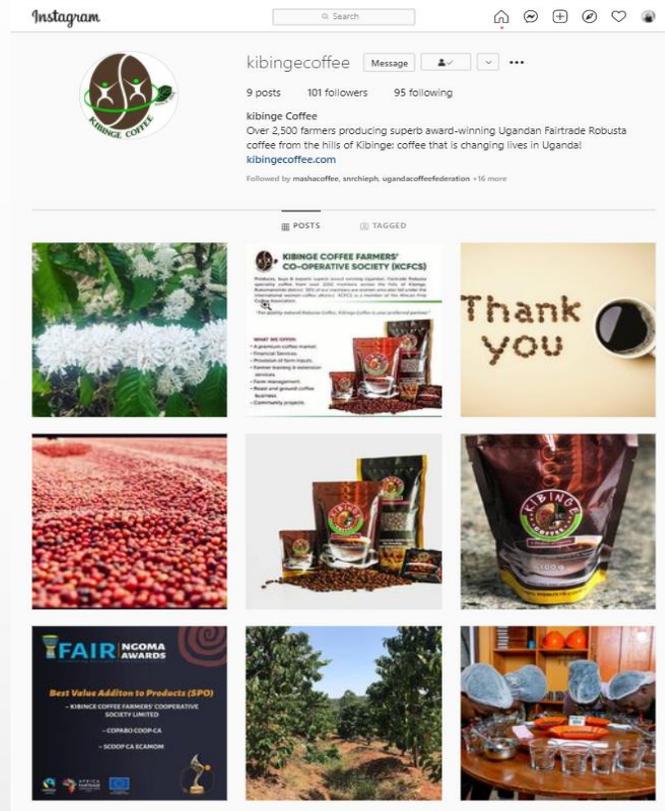
with You and 9 others

6 • 4 comments

Reactions

UGANDA – Kibinge Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	48	✓	9	↑ 102	↑ 95	



KIBINGE COFFEE FARMERS' CO-OPERATIVE SOCIETY (KCFCS)

Produces, buys & exports superb award winning Ugandan, Fairtrade Robusta speciality coffee from over 2102 members across the hills of Kibinge, Bukomansimbi district. 30% of our members are women who also fall under the international women coffee alliance. KCFCS is a member of the African Fine Coffee Association.

"For quality natural Robusta Coffee, Kibinge Coffee is your preferred partner."

WHAT WE OFFER:

- A premium coffee market.
- Financial Services.
- Provision of farm inputs.
- Farmer training & extension services.
- Farm management.
- Roast and ground coffee business.
- Community projects.

60% of our members are women who are members of the International Women's Coffee Alliance. @Kibingecoffee is also a proud member of the African Fine Coffee Association.

Kibinge coffee invests in clean water, roads, energy, quality farm supplies, farmer training

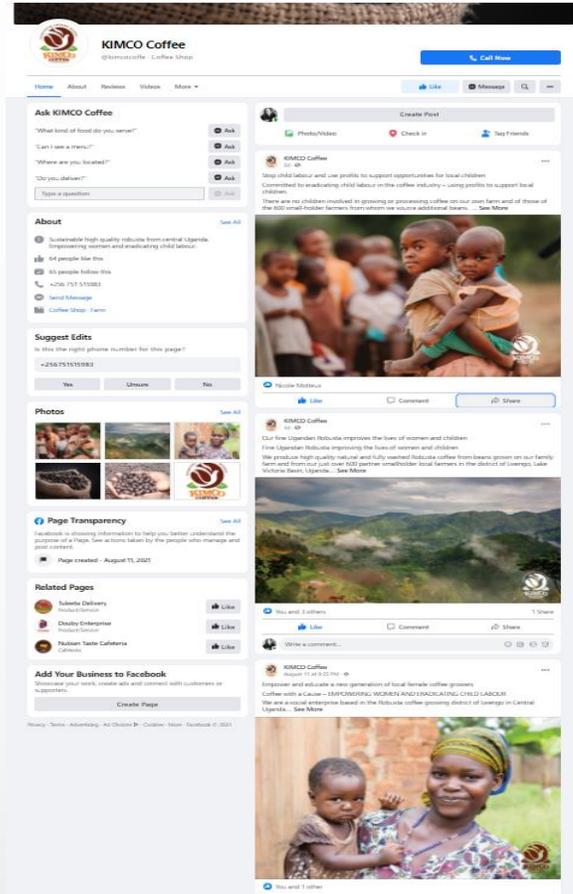
Liked by buhangacoffee and 10 others

7 DAYS AGO

Add a comment...

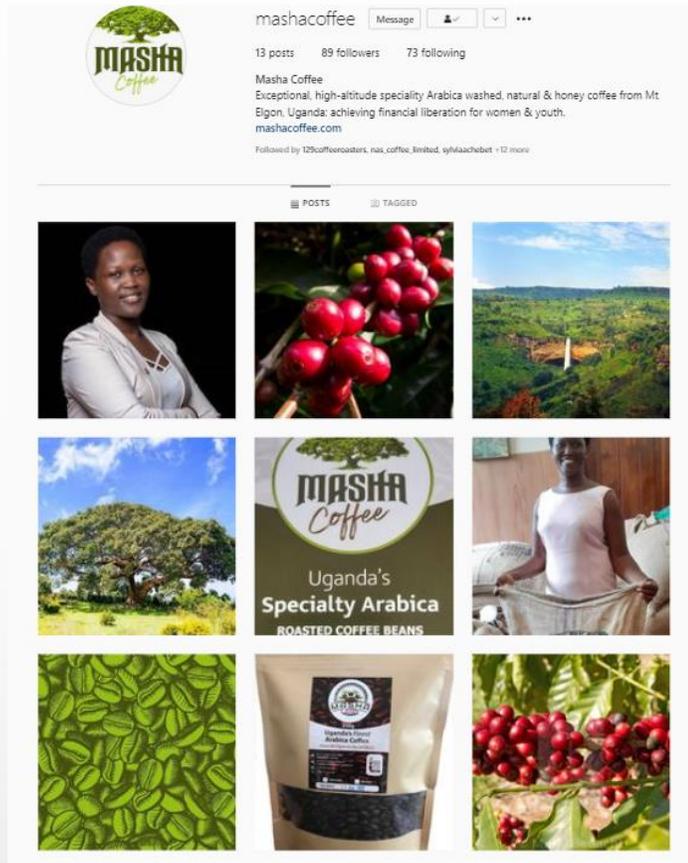
UGANDA – Kimco Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	49	✓	6	↑ 168	↑	



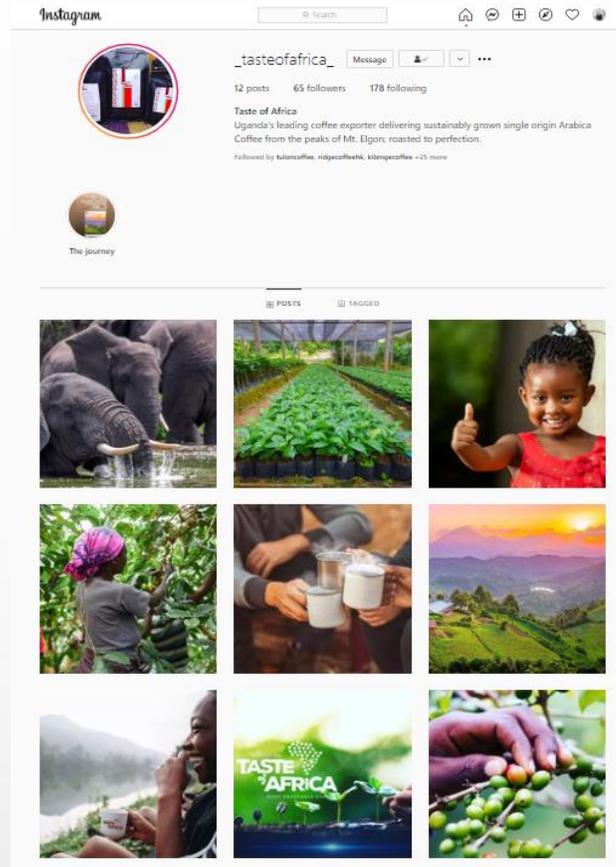
UGANDA – Masha Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	51	✓	13	↑ 27	↑ 19	✓



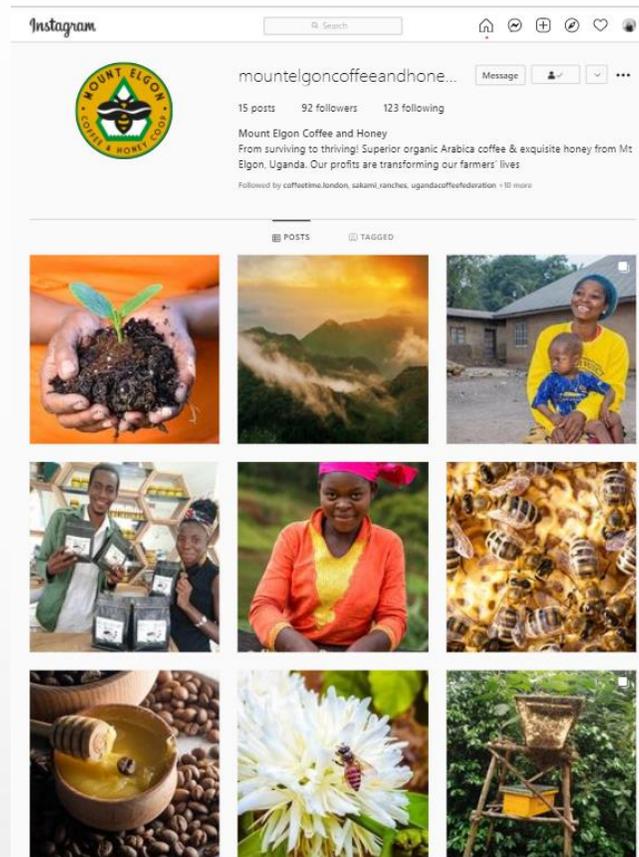
UGANDA – Mbale Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	37	✓	12	↑ 58	↑ 163	



UGANDA – Mount Elgon Coffee & Honey Cooperative

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
9 + 6 blog posts	24	✓	228	↑ 89	↑ 121	✓



 mountelgoncoffeeand • Following

 mountelgoncoffeeandhoneycoop
Join with Mount Elgon Coffee & Honey Coop celebrating #InternationalYouthDay 2021.

As part of #NextGeneration we focus on #GenerationRestoration - restore our Earth, we call upon everyone on earth to drive climate actions for the next generation by sourcing food from farmers who produce under permaculture organic agroforestry systems restoring landscapes, strengthening healthy soils and keeping water healthy.

We are proud that at each part



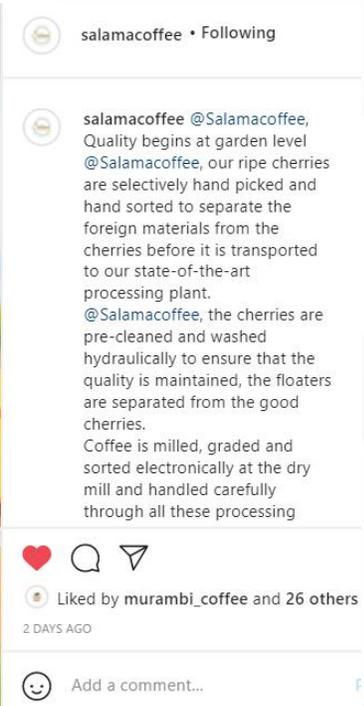
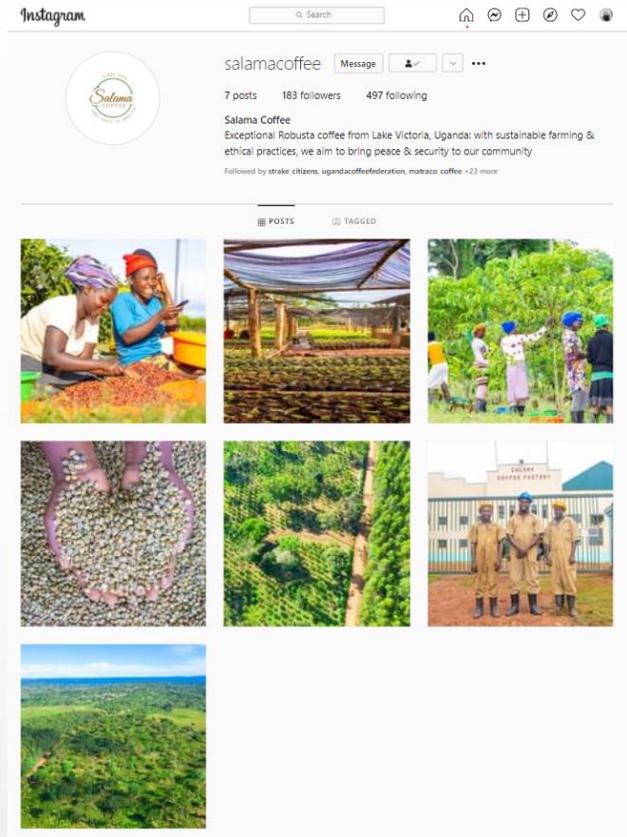
 Liked by buhangacoffee and 17 others

AUGUST 13

 Add a comment...

UGANDA – Salama Coffee

Long-form posts supplied	Short-form posts supplied	Images supplied	Number of new posts	Engagement		New sales contacts
				Followers	Following	
6 + 6 blog posts	29	✓	16	↑ 160	↑ 475	✓



Outputs of the second phase

Of the total SMEs (both active and passive):

- 100% have a new social media strategy
- 100% received bespoke social media content including reviewed brand narratives, at least 6 long-form and between 10 and 54 short-form posts.
- 97% have new or updated social media accounts in line with new branding
- 100% received new bespoke Bios for social media profiles
- 100% received key words, # and @
- 87% received bespoke advice on who to follow (Traders, publications, organisations)
- 87% received 1-2-1 training and support (see next slide)

In addition:

- Uganda: SMEs received Blog posts (due to on-going issues in accessing social media platforms)
- Burundi: All platforms converted to English (from French) & all posts provided in dual language
- Rwanda: 3 SME's social media accounts converted from French to English

Outputs of the second phase: 34 SMEs (83%) received 1-2-1 training on the following:

- Presentation – format of posts
- Photo links to post
- Using different platforms (mobile/desktop)
- What # for increased visibility/engagement & searching for new #
- How to tag appropriately
- Including CTA in every post
- Elements of posts – checklist
- When to post (day and time)
- Advice on good images for social media
- Step-by-step creating posts
- Step-by step editing and deleting posts
- Who to follow and how to follow
- How to follow-up and message contacts
- Identifying gaps and providing advice

Social media give you a great opportunity for make your brand shine 🌞🌟 and provide customers with experiences and build relationships.

To have a meaningful, ongoing relationship both parties need to be engaged. It is based on building trust. 👤👤

10:53 am ✓

So how do you start: - Create great social media content

✅ invites customers into your business, your coffee fields (Describe this in FULL)

💬 tell them about what your IMPACT is (e.g., support livelihoods 🐔🐄, wildlife 🐘🦜, youth 👤👤, water saving 💧, energy solutions 🏭)

👁️ show them that you are active (e.g., part of coffee organisations, or local groups)

💬 tell them how you are changing practice to increase yield or quality in the next 2-5 years (what kind of results do you expect? | What's your time frames? | Who benefits? 👤👤👤👤🏆)

💬 tell them about your dreams 🌱: visions – mission. All of this helps your customers share in your enthusiasm – sharing helps them be part of your operations, long-term goals and visions. It also removes any possible ambiguity (they understand you) | and helps the customers' come part of

Outputs of the second phase – additional

SMEs were also supported on a number of additional outputs/outcomes:

- Newspaper articles
- Google surveys
- Profile pieces
- Booklets
- Social media adverts
- On request – some SMEs requested review and edit of brochures and booklets
- Presentations (PPT) supporting them to contribute to SheTrades Rwanda training
- Supporting SMEs to be involved in Connecting Businesses to the International Women's Coffee Alliance (IWCA) Webinar (30 Aug 2021) – for She Trades and EAC MARKUP SMEs including assisting preparation of presentations by two EAC MARKUP SMEs

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- Provision of farm inputs.
- Farmer training & extension services.
- Farm management.
- Roast and ground coffee business.
- Community projects.

Our coffee is changing lives in Uganda.

Contact us for more:
 Email: kibingecoffee@gmail.com
 Instagram: [kibingecoffee](https://www.instagram.com/kibingecoffee)
 Twitter: [kibingecoffee](https://twitter.com/kibingecoffee)
 Website: kibingecoffee.com
 Phone: +256 772 437 282

MASHA Coffee

Connecting People, Creating Opportunities

Church Road, Binyinyi Town Council
 Kween District, Uganda
 hello@mashacoffee.com
www.mashacoffee.com
 +256 772 568 286 +256 702 568 286
 Roasted and packed by Nucafe LTD
 Namanve, Kiwanga

Follow Us:

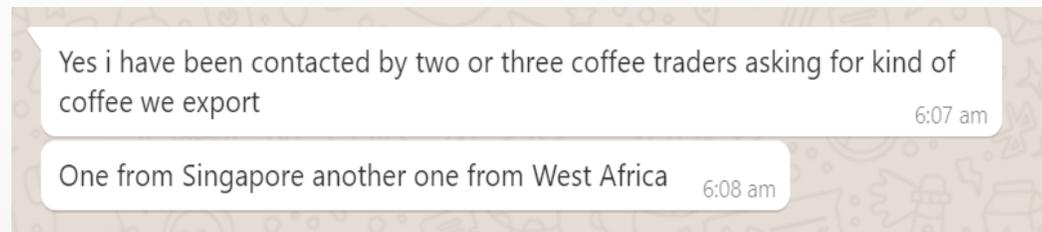
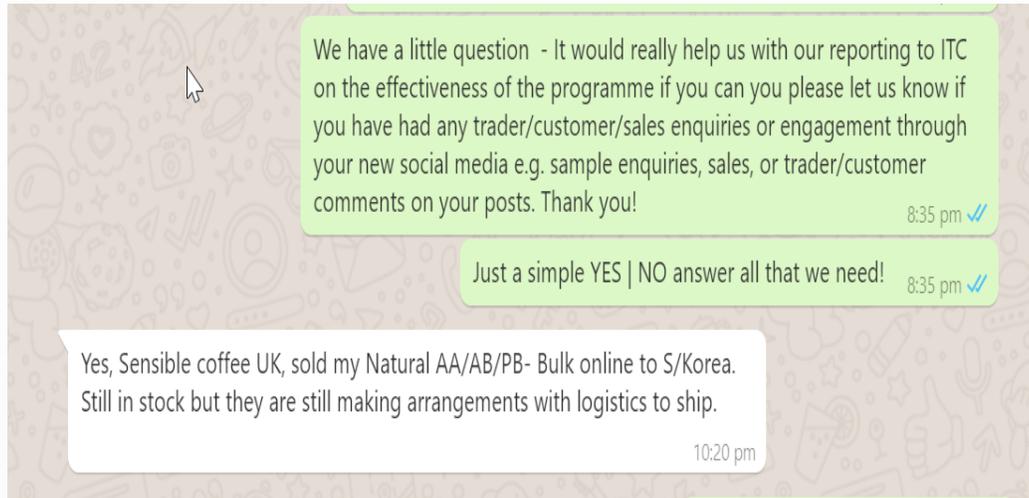
BEST PEARL

INTERNATIONAL WOMEN'S COFFEE ALLIANCE

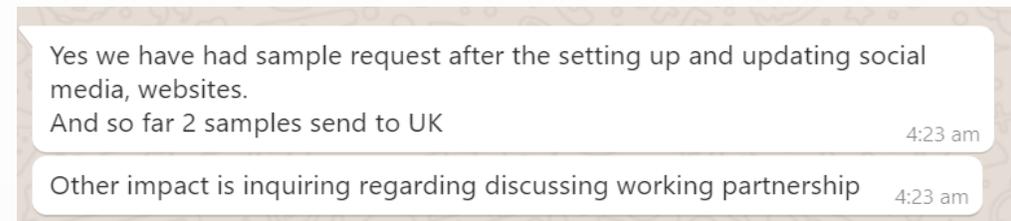
Outcomes of the second phase

- 20 SMEs have received new direct sales contacts through new social media engagement (3 SMEs did not provide information on this outcome)
- Greater confidence, capability and capacity within the active SMEs in Social Media engagement
- 4 SMEs contacted to be a part of a media story about East African coffee – as a direct result of their participation in this programme
- Three SMEs presented as part of SheTrades Rwanda Training
- Two SMEs to be involved in Connecting Businesses to the International Women's Coffee Alliance (IWCA) Webinar (30 Aug 2021) – for She Trades and EAC MARKUP SMEs including assisting preparation of presentations by two EAC MARKUP SMEs

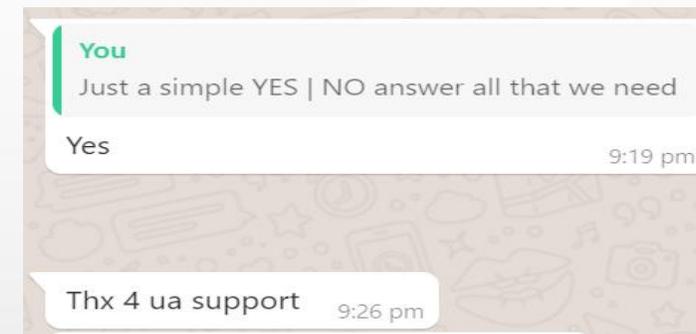
SMEs confirmed their social media post resulted in enquiries, and or engagement



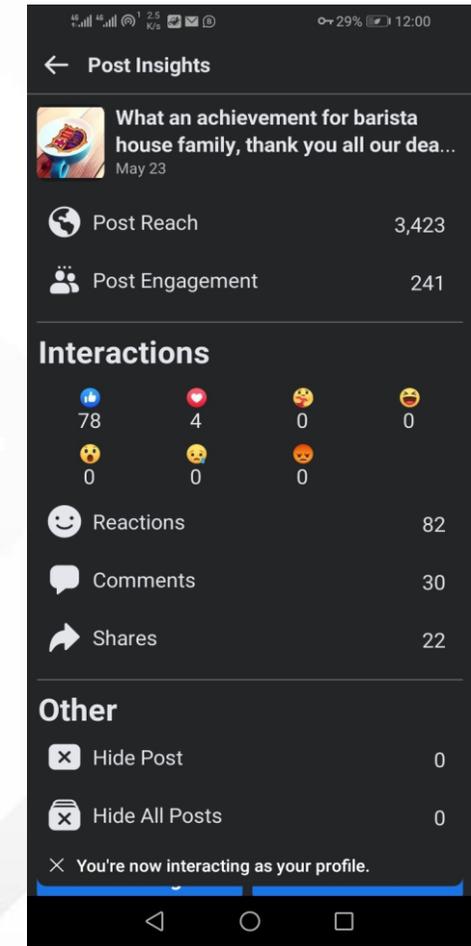
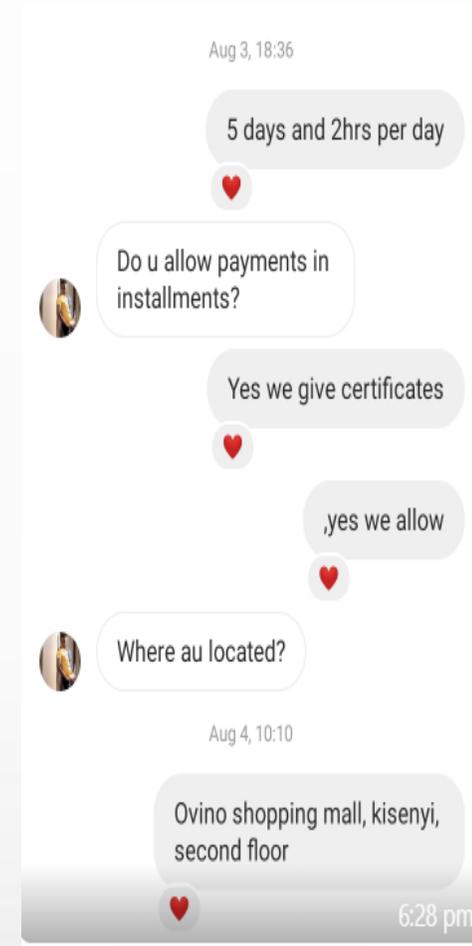
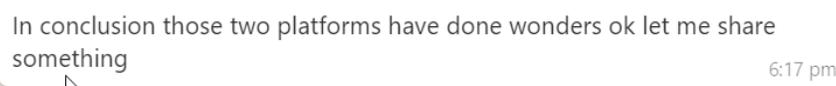
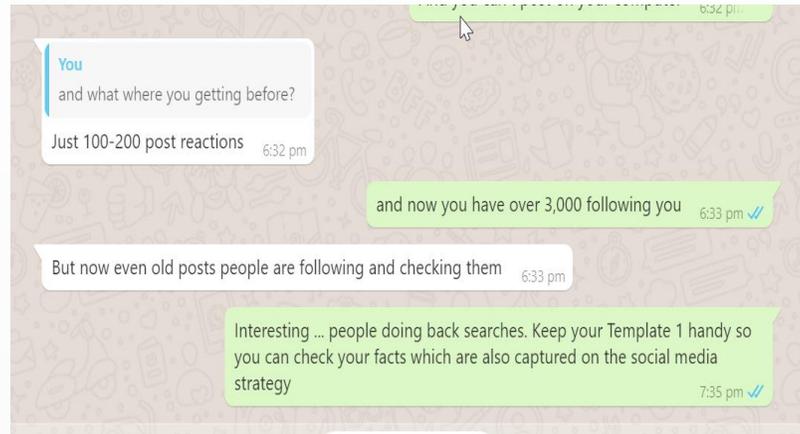
Yes we have had a number of enquiries from our website and social media. The most notable is a potential trade enquiry from a distributor in Malaysia.



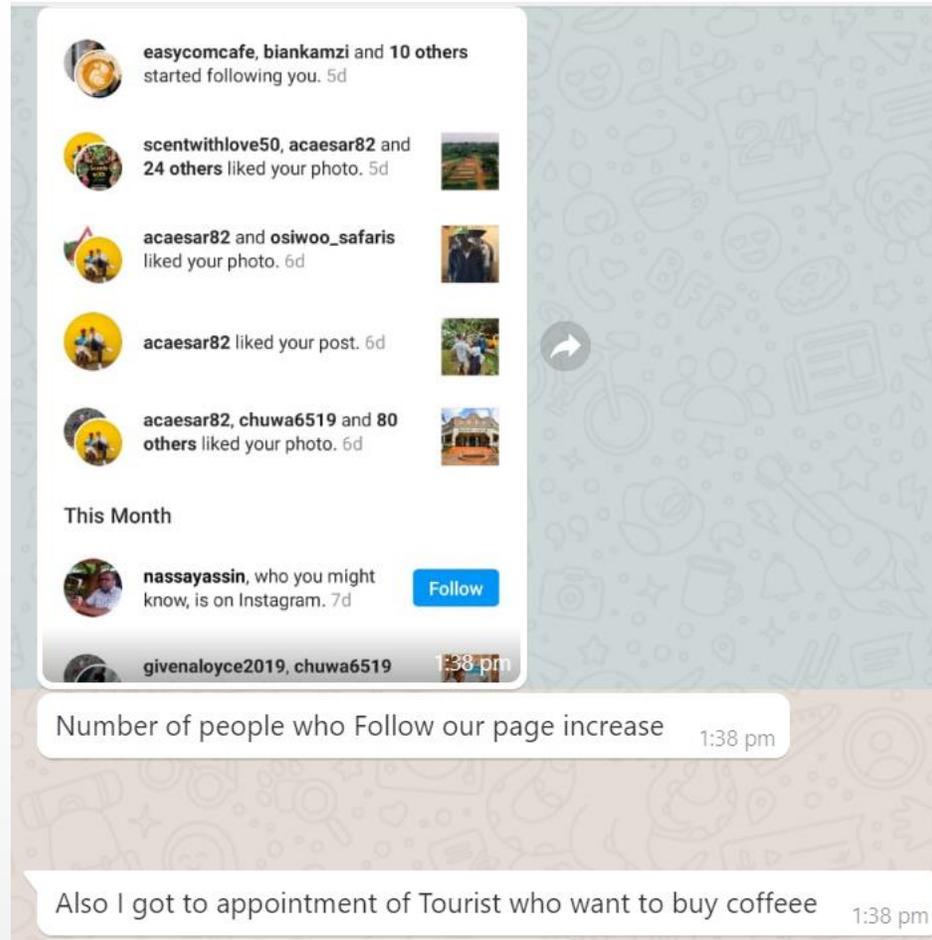
Thank you Nicole. Social media has really created awareness of our company though no specific sales yet, we have enquiries from roasters abroad, even now as lam writing this lam in an Instagram conversation with roasters from Saint roastery who will be visiting Nairobi tomorrow and want to visit our farm. We have already sent a product listing to Vincent Ballot who is a roaster in France and contacted us through Instagram. Social media works.



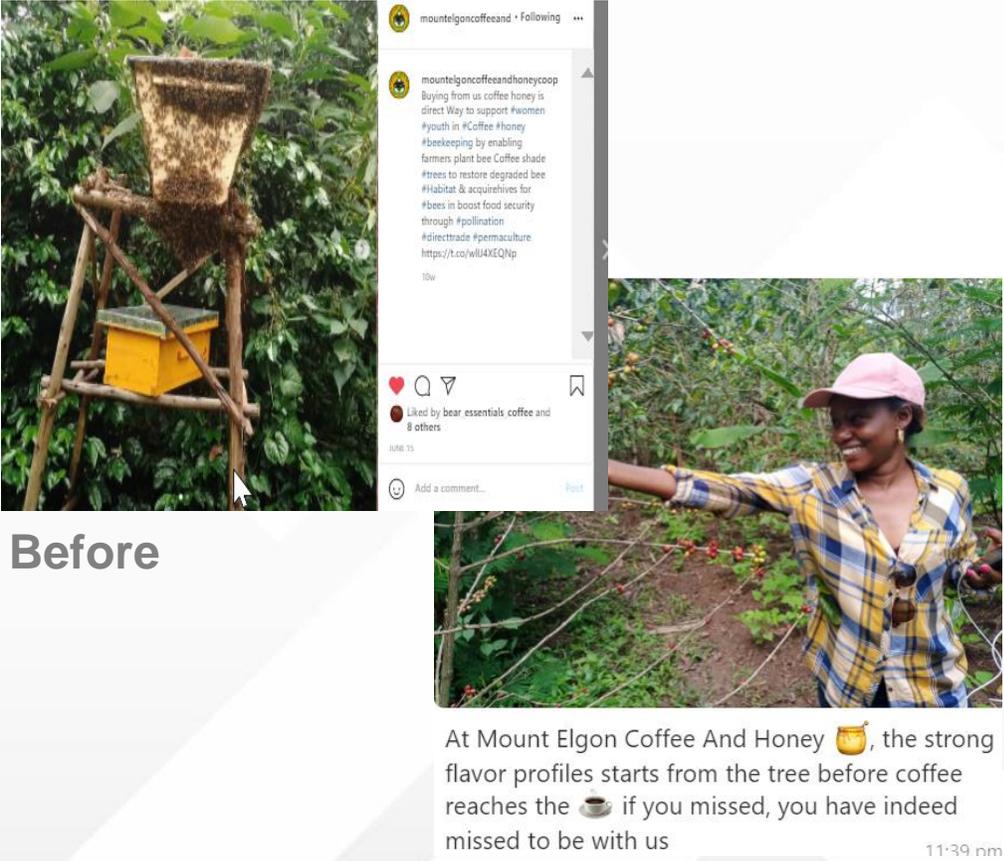
Example: Barista House posts has resulted in an increased interest for barista trainings



Increase sales: Domestic Market



SME becoming confident to post – injecting their own personality and understanding the importance of good images, content and structure



Before

After

Taking extra steps to build trader awareness of SMEs results in trader engagement

traprocoffee
Award-winning, fully washed & natural specialty coffee from... [...]

Thanks for sending this our way. Can you send samples of the washed and natural as well. We currently don't have a Rwanda coffee lined up this year.

Thanks so much -Derek

- buffawhale.coffee.tea
- traprocoffee
- kdelaney_
- utakecoffee
- mtkenyaspecialtycofd
- tukcooperative
- mashacoffee
- nova_coffee
- 129coffeeroasters
- choiccoffeekill
- salamacoffee

washed, natural & honey Bourbon is... [...]

mashacoffee
Masha Coffee is women led and operated Specialty Arabica... [...]

Speciality Arabica coffee from Mt Elgon, Uganda: securing financial liberation for women & youth

- eightouncecoffee
- eotecoffee
- fiveiverscoffeeroasters
- moyeecoffee
- zampanna_
- espressoivision
- rightsidecoffee
- royal.coffee.inc
- paeoniacoffeeroasters
- roasterdaily
- interamericancoffee_eu

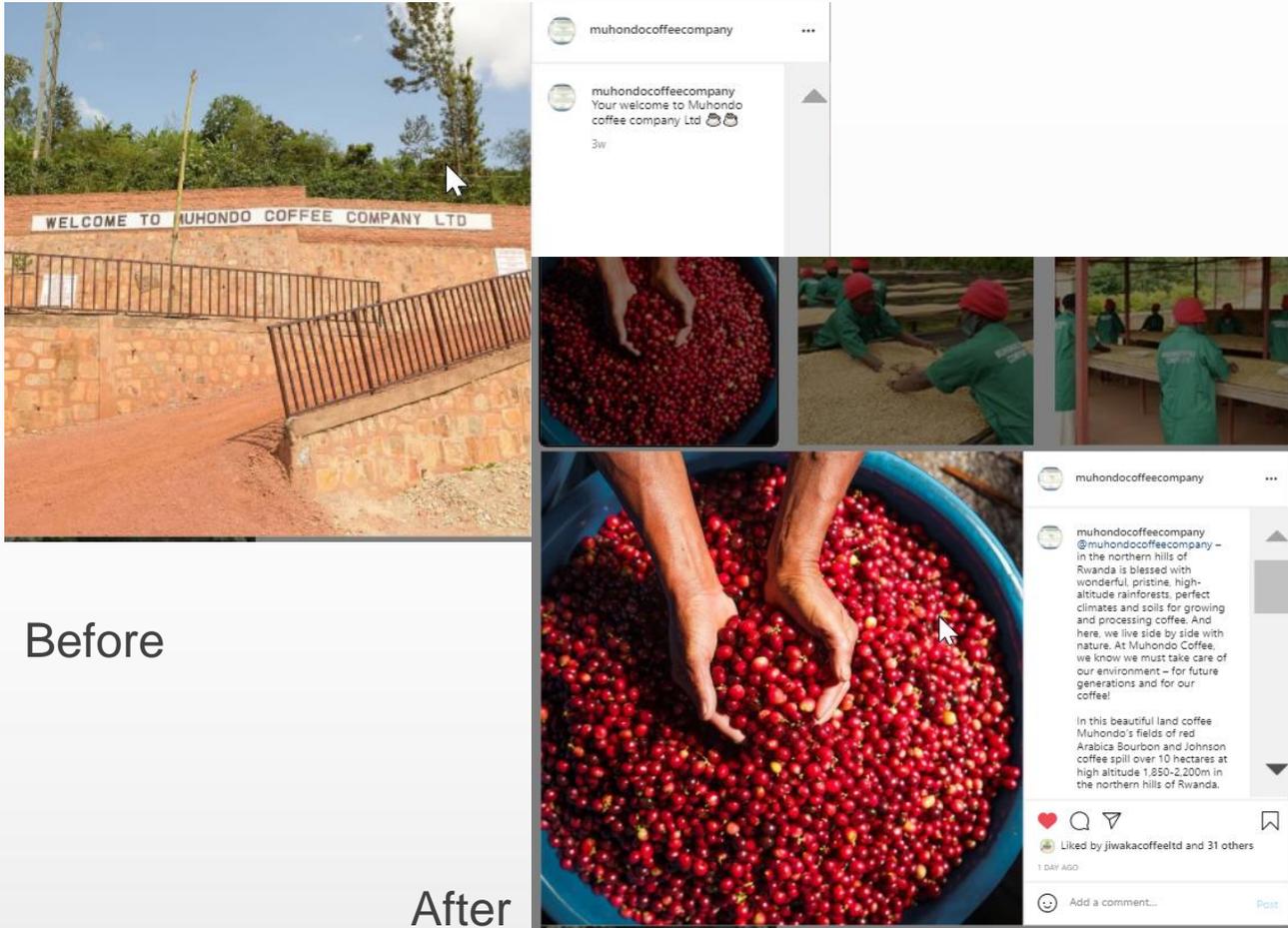
sancoffe_rwanda
SAN Coffee is delighted to announce we have launched our... [...]

I am delighted to introduce SAN Coffee recently launched women produced and processed Ndabaga Premium Rwandan coffee: empowering women farmers through choices.

Excellent movement 🙌🏽 thank you for sharing with us

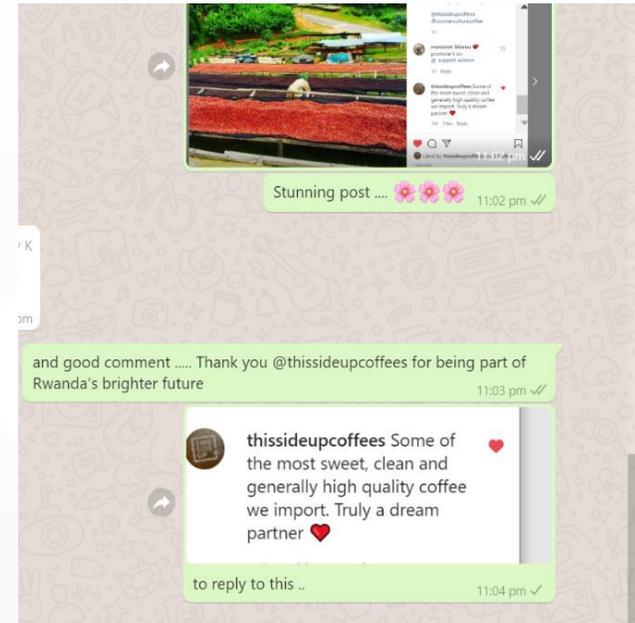
Forwarding post to traders

New approach to social media results in trader engagement



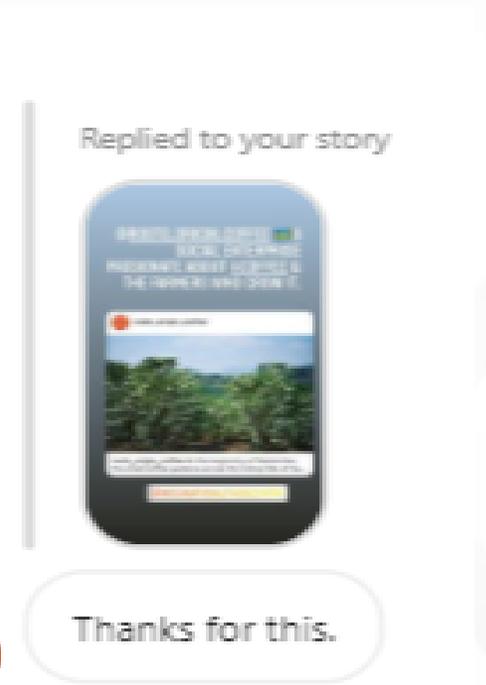
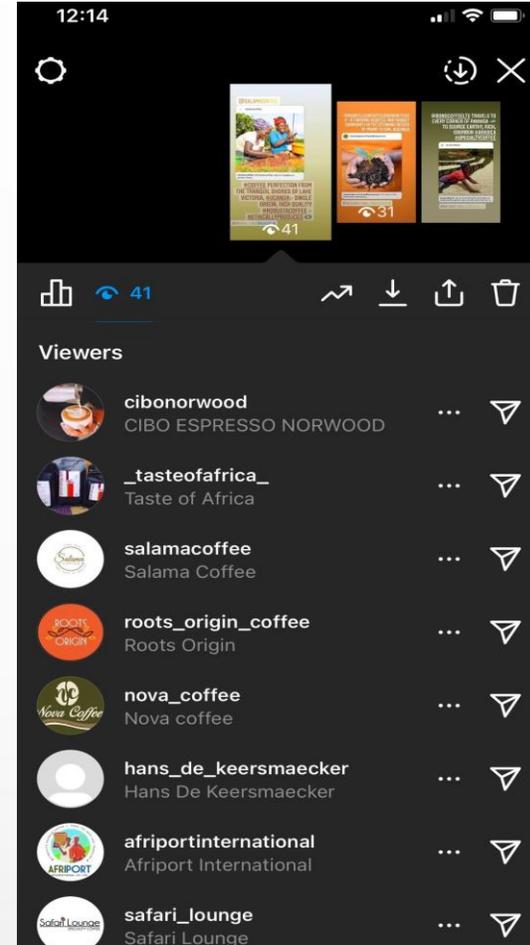
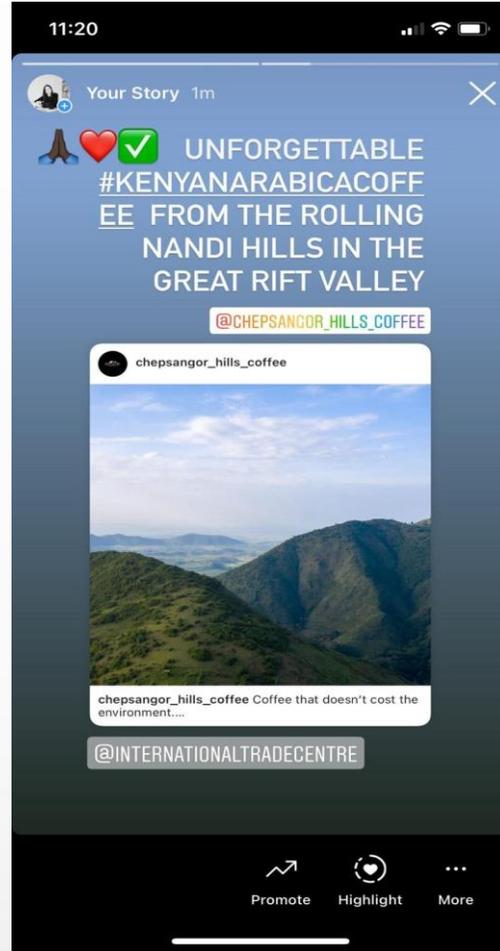
Before

After

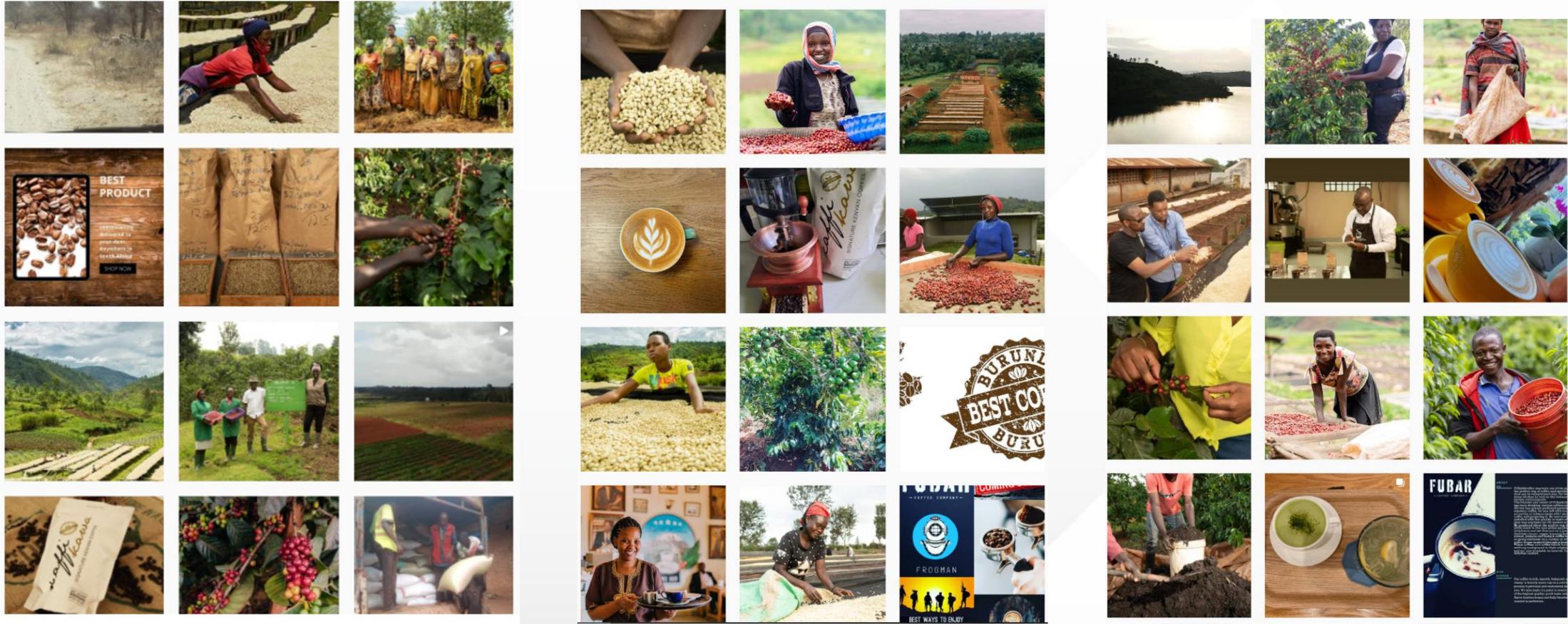


Trader engagement through SME social media – endorses SME's coffee

Reposting posts as stories to increase SMEs visibility



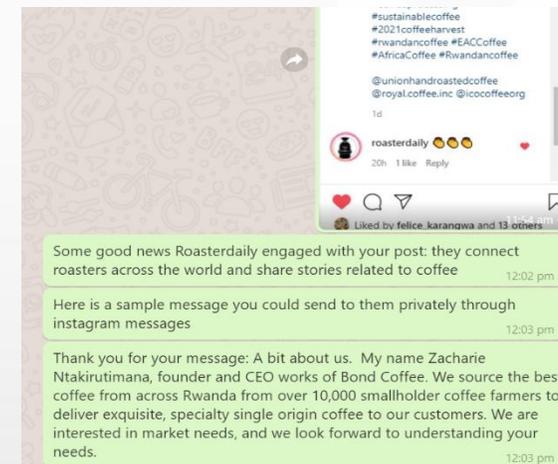
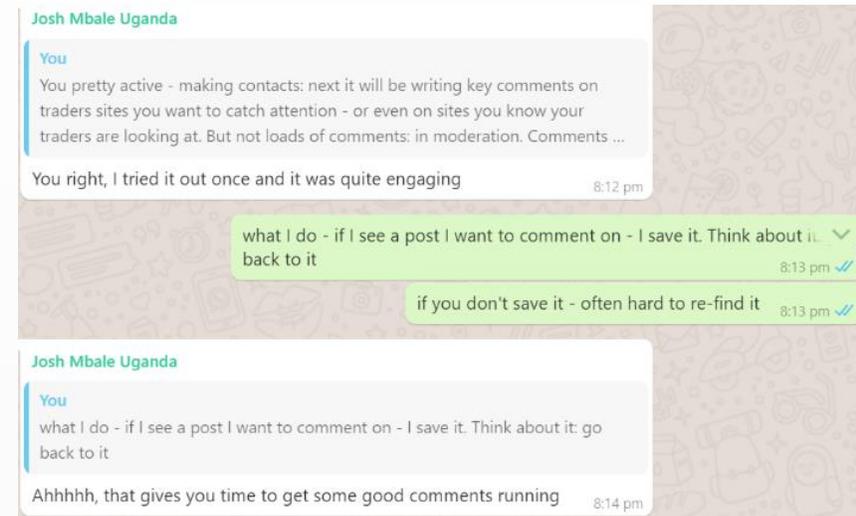
Working with over 40 SMEs posting together – influencing the market: #Africacoffee



Next step: from active to dynamic - SMEs starting to engage

SME commenting on a post –
developing 2-way engagement

Good afternoon. Excuse I never
reply to messages because I
didn't know how to use this
section. I've just discovered it.

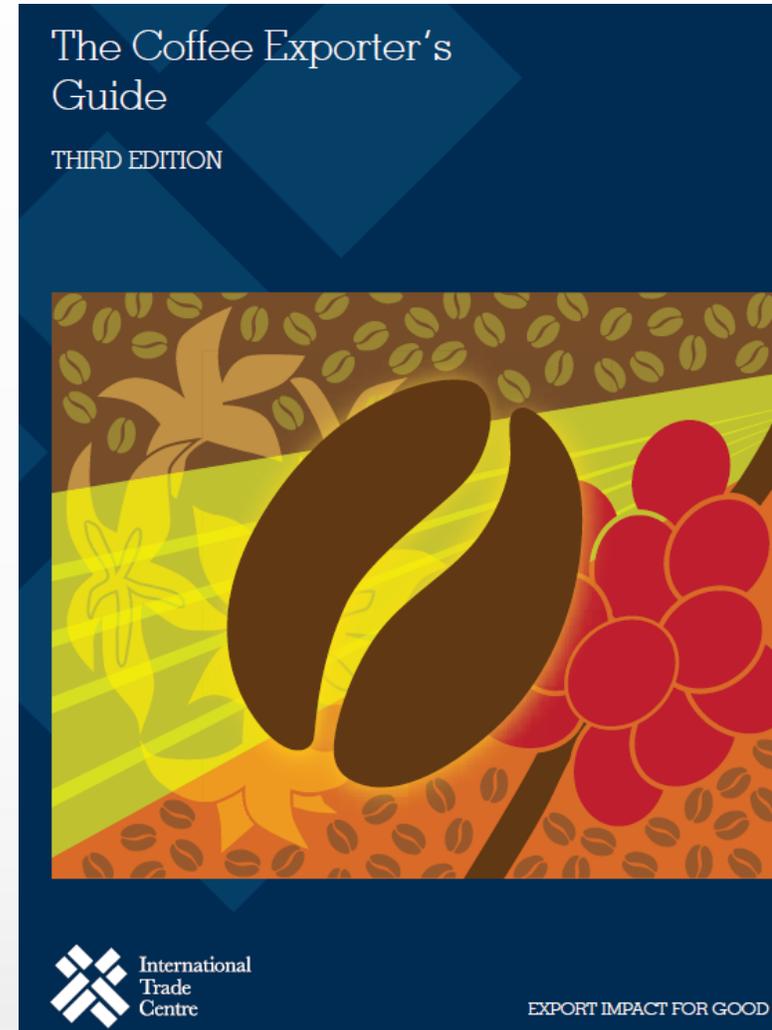


What else?

Practical guides, videos, and a collective brochure

ITC resources

SUCCESSFUL TRADE SHOW PARTICIPATION GUIDE FOR COFFEE EXPORTERS

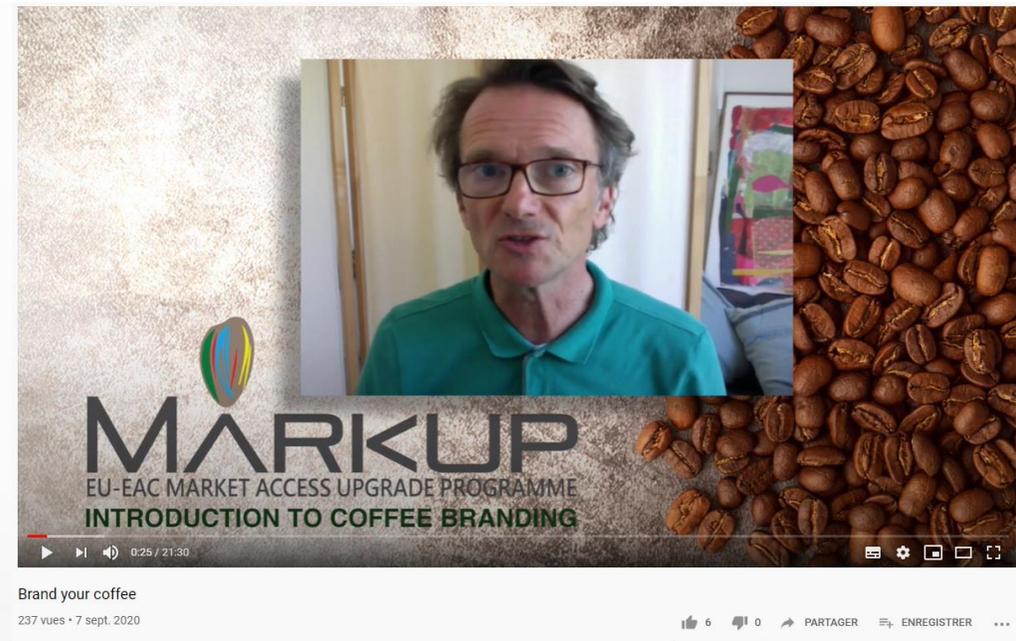


Video: How to better market your specialty coffees?

- Do you have questions about how to better market your specialty coffees?
- Are you curious to discover what coffee consumers around the world are looking for?

This video introduces coffee exporters from the East African Community (EAC) to the profile of potential buyers of East African specialty coffee. From buyer requirements, to consumer demands, it helps EAC-based coffee exporters familiarise themselves with the global tastes and expectations.

<https://www.youtube.com/watch?v=AutqUBZy8Ck>



MARKUP Social Media Guide for Coffee SMEs

- The MARKUP social media guidelines focus on specialty coffee enterprises, a small but growing segment of the coffee market
- Free and interactive, the guide provides a singular opportunity for businesses to build and showcase their products and grow their audiences

<https://www.eacmarkup.org/news/latest-news/social-media-guide-for-small-and-medium-coffee-enterprises>



The screenshot shows the MARKUP website header with the logo and navigation menu (HOME, NEWS, ABOUT US, REGIONAL PORTALS, PRODUCTS, HOW WE WORK, GET INVOLVED, RESOURCES, MEMBERS). Below the header is a banner image of a person holding coffee cherries. The main heading is "Social Media Guide for Coffee SMEs". The text below the heading reads: "Online social platforms are vital tools for businesses to connect with customers and new potential clients around the world. However, building a brand's online presence can be challenging. MARKUP via the International Trade Centre is happy to present the 'Social Media Guide for Small and Medium Coffee Enterprises in East Africa'. This interactive guide provides an opportunity for specialty coffee exporters to learn how to build online presence and showcase their products and grow their audiences. The guide is available on our [website](#)." A "NEXT >" link is visible at the bottom right of the page.

MARKUP Guide to Using Images on Social media for Coffee SMEs

- High-quality photos and videos are essential to building your brand and on-line presence
- This guide walks coffee businesses through the fundamentals of creating your own unique images, both stills (photographs) and video.

<https://www.eacmarkup.org/news/latest-news/guide-to-photographs-and-videos-on-social-media-for-coffee-smes-in-east-africa>



Coming soon! October 2021

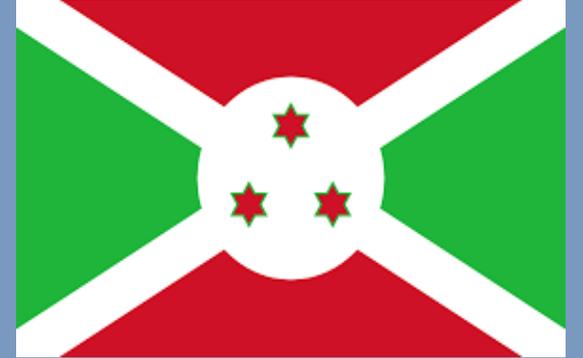
Marketing videos

- Specialty coffee marketing videos (one per country) will be provided to each SME – using content from the MARKUP SMEs.

Collective brochure to promote the coffees of small producers in EAC MARKUP

- ITC worked to support around 75 coffee producers to improve their marketing and branding in 2020 and 2021. The objective is to produce a brochure, bringing together as many of the 75 producers as possible, and to conduct a targeted promotion toward speciality coffee producers in Europe (and in addition the option to promote to other locations).
- The brochure will support EAC MARKUP SMEs to increase their visibility in the competitive coffee market by effectively communicating information to potential buyers, and is intended to result in success stories – how the work on branding led to interest from buyers and eventual new international business.

Detailed results of phase 1



Cococa



www.cococaburundi.com

Logo

The company wanted a logo based on their current one

Now it is more compact and versatile



HORAMAMA COFFEE

Before



After

Business card



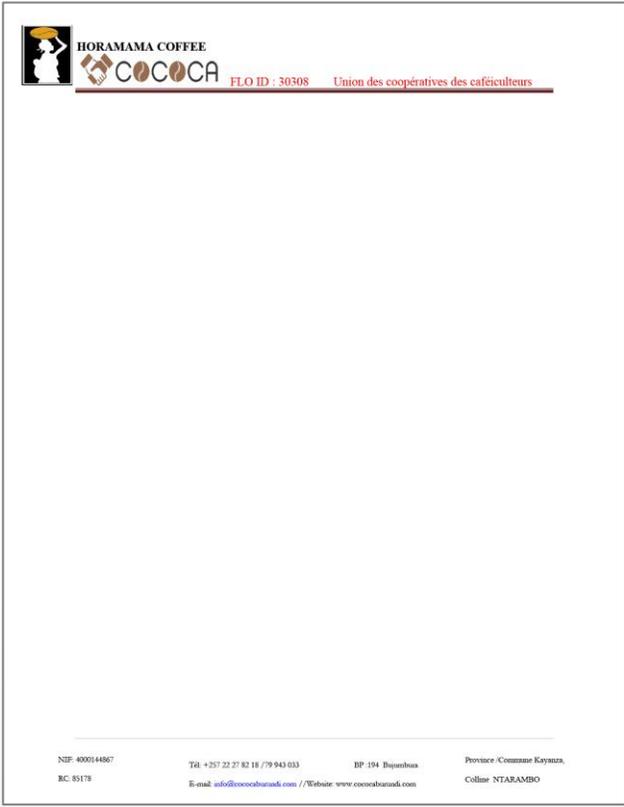
Before



After

Letterhead

New logo, bigger margins, all cleaned up and aligned



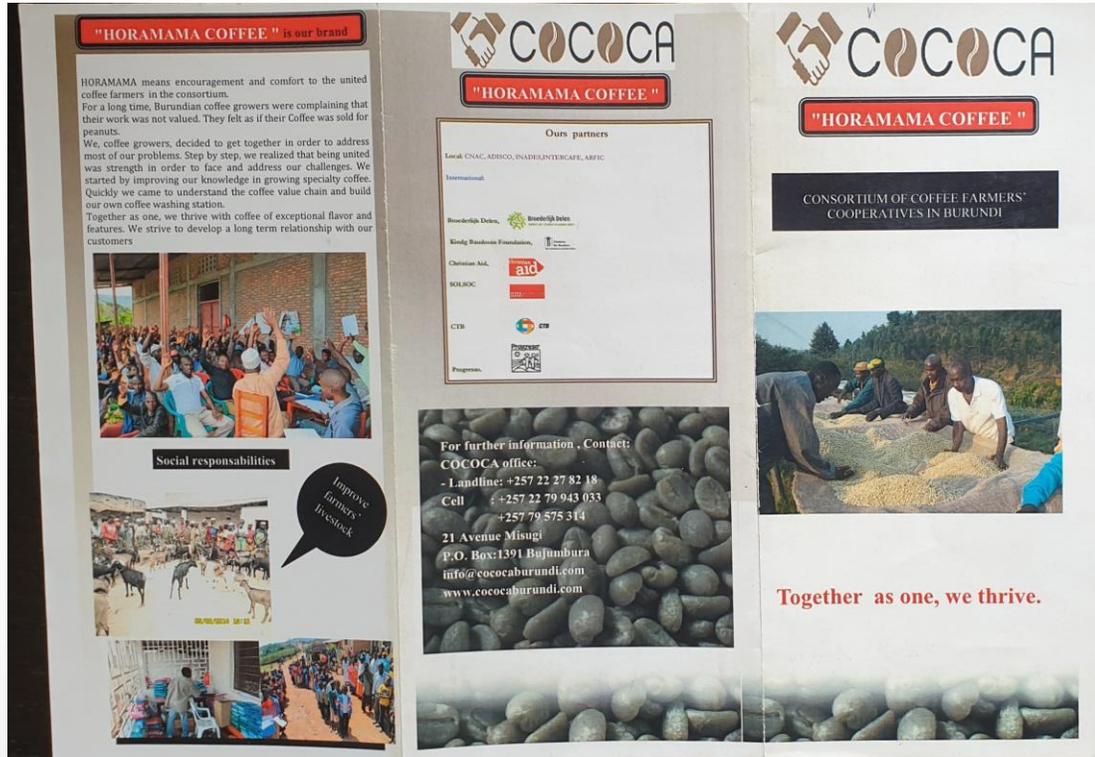
Before



After

Brochure

Design needed improvement



Before



After

What our clients say about us

“

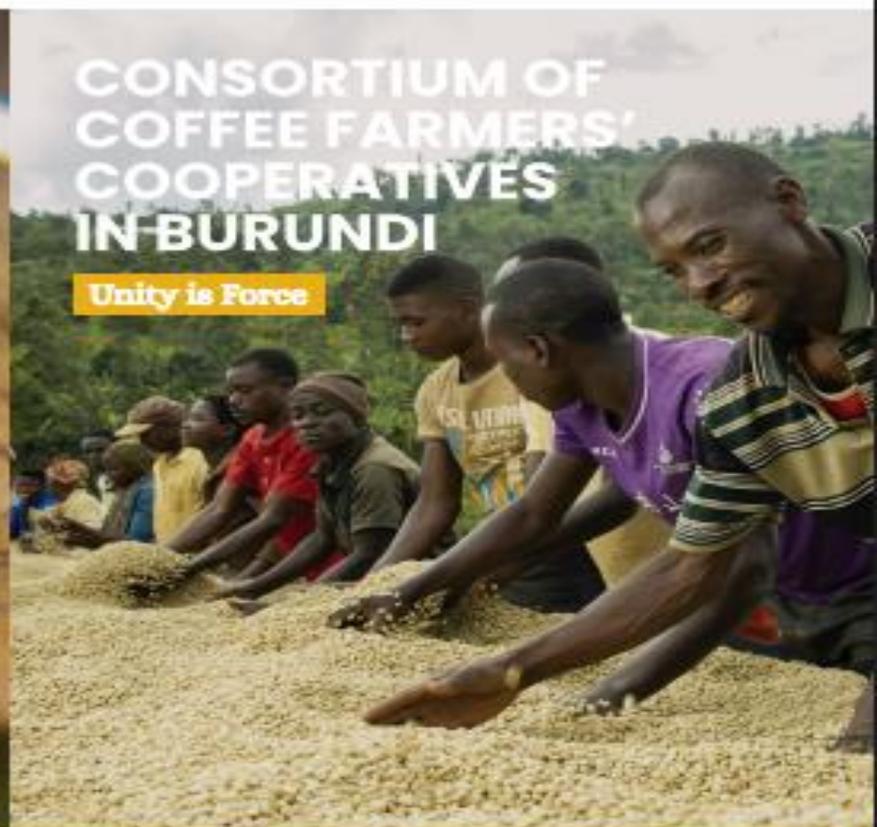
Cococa is our
favourite to
source our
sustainable
coffee

Oxfam Fair Trade,
Belgium

“

Cococa have a
great coffee and a
great team

InterAmerican Coffee
Australia



- 📍 Q.Nyabugete 1, Plot K2591b, Zone Kanyosha-Muha, Bujumbura Mairie RN3
- ☎ +257 22 27 82 18
- ✉ info@cococaburundi.com
- 🌐 www.cococaburundi.com

www.cococaburundi.com

Fairtrade, organic coffee from Burundi

COCOCA produces the Horamama brand of coffee, from beans grown by farming cooperatives across all regions of the tropical plateau of Burundi.

We specialise in high quality, Fairtrade, UTZ and organic certified coffee.

Our coffee comes from four main regions in Burundi: the northern region of Intore, the southern region of Agasimba, Ingoma in the central provinces and Umuyebe in the west.

United we're stronger

Created in October 2012, the COCOCA Consortium of Coffee Growers Cooperatives is a union of coffee growers cooperatives across Burundi with 41 washing stations.

Our signature coffee brand is Horamama, meaning strength and courage. The word 'horamama' is also used in the traditional songs that Burundian women sing while working in the coffee fields. Women are the pillars of our households and their hard work moves our families forward.

When you drink Horamama, we want you to be reminded of the strength of women in our communities.



35

Washing stations

01

Dry Mill
(city of Kayanza)

01

Roasting unit
(zone Kanyosha-Muha
in Bujumbura)



COCOCA now includes 35 cooperatives with more than 27,000 individual coffee farmers, 35 washing stations, a dehulling plant, a roasting unit and a dry mill.

United in COCOCA small producers are stronger and can offer higher quality products and greater benefits to our customers:

- We combine several small quantities of high-quality micro coffee, which helps logistics for small roasters
- All of our coffee comes with certificates for our buyers
- We invest in capacity building for our members to continually improve our coffee and our business

Mission

The COCOCA Union's mission is to coordinate and guide the development and operation of coffee farming in member cooperatives. This includes production, processing, marketing, management, finance and capacity building.

Coffee grown with sustainable principles

As a consortium, the protection of our environment and ethical working conditions are our primary concerns. The end result is high quality, Fairtrade and organic certified coffee that doesn't hurt the environment or people.

We are always working to improve and innovate our techniques in specialty coffee processing, for example by using selected yeast strains during dry processing fermentation.

Our small plantations and exclusive washing and pulping stations mean we can produce excellent quality coffee while ensuring complete traceability for our customers.

Vision

The vision of the COCOCA Union is to become a model of management of the coffee value chain. Our aim is for our coffee farmers to master adding value to their products from farming to export. We also want them to earn an income that matches their efforts and improves their standard of living.

Branding guidelines



The Logo

CLEARSPACE
The logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the height of the coffee bean is drawn around the logo to create the invisible boundary of the area of isolation.

MINIMUM SIZE
Digital: 100px
Print: 20mm

Incorrect Usage
When using the logo the following rules should be adhered to at all times.

The background is too heavy. The logo is rotated. The logo is recolored. The logo is distorted.

Introduction

The Union of Coffee Growers Cooperatives "COCOCA" was created in October 2012. COCOCA is formed by cooperatives in all regions of the country, which manage their own missions for pulping and washing of coffee. We also have an archiving plant located in the heart of the coffee fields of Northern Burundi.

The COCOCA union constitutes a national and international force in production of quality and quantity certified Fair Trade, UTZ and Organic. Small plantations per household and small washing and pulping stations by member cooperatives are naturally adapted to produce excellent quality coffee while ensuring exceptional traceability.

United in COCOCA, small producers have become stronger and have various advantages to offer to the market:

- Several small quantities of high quality micro-batch can be combined, which facilitates the logistics for small roasters.
- Buyers who want coffees with a certificate or combination of certificates are well served.
- A team of experienced technicians with the ability to understand and respond to market needs / requirements (batch mixing, special roasting, communication tools, very favourable FOT or FOB system).
- Working hand in hand, our symbol brings strength.

The Typography

PRIMARY FONTS

Here are examples of how to use the typefaces when setting headlines, sub-heads, and body copy. In general, it is important that a headline be set in a larger type size than sub-heads or body copy by several point sizes.

Alice
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Poppins
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SECONDARY FONTS

For all digital or electronic pieces that are created internally such as Microsoft Word files, Microsoft Excel files, PowerPoint Presentations, proposals, etc., please use the Arial typeface family for all content so that it remains consistent for all computer users.

Verdana
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

No branding guidelines

Before

After

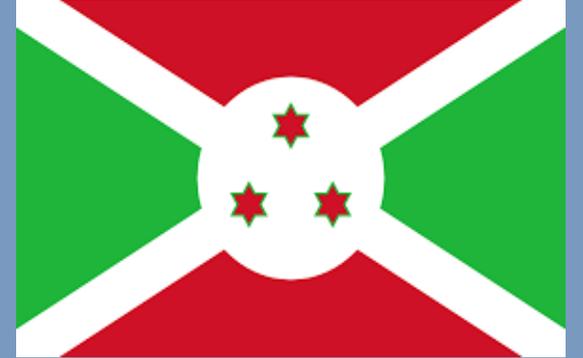
Website

The company did not want any changes to the website

However we sent them some suggestions / improvements such as:

- Banner images to be replaced
- Font change
- Logo update
- Clean up and the layout and make it symmetrical





Kalico

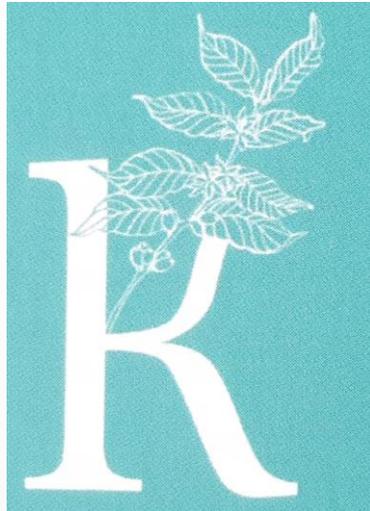


www.kalicocoffee.com

Logo

The company wanted a logo showing the path from tradition to modernization with two joined hands

The "K" represents the coffee called in Kirundi "kahawa"



Before



After

Business card



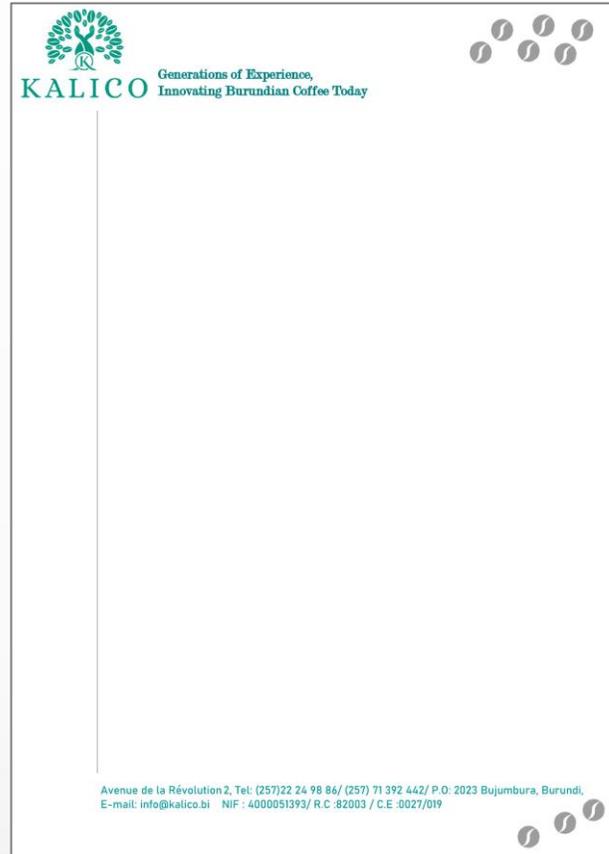
Before



After

Letterhead

New logo, bigger margins, all cleaned up and aligned



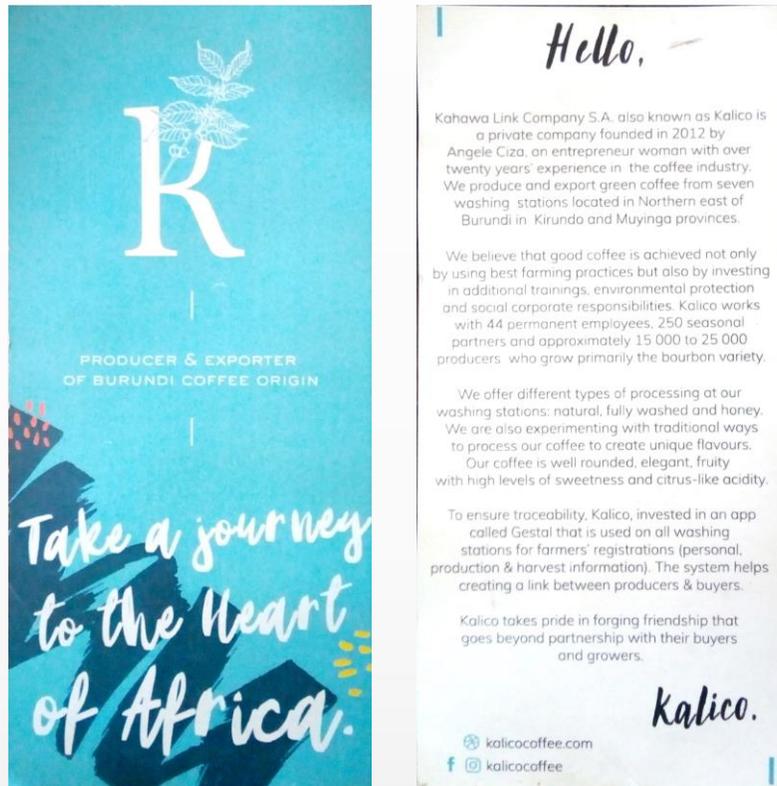
Before



After

Brochure

Design and content needed improvement



Before

New brochure – trifold format



After



Café Grumpy first connected with Angele Ciza in 2013 at the African Fine Coffee Association conference in Bujumbura, Burundi. We were immediately struck by Angele's warm personality and incredible dedication to coffee and were excited to find that her coffee reflected that passion. She is constantly working for her people to provide better access to healthcare, schooling, food, and income.

Cheryl Kingan,
Coffee Buyer, Café Grumpy,
United States



Our locations

Headquarters
Bujumbura

5
washing stations in
Kirundo province
Kigobe, Gasura, Muramba,
Kinyangurube and Mutarishwa

2
washing stations in
Muyinga province
Butihinda and Murego



KALICO

Generations of Experience,
Innovating Burundian Coffee Today



Avenue de la Révolution,
appartement numéro 2,
Bujumbura, Burundi

+257 71 386 178
+257 76 312 673

info@kalico.bi

www.kalicocoffee.com

[kalicocoffee](https://www.instagram.com/kalicocoffee)

[kalicocoffee](https://www.facebook.com/kalicocoffee)

Delicious Arabica from the Great Lakes of Burundi

Our delicious Arabica Red Bourbon grows over 16 hectares in North Eastern Burundi, where five beautiful lakes meet in the provinces of Kirundo and Muyinga. Its flavours are greatly influenced by the unique conditions – the rich volcanic soils, high altitudes of 1650-1750m and the winds that grace the Lakes region. The result is clean, balanced, caramel tasting notes with consistent cupping scores above 85+.

Our 40,000 coffee trees flower from July to September and we harvest when the cherries are red during winter, from March to May.

Female-led coffee company

We are a proud female-led company that values the contribution of women in Burundian coffee. Over 70% of our farmers are women.

KALICO's founder and president, Angele Ciza, was the first woman to run a business in the Burundi coffee industry in 1995.

In Burundi, women cannot inherit land, greatly inhibiting their ability to work in agriculture. Angele's achievements, tenacity and unshakeable perseverance to build a successful career in the coffee industry is an inspiration to other women across Burundi.

In 2012, she founded KALICO with her son, Alexandre Shaka Mugisha, the current Managing Director. Alexandre works to modernize processes while retaining traditional values. He recently introduced the GESTAL app on all washing stations to ensure full traceability and connect buyers with their coffee origins.

Leading, empowering and giving back

At KALICO, we strongly believe in leading by example and giving back to the community. This is how we can empower our farmers, and women in particular. Working together ensures the best outcomes for us all.

Our projects for community development

SHAMBA MUSHROOM PROJECT

We have developed indoor mushroom farming to train our producers in food security and provide extra incomes. We also give them farm animals to produce organic fertilizer for their farms.

WOMEN'S EMPOWERMENT PROJECT

We employ disabled women to produce the KALICO labels on our specialty coffee bags.

KAHAWA NTEZIMBERE PROJECT

We work with the Batwa (an indigenous, ethnic minority group) famous for their craft and pottery to create traditional pots, called "inkono" in Kirundi. The income from the project will be used to introduce solar panels in Batwa households.

PARTNERSHIP OPPORTUNITY

We offer corporate social responsibility (CSR) opportunities to clients interested in making an impact in minor communities. For example, New York based Cafe Grumpy has partnered with us on the Shamba Mushroom Project.



Our range of exquisite specialty coffees

KALICO MAMA COFFEE

specialty coffee from Murago washing station with a cherry, chocolate and stone fruit aroma

INZAHABU COFFEE

specialty coffee from Butihinda washing station with a cherry, grape, cranberry and spices aroma

WOMEN'S COFFEE

specialty coffee from Muramba washing station with a citrus, vanilla, caramel and chocolate aroma

WOMEN'S EMPOWERMENT COFFEE

specialty coffee from Gasura washing station with a caramel, apricot, pear and citrus aroma

At KALICO, we work to:

- ensure full traceability of our coffee beans through the GESTAL app
- introduce the old traditional anaerobic processed in traditional pots
- invest in community development through CSR projects
- support women growers and their families
- train our farmers to ensure we maintain high environmental standards

Flyers

New flyers – A5 format



KALICO MAMA

KALICO MAMA coffee is our specialty coffee offer from Murugo washing station located in Kirundo province, the region is famous for the dance culture called "INTORE", the INTORE are male dancers who were once called the warriors of the king in royal era before the colonization of Burundi.



KALICO MAMA coffee is part of our women's empowerment projects that aim to raise the awareness of women who still consider themselves excluded from the development of our country. In this perspective, our enterprise is working particularly with women in coffee production, since we have 70% of women coffee producers. Furthermore, not to forget disabled women, we are currently in partnership with an association named "HOPE" which is in charge of brand marking our jute bags.

Therefore, our brand "KALICO MAMA" is illustrated by a woman dressed in loincloth with a jar on her head and another one held in her left hand and a baby on her back to emphasize on the value of women within the family for they are multi-taskers and can achieve greater feats.



Avenue de la Révolution, Appartement n° 2
+257 71 386 178 | +257 76 312 673
info@kalico.bi | www.kalicooffee.com



KALICO INZAHABU

KALICO INZAHABU coffee is another specialty of the Butihinda washing station located in the province of Muyinga, the region is RUTHINDA. The washing station uses the MUGOBE water source of MASAKA and the NGARA Mountain at 2000m known for its GOLD reserve.



The KALICO INZAHABU coffee brand "A butterfly" illustrates the innovation underpinning the backstory of the company of the mother with long experience in the coffee industry in traditional practices and her son, Alexandre Shaka Mugisha who later joined her to introduce the modernization.

The founder and president of KALICO was the first woman to get involved in the coffee industry. Despite the segregation law in force in the twentieth century that considered women as disabled, her achievements deserve to be highlighted to inspire other African women. Her tenacity and unwavering persistence enabled her and her family to pursue a successful career in the coffee industry.

As for the KALICO MAMA brand, we involve the association of disabled women who are responsible for branding jute bags.



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info@kalico.bi | www.kalicooffee.com



KALICO INKONO

KALICO INKONO coffee (to be implemented very soon): The specialty coffee will come from different washing stations. This project concerns the Batwa ethnic group (pygmies), still known for their ancestral lifestyle disconnected from the contemporary world. The Batwa live in isolated communities remote from the cities and face extreme poverty, particularly in our country.



In the logic of community development, we are working with this minority group to create a kind of partnership. The project involves the old traditional anaerobic process using traditional pots, named "INKONO" in Kirundi.

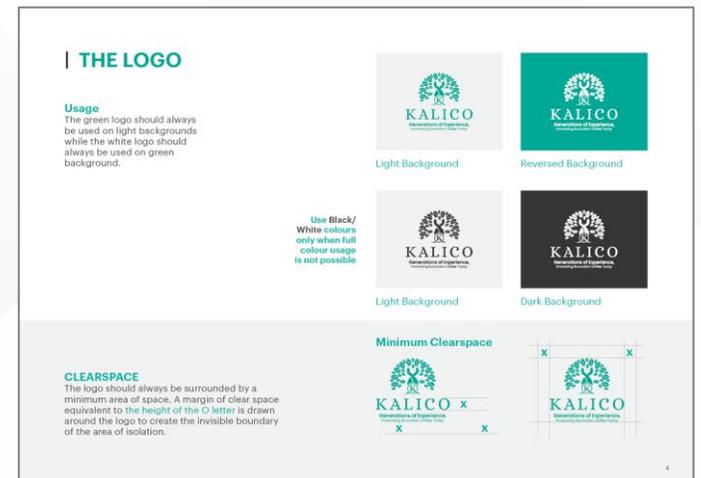
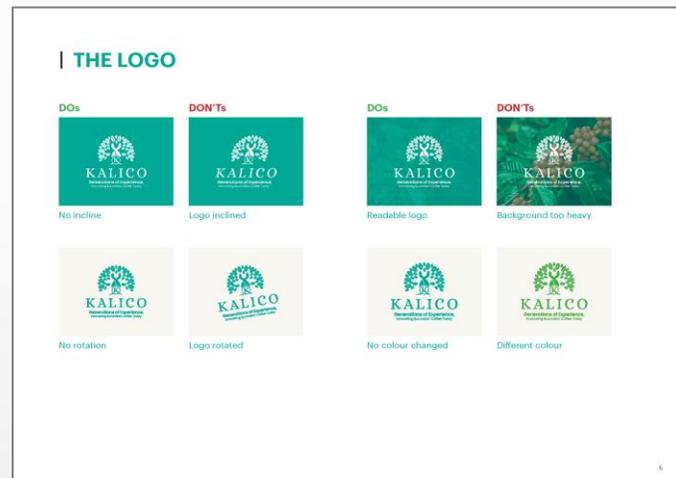
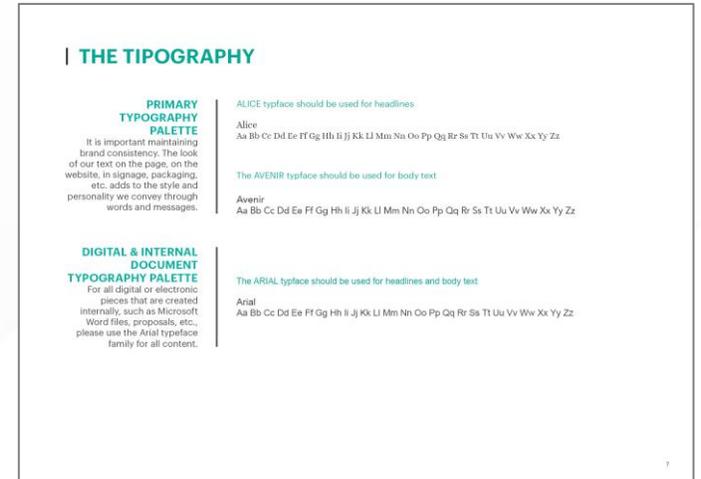
As pygmies are famous for their handicraft activity disconnected from modernism, "Pottery"; we want to promote their talents and encourage them to integrate into the modernization process by introducing solar panels in their homes with the income from the project, thus we will continue working with them introducing other forms of modernization in their households.



Avenue de la Révolution, Appartement n° 2
+257 71 386 178 | +257 76 312 673
info@kalico.bi | www.kalicooffee.com

After

Branding guidelines



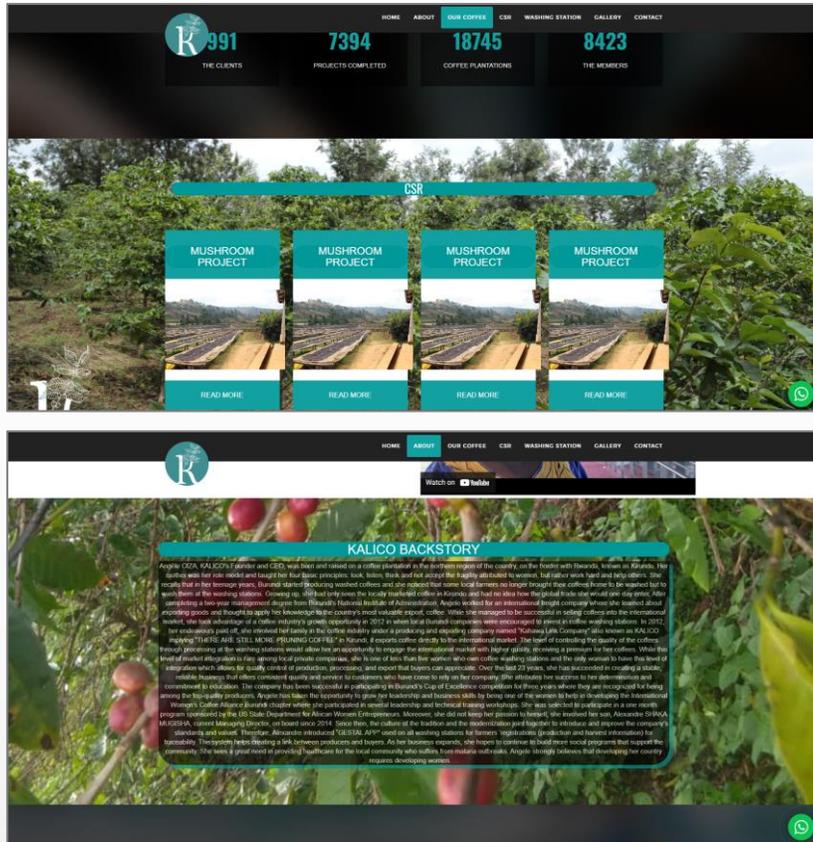
No branding guidelines

Before

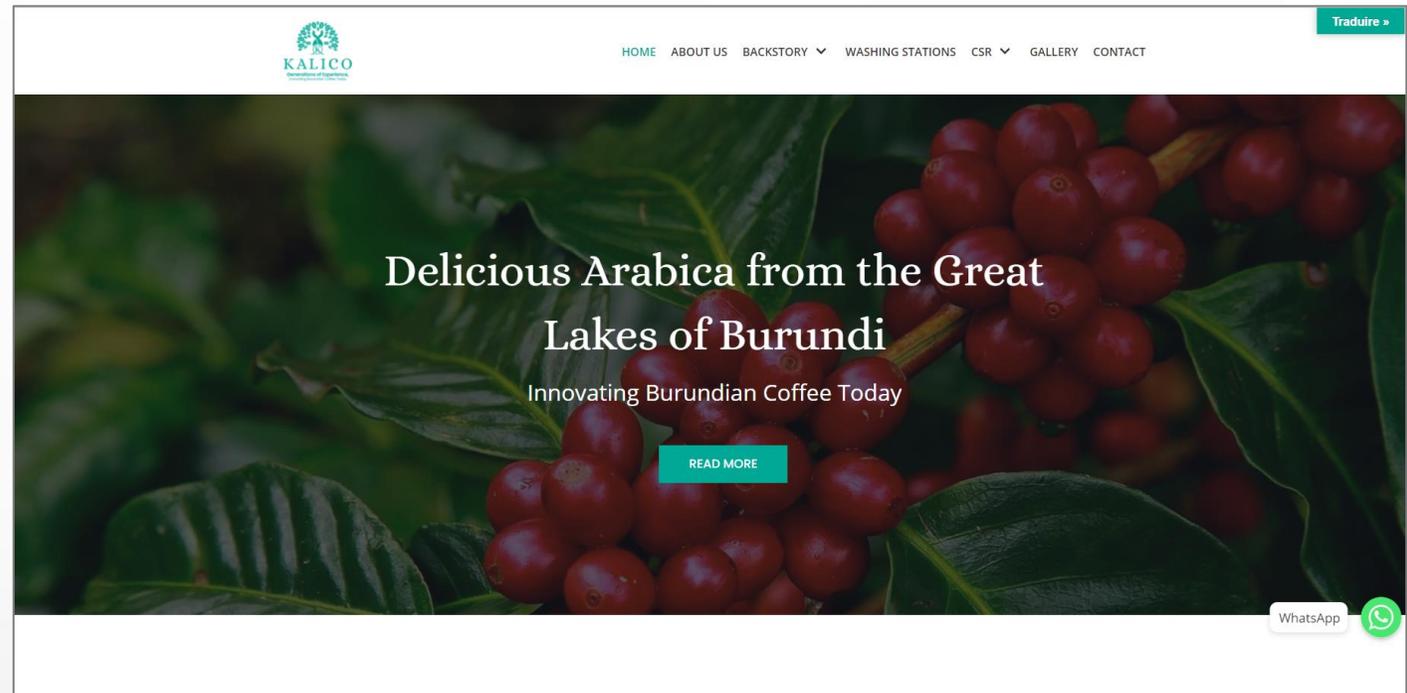
After

Website

Very busy and heavy



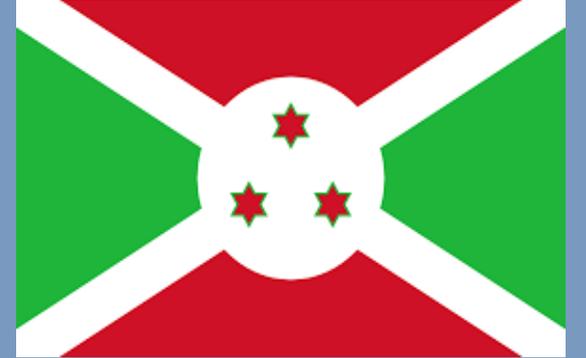
Before



After

TRADE IMPACT FOR GOOD





Matraco



www.matraco.net

Logo

The company wanted to keep the elements from their current logo but with a different design

They opted for a compact design, more modern. The colours are the same red and green but in different tints.



Before



After

Business card



Before



After

Brochure

Design and content needed improvement

MATSITSI TRADING COFFEE (MATRACO)

MATSITSI TRADING COFFEE (MATRACO) was started in 2015 by the owner entrepreneur Mr. MATSITSI Zuberi with Purchase of 3 Washing station in the North part of Burundi:

- BUSINDE Washing Station
- NYAGISHIRU Washing station
- BUSASA Washing Station

Point of Interest concerning MATRACO:

- Working to provide global market for Specialty coffee
- Supervision of coffee farms at all stages from the nurseries to the harvest
- Working to certify the Washing stations
- Developing the rural world based on the production of specialty coffee
- Stimulation of agro pastoral production
- Promotion of fair trade.

Here below the list of treatment:

1. Fully Washed (Washed) Process

- Harvest of cherry
- Selection of cherry
- Depulp and fermentation
- Drying on Drying table.

2. NATURAL PROCESS

- Harvest of cherry
- Selection of cherry
- Drying on Drying table.
- Following selection on drying table to improve the quality.

COFFEE TREATMENT SYSTEM AT MATRACO

In MATRACO, specialty coffee was produced following the hill's origin and natural process.

Before

New brochure – trifold format

A cup of excellence from northern Burundi

Our award-winning Arabica bourbon grows on 90 hectares across Kayanza and Muyinga provinces in northern Burundi.

Up on the hills 1600-1800 metres above sea level, the air is cool and humid. Rich red soils and high altitudes gives our coffee its sweet, citrusy, raisin and berries aroma. These are the perfect conditions for growing our excellent specialty coffee, with cupping scores over 87%.

We offer fully washed, natural and honey coffee.

Our aim is to produce the highest quality coffee possible while promoting its origin, so we can support and improve the lives of our coffee growers.

We wash our coffee at our own washing stations near the Kibira and Ruvubu national parks. Our coffee is produced in micro batches following their hill or origin, ensuring full traceability.

No child labour and no discrimination

We value the progress of the wider community, and because of that, we don't allow child labour. We believe that children should go to school, not work in the fields. Education is vital for the future of Burundi.

We also want to eliminate discrimination and support disadvantaged communities, such as the Batwa. The Batwa people are indigenous to Burundi yet suffer from marginalization, discrimination and poverty. They are a large part of our workforce.

We want to introduce cherry coffee buying software at the pulping and washing station.

Our Vision

As a coffee producer, our buyers are all overseas. This software will enable us to produce even more information for our customers, providing clear and full information on the traceability of our daily cherry purchase.

Treatment Process

01. Fully Washed Process

- Harvest of cherry
- Selection of cherry
- Depulp and fermentation
- Drying on Drying Table

02. Natural Process

- Harvest of cherry
- Selection of cherry
- Drying on Drying Table
- Following selection on drying table to improve the quality

Coffee with inclusion at its heart

Matraco's coffee origins start, not with a bean but a truck.

Our founder, Zuberi Matsitsi, was in his 20s when he started transporting coffee in trailer trucks. It grew to a company with more than 10 trucks. In 2015, the company expanded to coffee production under the name "Matraco".

Today, we continue to transport Matraco coffee in our own trucks, to ensure quality at every step of the supply chain.

After

SUPERB WASHED BOURBON CUPPING AT 87

In 2018, we received the Cup of Excellence award with a coffee cupping score of 87.46.

It was awarded to our washed Bourbon from Businde washing station in Gahombo, Kayanza. We are very honoured to be ranked among Burundi's best coffee growers.



At Matraco, we strive to:

provide full traceability
for every bag of beans

stop the use of child labour in
the coffee industry in Burundi

promote inclusion for the
indigenous Batwa people

support our farmers to increase
capacity and production

set up a certification system
for our producers and coffee
washing station



**Contact Matraco
for award-winning, ethical coffee**

Boulevard de l'Uprona, Galerie Yes nr 8,
Bujumbura, Burundi
+257 79 927 932 | +257 79 594 916
Email: matraco.sales@gmail.com



**COFFEE
TREATED IN
A FAIR WAY**

▼
**A CUP OF
EXCELLENCE**



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We have a proud no child labour policy. There are no youths under the age of 18 on our farms.

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Treatment Process

01. Fully Washed Process

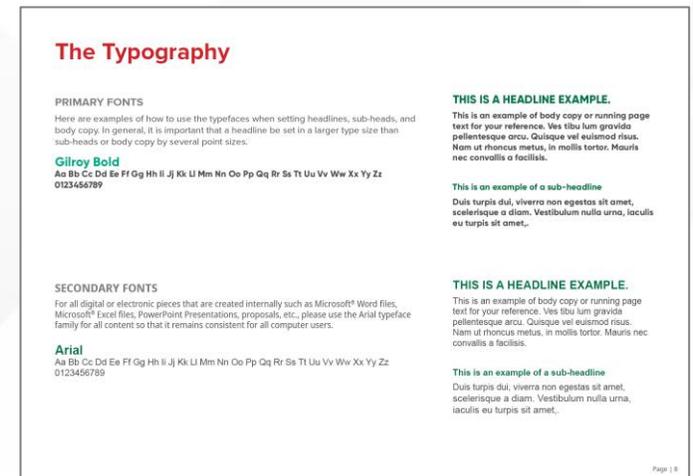
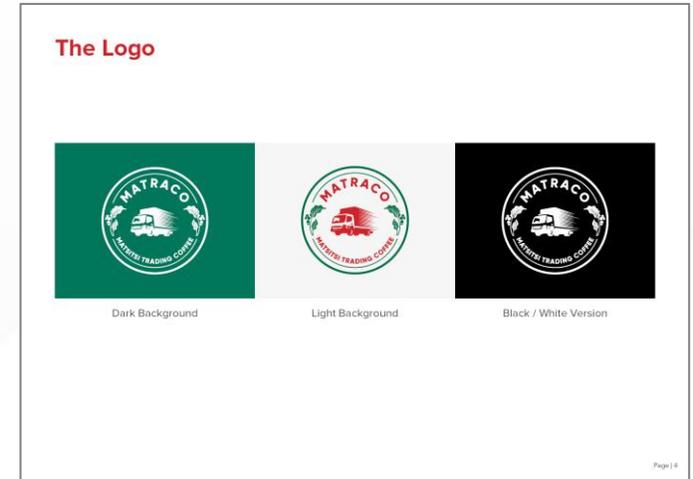
- Harvest of cherry
- Selection of cherry
- Depulp and fermentation
- Drying on Drying Table

02. Natural Process

- Harvest of cherry
- Selection of cherry
- Drying on Drying Table
- Following selection on drying table to improve the quality



Branding guidelines



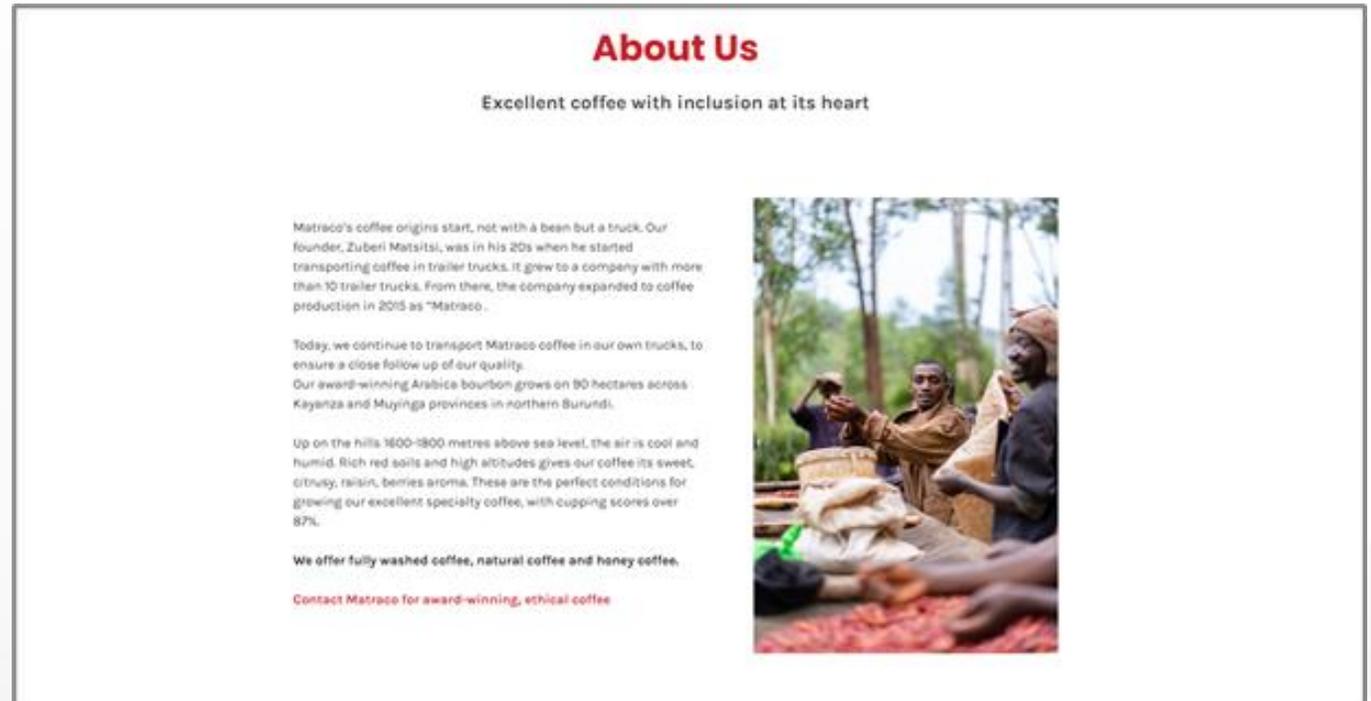
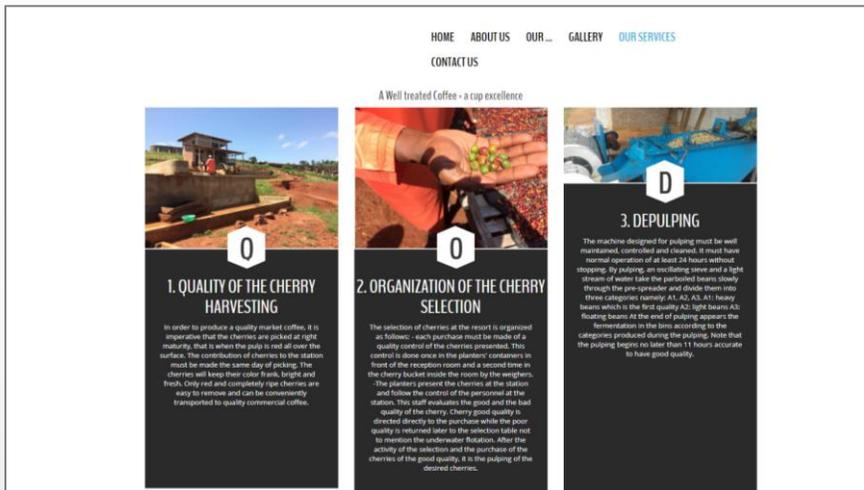
No branding guidelines

Before

After

Website

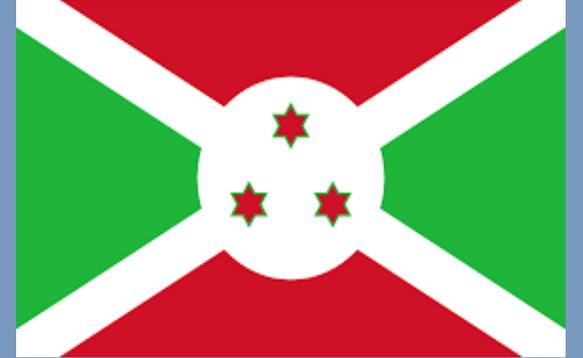
Very busy and heavy



Before

After

TRADE IMPACT FOR GOOD



Micosta



www.micosta.com.bi

Logo

The mountain represents the high altitude where the coffee trees are planted (1,700-1,800)

The cursive font has been kept



Before



After

Business card

Old business card – basic design



Before



After

Brochure

Design and content needed improvement



Before



After



“

With honest responsible leaders, MICOSTA has always honoured its contracts and improves the quality of its coffee every year. We continue to expand through our companies in country, including Bugestal [representative company in Burundi], and we plan to collaborate more in the years to come.

Luis - Sucafina, Genève, Switzerland



Micosta

OUR BURUNDIAN COFFEE,
YOUR PRIDE.

Contact us for delicious Burundi coffee

+257 79 92 71 24

Micosta, Avenue Mwungu N°19, Kigobe Sud,
Bujumbura, Burundi

micosta2@yahoo.fr | www.micosta.com.bi



Micosta Coffee Burundi



micosta_burundi



Micosta

OUR BURUNDIAN COFFEE,
YOUR PRIDE.



www.micosta.com.bi

About us

Micosta's exquisite Arabica Bourbon grows over 155 hectares in Muyinga province in northern Burundi, near the borders with Tanzania and Rwanda. The subtropical highland climate, sandy soil, and the 1700-1800 altitude are all key factors in producing our coffee's delicious flavours.

Our mission is to develop the coffee culture in Burundi by working directly with coffee growers.

Coffee profits go back into the community

Micosta was founded 2012 as the Burundi coffee industry opened up to privatization. It has over 27,000 coffee trees and two coffee washing and de-pulping stations.

We support and train local farmers to produce high quality coffee. Our coffee growers use their wages to buy school uniforms and other materials, metal sheets to cover their houses, loincloths for women, and any agriculture products they need.



2

coffee washing
pulping stations

27,000

ready-to-pick
coffee plants

Our locations

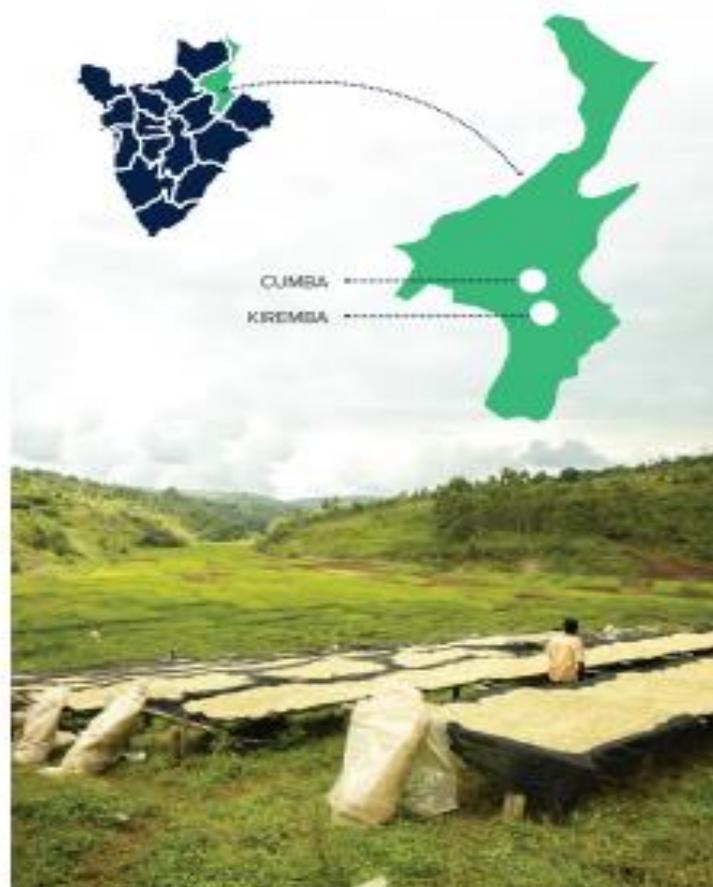
Station NDAVA

BURUNDI - MUYINGA - GASORWE - KIREMBA

Station MIZUGA

BURUNDI - MUYINGA - MUYINGA - CUMBA

Our natural region is Bweru, present-day Muyinga Province. Located in the north of the country, it borders with Tanzania and Rwanda. It has a subtropical highland climate. The ground is sandy with an altitude between 1700 and 1800 m.



From seed to green coffee it's all in the process

Micosta's coffee seeds are grown in nurseries, watered frequently and shaded from sunlight until they are big enough to plant. We plant our coffee trees during the rainy season.

Once planted in the fields, coffee growers make straw, fertilize, prune and de-worm their fields. It takes about 3 or 4 years for the coffee trees to fruit and produce cherries.

We only harvest the perfectly red cherries. These are processed into parchment coffee, then the parchment into green coffee which is exported.

At Micosta, we work to:

continually increase the quantity
and quality of our coffee

gain certification to ensure our
farmers are remunerated accordingly

support and train our local farmers
to grow the best quality coffee

Our vision

To provide our customers with a top-of-the-range product and improve the income of our coffee growers. We plan to certify our pulping stations in the near future, and to offer roasted coffees.



Branding Guidelines



The Logo

CLEARSPACE
A clear space is defined to maintain the signature's integrity. If the minimum clear space is not applied, the signature's impact will be compromised.

Do not allow any graphic elements, such as copy, photography or background patterns, to clutter up the clear space.

Minimum Clearspace
The clear space is determined by the height of the coffee beans. Do not let other graphics or text violate this space.

MINIMUM SIZE
Our logos should be always visible. While the logo can be resized to fit different types of collateral, it's important that you never scale them down below the recommended sizes.

WEB
30px

PRINT
30mm

Page 15

The Typography

PRIMARY FONTS
Here are examples of how to use the typefaces when setting headlines, sub-heads, and body copy. In general, it is important that a headline be set in a larger type size than sub-heads or body copy by several point sizes.

Bring 'bout
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Work Sans
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SECONDARY FONTS
For all digital or electronic pieces that are created internally such as Microsoft® Word files, Microsoft® Excel files, PowerPoint Presentations, proposals, etc., please use the Arial typeface family for all content so that it remains consistent for all computer users.

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

THIS IS A HEADLINE EXAMPLE
This is an example of body copy or running page text for your reference. Ves tibu lum gravida pellentesque arcu. Quisque vel euismod risus. Nam ut rhoncus metus. In mollis tortor. Mauris nec convallis a facilisis.

This is an example of a sub-headline
Duis turpis dui, viverra non egestas sit amet, scelerisque a diam. Vestibulum nulla urna, iaculis eu turpis sit amet.

Page 18

The Colours

R23 G37 B70	R76 G179 B122	R74 G74 B73
CMYK 100 85 35 50	CMYK 69 0 65 0	CMYK 0 0 0 85
HEX #172546	HEX #4CB37A	HEX #444449

Page 17

No branding guidelines

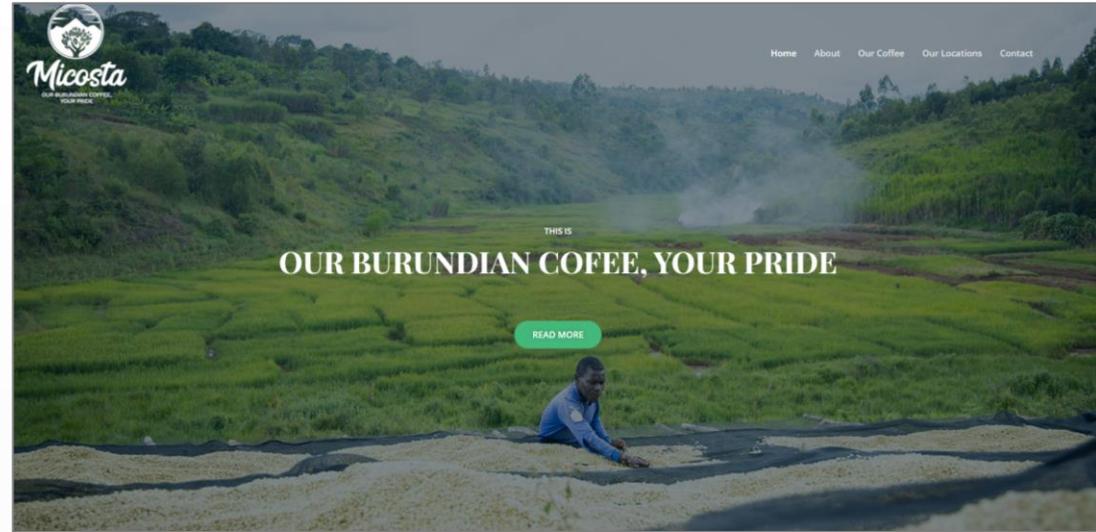
Before

After



TRADE IMPACT FOR GOOD

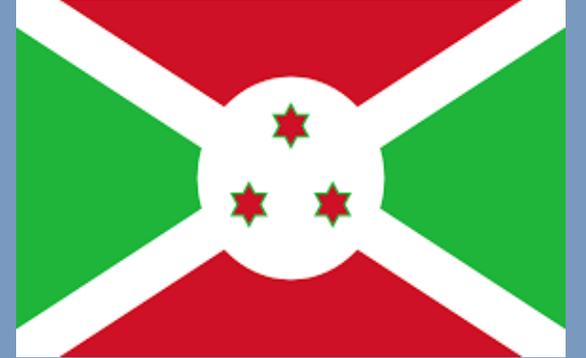
Website



No website

Before

After



Murambi



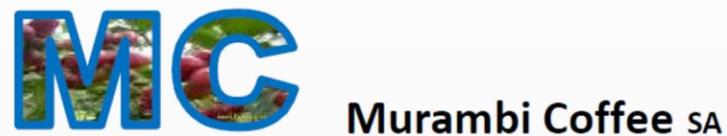
www.murambicoffee.xyz

Logo

Murambi did not really have a real logo

The new logo shows coffee plant with leaves and cherries

The fonts are modern and easy readable



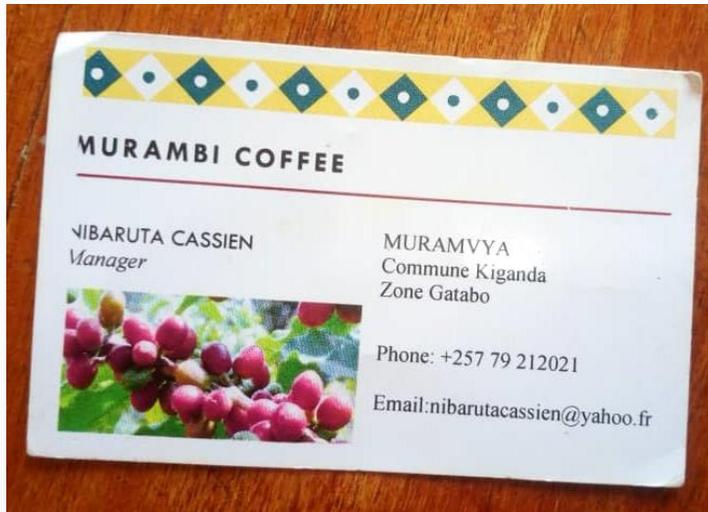
Before



After

Business card

The light yellow represents the parchment colour slightly changed



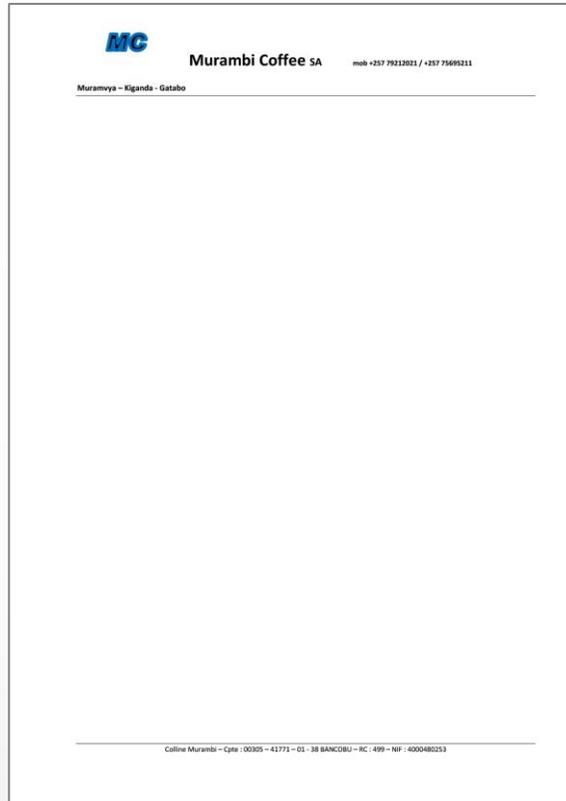
Before



After

Letterhead

Basic design, no logo



Before

New logo, bigger margins,
all cleaned up and aligned



After

Brochure

New brochure – trifold format

No brochure

At Murambi, we aim to:

- improve traceability by setting up mini washing stations at important collection centres
- sell micro lots to small roasters to increase revenue for our farmers
- become Rainforest Alliance certified
- connect small farmers to foreign markets

Country:
Burundi

Province:
Muramvya

Commune:
Kiganda

Hill:
Murambi



Scan the code
for GPS location

MURAMBI COFFEE
BURUNDI'S BEST MICRO LOTS



MURAMBI COFFEE
BURUNDI'S BEST MICRO LOTS

Contact us for quality coffee from Burundi

Muramvya, Kiganda, Gatabo, Burundi
Phone: +257 79 212021, +257 68 128989
WhatsApp: +257 75 695211
nibarutacassien@yahoo.fr

www.murambicoffee.xyz



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www.murambicoffee.xyz

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Burundi
Province:
Muramvya
Commune:
Kiganda
Hill:
Murambi



Scan the code
for GPS location



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nibarutacassien@yahoo.fr

www.murambicoffee.xyz



MURAMBI COFFEE
BURUNDI'S BEST MICRO LOTS

www.murambicoffee.xyz



Coffee that consistently cups over 87

Murambi coffee is grown by 2,200 farmers in the commune of Kiganda in central-western Burundi.

The red lateritic soils are rich ground for exceptional coffee. With a high body, chocolate and citrus flavours, our coffees consistently cup at 87 and 88.

We grow Bourbon and Mibirizi varieties, with an increased focus on Bourbon. Some of our Mibirizi varieties have been around since Belgian colonisation but tend to fruit less now.

Our vision is to help small Burundi farmers access foreign markets that would be otherwise inaccessible to them.

We organize collection centres of cherry coffee for each producer association, and we process the coffee in our washing station on Murambi hill in Kiganda commune.

Better quality coffee, better livelihoods for farmers

Murambi Coffee was created in 2011 by Cassien Nibaruta, who had worked in the Burundian coffee sector and supported several coffee cooperatives.

The company's objective is to increase revenue to better remunerate our coffee growers.

We are also dedicated to maintaining the high quality of our micro batches. We work closely with our farmers to access quality young plants. Each year we produce baby trees that we give freely to our growers.

We also collaborated with Starbucks to initiate a goat breeding project. This offers farmers another source of income and access to organic fertiliser.

We started Murambi knowing that coffee can give Burundi farmers a consistent income and a better life. When our farmers sell their coffee, they pay for their children's education and buy agricultural tools and building materials to improve their farming and long-term livelihoods.



OUR MISSION

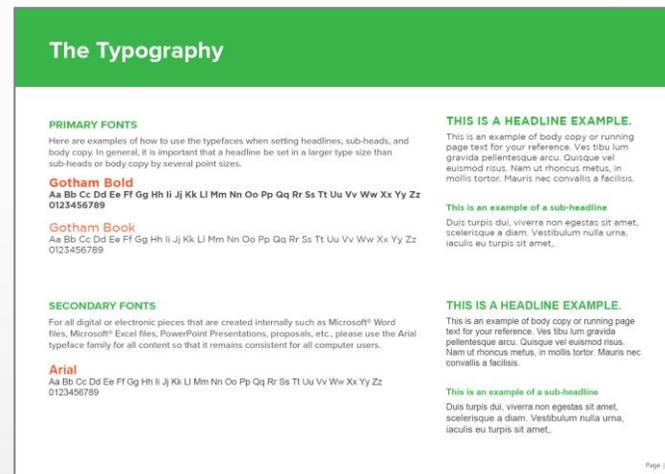
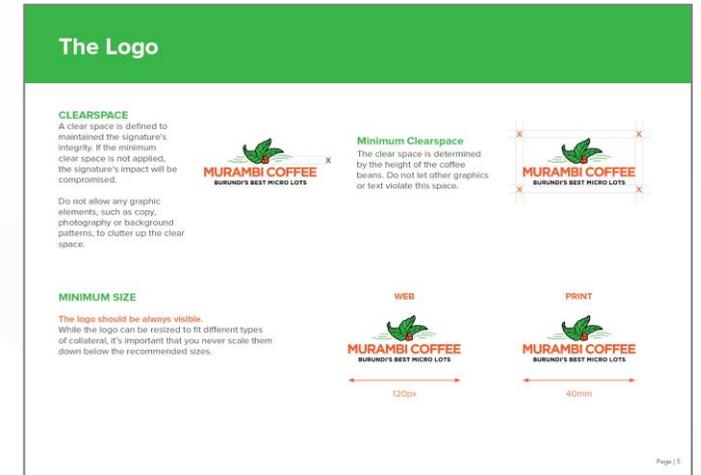
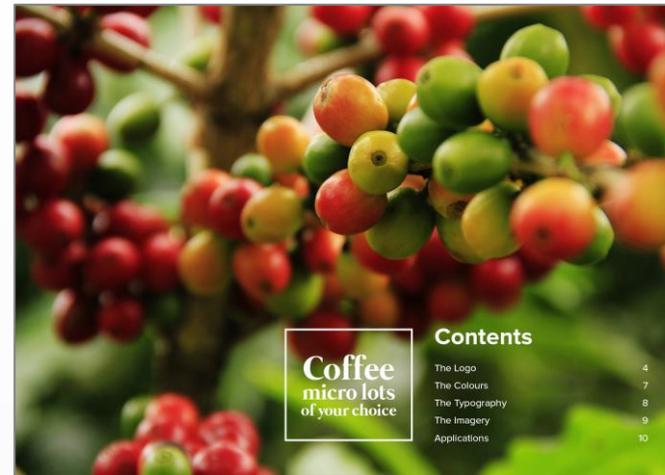
We organize collection centres where groups of farmers deliver their coffee cherries. We then bring the coffee to our washing station on Murambi hill in Kiganda commune.



OUR VISION

In order to improve traceability, we plan to set up mini washing stations at the most important collection centres. So the coffees will be processed and sold separately, and we can offer micro lots of single origin coffee. In addition, this brings the processing units closer to the farmers so there's less travel.

Branding guidelines

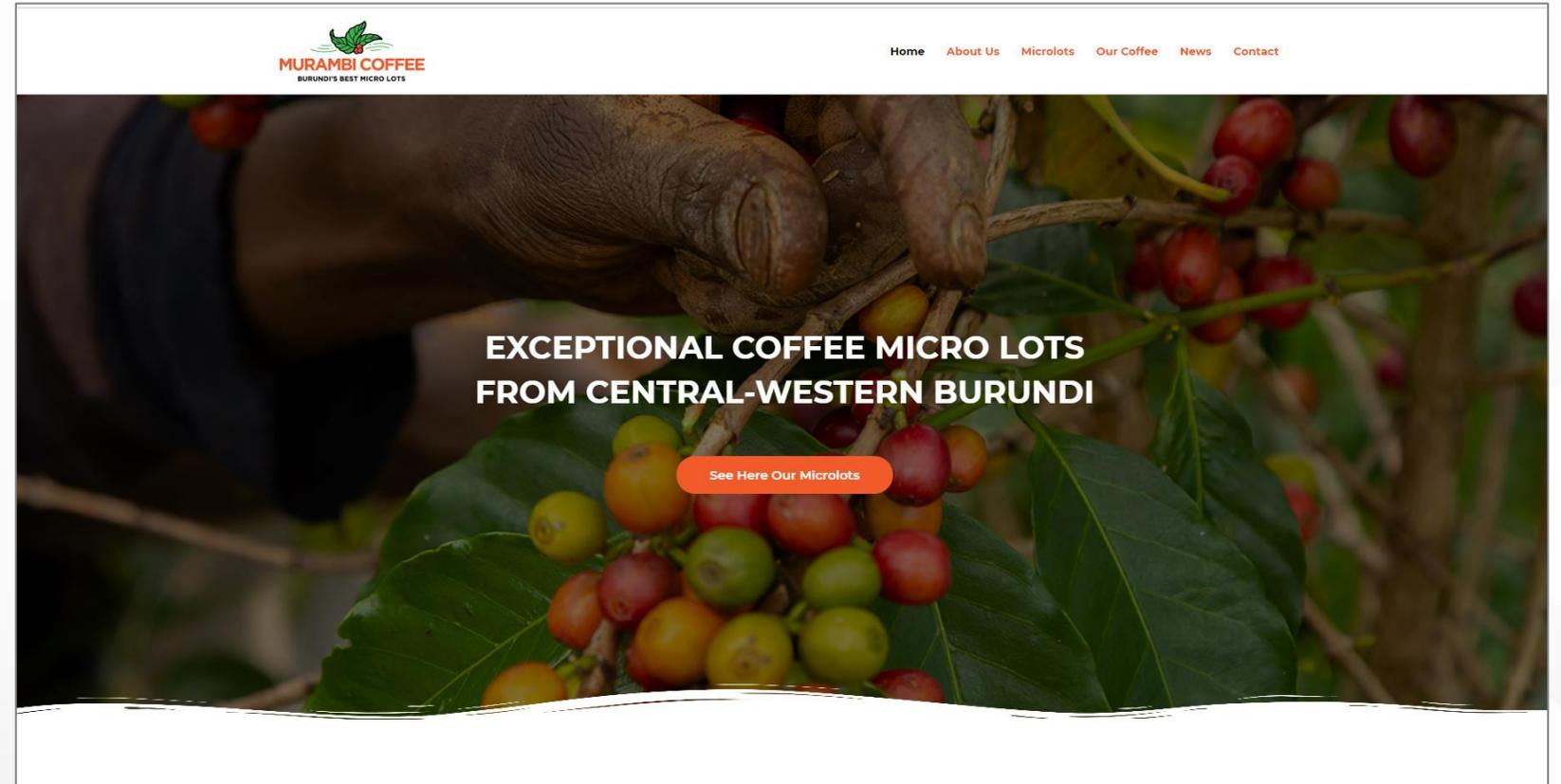


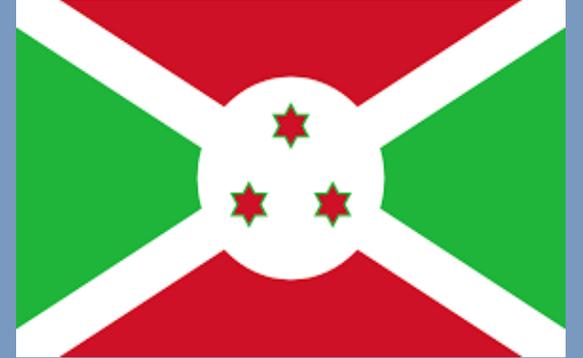
No branding guidelines



Website

No website





TIB Coffee

tib coffee
THIS IS BURUNDI COFFEE

A decorative underline consisting of two curved lines, the top one red and the bottom one green, positioned below the text.

www.tibcoffee.bi

Logo

We kept the dark green colour of the previous logo and changed the font to a more friendly one

The red and green colours represents the colours from the Burundi flag

TIB
coffee

Before

tib coffee
THIS IS BURUNDI COFFEE

After

Business card



Before



After

Letterhead

No letterhead



Before

After

Brochure

New brochure – trifold format



No brochure

Before

After

AT TIB COFFEE WE WORK TO:

- Produce the best coffee through different processing methods: full washed, natural and honey
- Make a true sustainable impact to the communities and farmers through specialty coffee production and direct strong partnerships
- Increase the number of farmers we work with to have a greater impact on our community.



Burundi,
Musinga Province,
Gasorwe Commune,
Karambo Hill

tib coffee
THIS IS BURUNDI COFFEE

+257 71 02 87 73
+257 61 02 81 90
tibcoffee2020@gmail.com

www.tibcoffee.bi

tib coffee
THIS IS BURUNDI COFFEE

www.tibcoffee.bi

SPECIALTY COFFEE WITH A REAL TASTE OF BURUNDI

TIB's coffee grows in Muyinga province in northern Burundi, a beautiful hilly region with an average altitude 1500-1600m. It is close to the Ruvubu national park and crossed by the Nile river.

We work with almost 2000 farmers with farms spread over 50 hectares. The excellent climate lends our Bourbon coffee sweet, caramel and chocolate flavours, which consistently cup at 84-88.

We produce fully washed, natural and honey Arabica coffees. At TIB, we want our customers to enjoy the best coffee Burundi offers while knowing they're positively impacting community life in Burundi.



SPECIALTY COFFEE SUSTAINABLY GROWN

We take a sustainability-focused approach to our production techniques to prioritise our land and the environment.

We use erosion control and plant shade trees and leguminous plants that add nitrogen to the soil. We also grow bananas, maize, cassava and beans for biodiversity and extra income for our farmers.

At TIB, we help our farmers live a good life by producing the highest quality coffee they can. Our vision is to make a true sustainable impact on our communities and farmers by forming strong partnerships around specialty coffee production.



THIS IS BURUNDI COFFEE

TIB stands for This is Burundi.

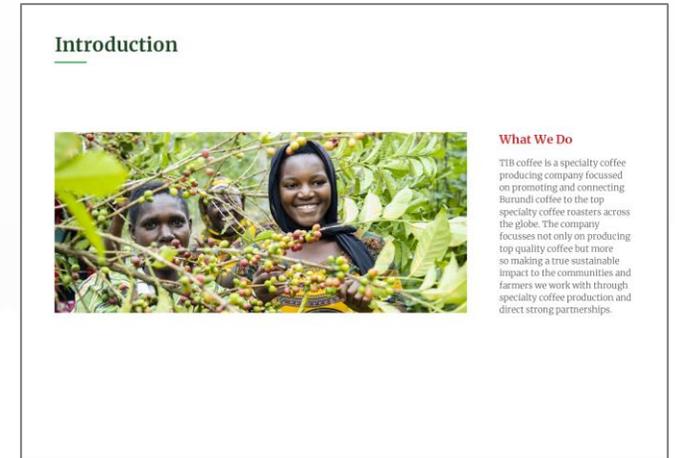
The company was born in June 2020, with ambitious plans. We acquired a piece of land to build our first washing station at Karambo Hill in Muyinga.

We plan to buy a small dry mill and two new washing stations in different regions of Burundi over the next three years. Then we will be able to give our customers a greater variety of Burundian coffees and taste profiles.

We have developed strong partnerships with top specialty coffee roasters and importers across the globe and aim to grow from 640 bags to 1,280 bags per year of specialty coffee exports.



Branding guidelines

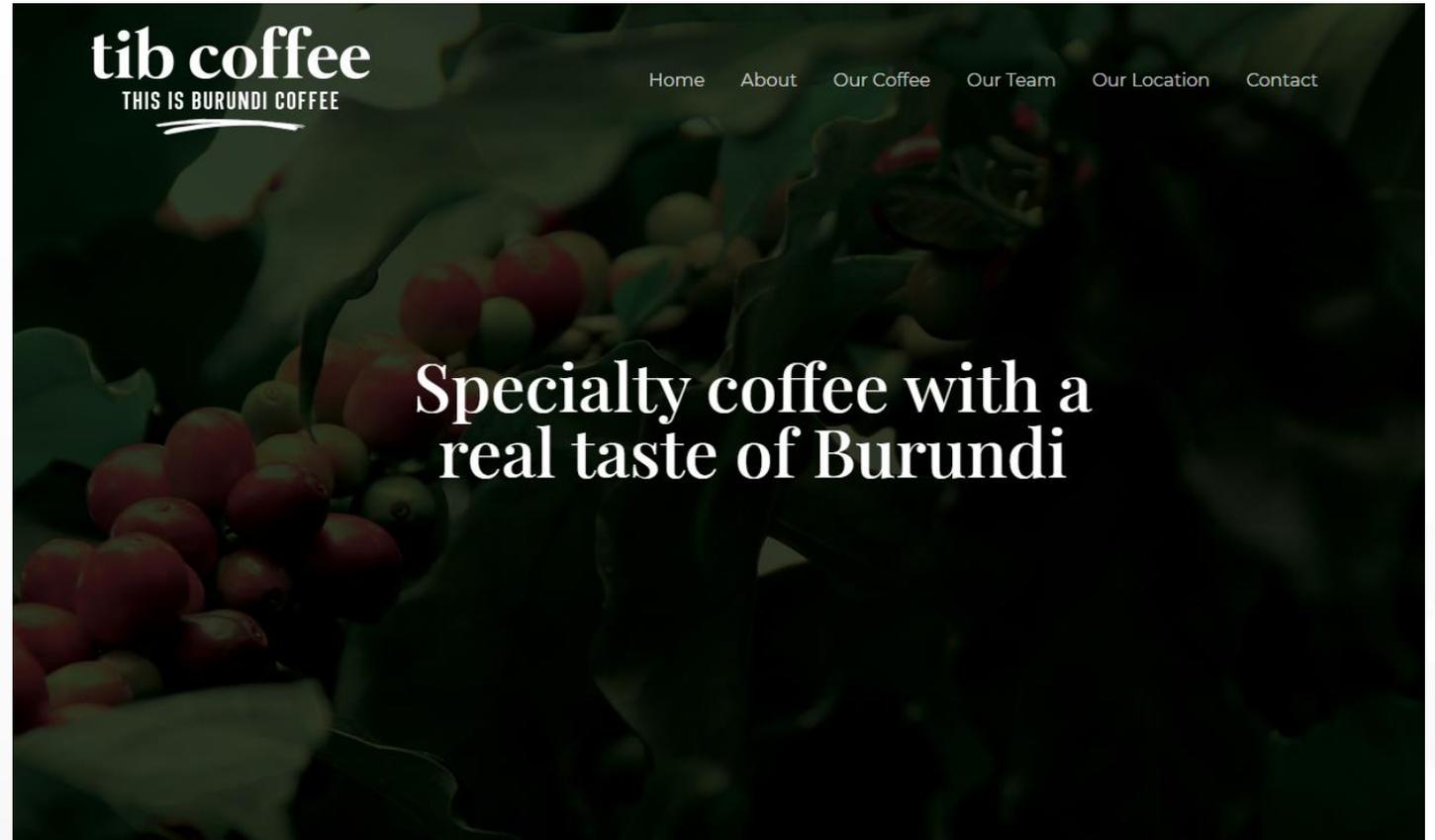


No branding guidelines

Before

After

Website



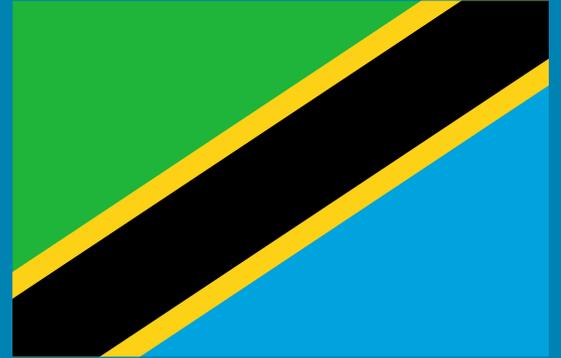
No website

TIB's coffee grows in Muyinga province in northern Burundi, a beautiful hilly region with an average altitude of 1500-1600m. It is close to the Ruvubu national park and crossed by the Nile river.

Before

After

TRADE IMPACT FOR GOOD



Amimza



www.amimza.com

Logo

AMIMZA



Before

The company did not want to change any of the logos since they were already registered in 36 countries and eager to expand to 60.

After

Business card

No business card

Before

**AMIR
HAMZA UMAR**
Here goes the position

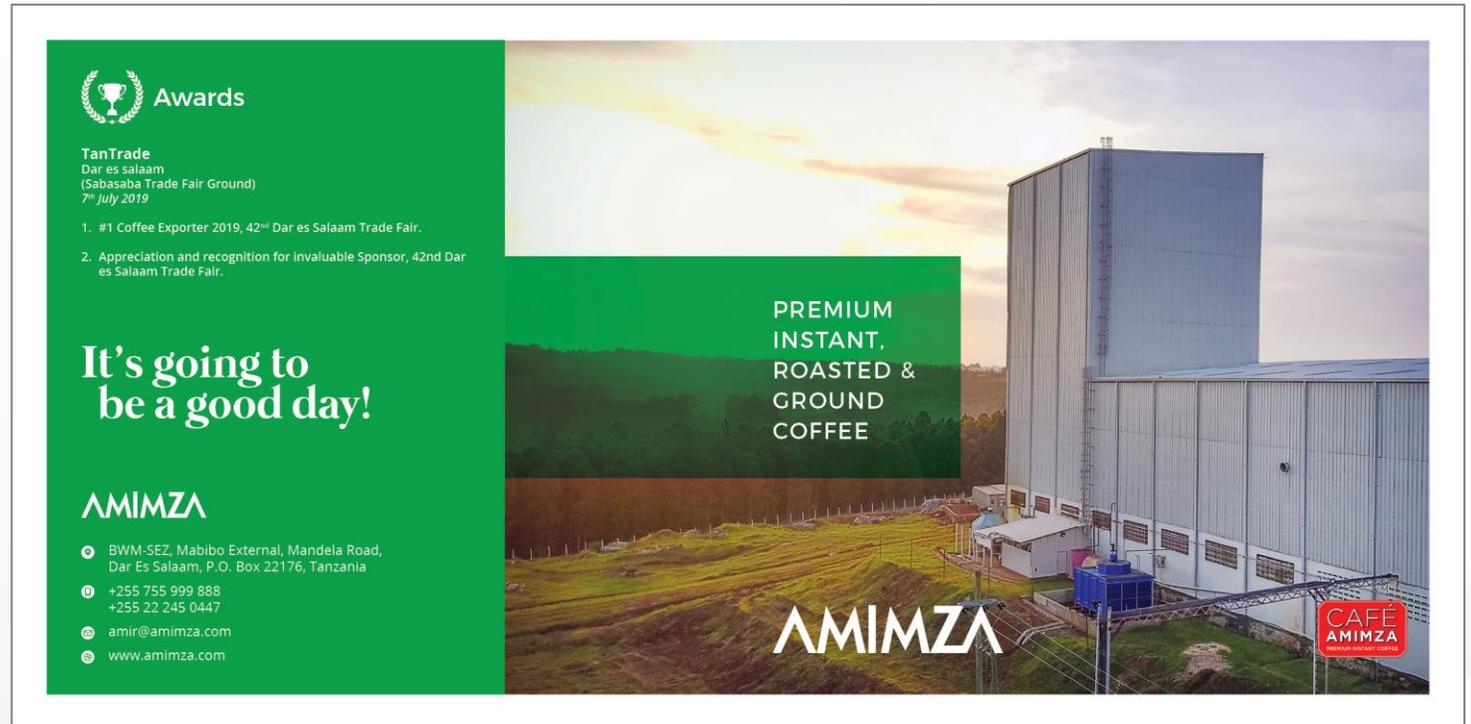
-  BWM-SEZ, Mabibo External,
Mandela Road, Dar Es Salaam.
P.O. Box 22176, Tanzania.
-  +255 754 220 999
-  amir@amimza.com
-  www.amimza.com

AMIMZA

After

Brochure

Bifold format, horizontal layout



No brochure

Before

After



Awards

TanTrade

Dar es salaam

(Sabasaba Trade Fair Ground)

7th July 2019

1. #1 Coffee Exporter 2019, 42nd Dar es Salaam Trade Fair.
2. Appreciation and recognition for Invaluable Sponsor, 42nd Dar es Salaam Trade Fair.

It's going to
be a good day!

AMIMZA

📍 BWM-SEZ, Mabibo External, Mandela Road,
Dar Es Salaam, P.O. Box 22176, Tanzania

☎ +255 755 999 888
+255 22 245 0447

✉ amir@amimza.com

🌐 www.amimza.com

PREMIUM
INSTANT,
ROASTED &
GROUND
COFFEE

AMIMZA

CAFÉ
AMIMZA
PREMIUM INSTANT COFFEE



About us

The company began in 1994 as Amir Hamza (T) Ltd., producing green coffee beans and later instant coffee. Our flagship brand was 'Kahawa Bora' – roasted and ground for the local Kenyan market. Today, we are one of the leading producers in the region.

6,000+
tons per year

35
countries
where AMIMZA
is registered



In 2015, we opened our new instant coffee factory which has a production capacity of 6,000 tons per year. It is the largest instant coffee factory in East and Central Africa. In 2016, our current flagship brand 'AMIMZA' was officially registered. We are proud to have AMIMZA registered in 35 countries.

We buy premium Robusta and Arabica coffee from Tanzanian farmers. We produce Spray-Dried Instant Coffee for bulk export and local and regional markets. We also do bespoke label packaging to customer specifications.

AMIMZA also exports high quality Robusta and natural Arabica green beans from lake zone farms in the Kagera, Mara (Tarime) and Kigoma regions.

We are a proudly Tanzanian company.

Our flagship products



Green coffee beans

Premium grade green Robusta and Arabica coffee beans from Tanzania's lake region.



Specialty roasted coffee

Leading producer of roasted and ground coffee in Tanzania's lake region for 20 years.



Premium instant coffee

Introducing a new spray-dried instant coffee, in a variety of blends, ready for export.



Our mission

To improve and inspire the lives of our coffee farmers using sustainable practices, technology and innovation, and to exceed our customers' expectations.



Our vision

To be the leading producer and supplier of premium instant coffee locally, regionally and globally, and to secure lifelong customer loyalty.



*Congratulations and best of luck
(Hongerani na kila la kheri).*

**Hon. Jakaya Mrisho
Kikwete**

*Former Tanzanian President 2005
- 2015
Dar es Salaam
Tanzania*



*Impressed with the initiative of
the company to implement the
Tanzania government's slogan of
promoting industrialization in the
country.*

Abel Maganya

*Minister
Kibuye, Bukoba
Tanzania*



*Hongerani Amimza ni kahawa
nzuri sana ambayo sikapata
kuniywa na kuifurahia kiasi hiki.
Hongerani sana.*

Mohamed Thabit Kombo

*Waziri wa Habari
Utali na Mamba ya Kale
Zanzibar
Tanzania*

Product catalogue

New product catalogue

CAFÉ AMIMZA
PREMIUM INSTANT COFFEE

It's going to be a good day!

PREMIUM INSTANT, ROASTED & GROUND COFFEE



About us

Café Amimza is a brand of Amimza Ltd it has the largest Instant Coffee Factory in East & Central Africa producing and supplying coffee to the world more than 20 years.

Our coffee products comes in different packages for the new generation of coffee drinkers who want premium products at an affordable price. We have 6 products that have unique tastes and aroma.

Café Amimza is the new coffee brand that inspires you with positive things for a better day, because everyday should be a good day!

PREMIUM INSTANT COFFEE

This is our signature coffee product that consists of a mixture of soluble coffee, blended with finely-milled roasted & ground coffee. It is made from natural Tanzanian coffee beans and has unique aroma and full-bodied taste.

Available in 100g, 50g & 1.8g sachets.

PREMIUM INSTANT COFFEE PACKAGES

This is our signature coffee product that consists of a mixture of soluble coffee, blended with finely-milled roasted & ground coffee. It is made from natural Tanzanian coffee beans and has unique aroma and full-bodied taste.

Available in:

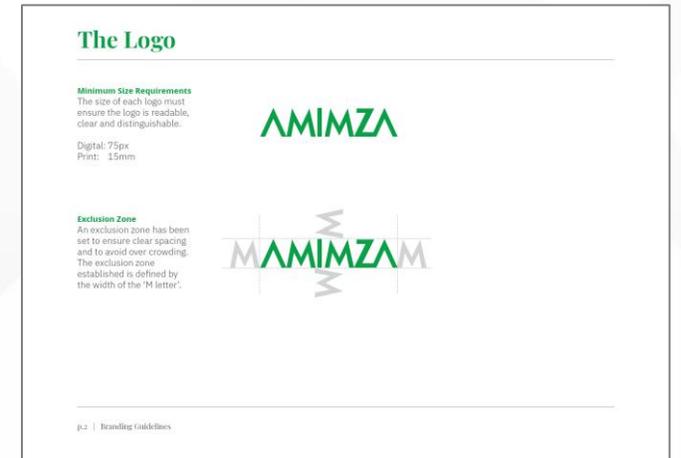
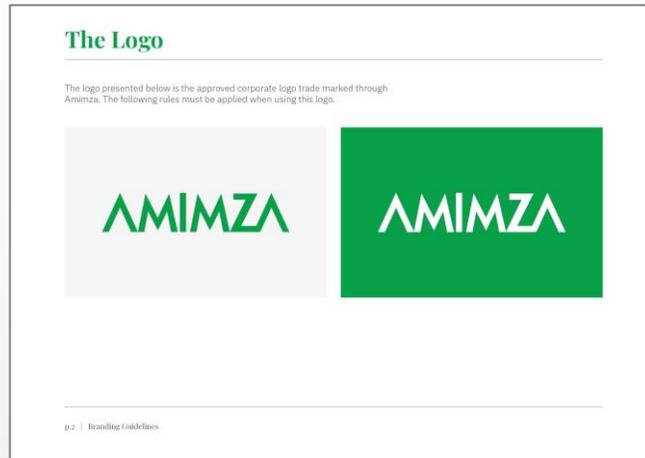
- 100g product comes 12 x in a carton
- 50g product comes 24x in a carton
- 1.8g sachet product comes as 4 shrink-wrapped packs in a carton (each containing 25*4= 100 sachets)

AMIMZA

CAFÉ AMIMZA
PREMIUM INSTANT COFFEE

- BWA 252, Mabilo External, Mandela Road, Dar Es Salaam, P.O. Box 22176, Tanzania
- +255 755 999 888
- info@amimza.com
- www.cafeamimza.co.tz

Branding guidelines



No branding guidelines

Before

After

Website

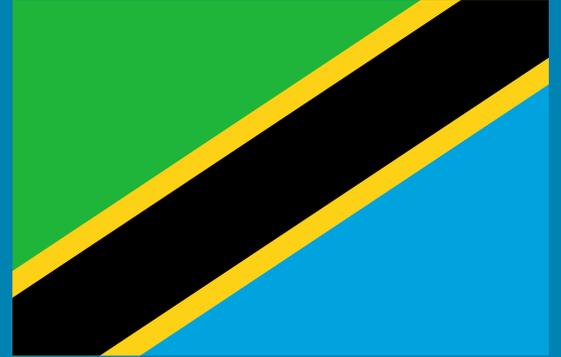
The company did not want to change the website. However, we sent them some suggestions / improvements:

1. Create some more space on top for the menu
2. Make the About Us, Products and Customer Support pages functional
3. Create a banner on top of each page under menu

AMIMZA

HOME ABOUT US PRODUCTS





Choice Coffee



www.choicecoffee.webnode.com

Logo

The green colour represents the freshness and the coffee leaves while the red colour represents the coffee cherries

The company also wanted a cup of coffee included in the logo

No logo

Before



After

Business card

No business card

Before



After

Flyer

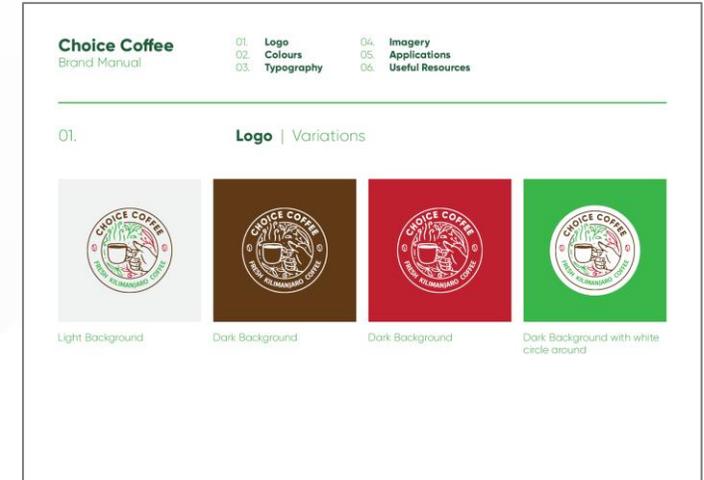


No flyer

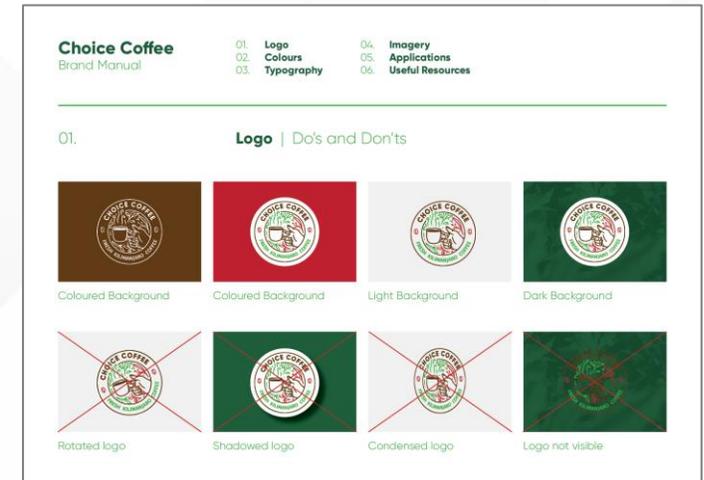
Before

After

Branding guidelines



No branding guidelines



Website

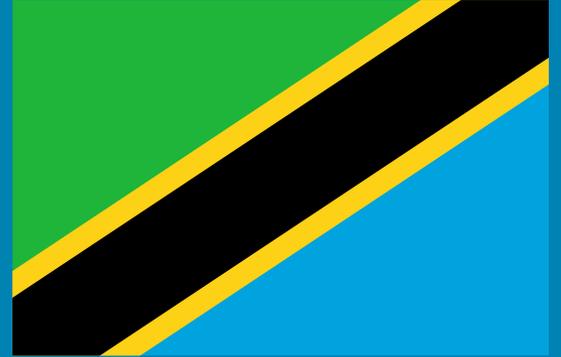
The company opted for a free website designed with Webnode builder



No website

Before

After



Communal Shamba



www.communalshambacoffee.com

Logo



Before

The company did not want to change the logo since their rebranding was made recently

After

Brochure

24 pages booklet



No brochure



Before

After

Communal
Shamba
COFFEE

GOODS for
GOODNESS



**TRADING SMALL COFFEE FARMERS'
GOODS FOR GOODNESS OF OUR COMMUNITIES**

TRADING SMALL COFFEE FARMERS' *GOODS FOR GOODNESS* OF OUR COMMUNITIES



LOCATION

Tanzania,
Mbozi
District



FARMERS

We work with
smallholder
coffee farmers



COFFEE

We use innovative
processing techniques
to add value



MARKET PRICE

We pay
premiums for
quality coffee



LOCAL JOBS

We created
over 50 local jobs
in 2020

Our ethos is about innovation for impact by supporting education and health. In partnership with our customers, we ensure that our coffee is a catalyst for long term change, bringing hope and brighter futures to coffee communities.



David

Communal Shamba Coffee, established by two young, Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.

david@communalshamba.com



Neva

Communal Shamba Coffee, established by two young, Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.

neva@communalshamba.com



Getruda

Communal Shamba Coffee, established by two young, Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry.

getruda@communalshamba.com

Social Impact

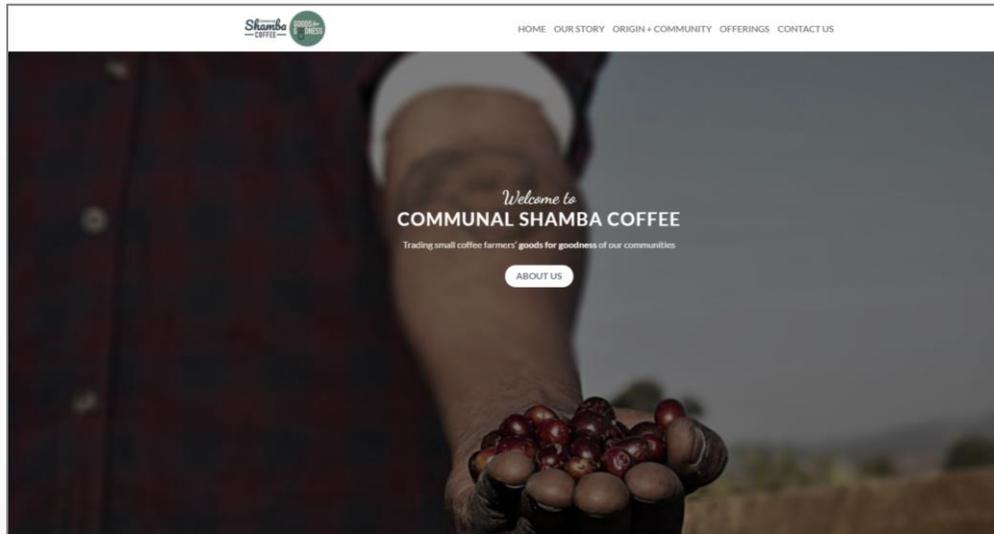
Communal Shamba Coffee, established by two young, entrepreneurial Tanzanians, is an exciting profit for purpose business that is making waves in the coffee industry. We are a social enterprise, connecting growers from the rolling hills of Tanzania's Southern Highlands with the export market.

Being consciously creative from farm to green beans production, which adds value on farmgate price with community impact on health and education. As we define it "Small Coffee Farmers' Goods for Goodness of Our Communities".



Website

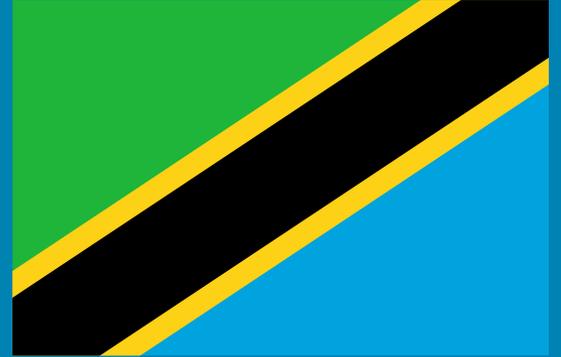
Images are blurry, the website was not consistent



Before

After

TRADE IMPACT FOR GOOD



Kamal Agro



www.kamalcoffee.weebly.com

Logo

The logo mark shows a coffee bean and the sun

Apart of the sun, the arrows also show the Group (Kamal) the coffee is part of



Before



After

Business card

No business card

Before



STELLA NYAKI

Coffee Quality Controler and Trader

-  P.O.BOX 10392, Mwakalinga rod,
Dar es salaam, Tanzania
-  +255 1206 8384
-  stella.nyaki@kamal group.co.tz
-  www.kamalcoffee.weebly.com



After

Brochure

No brochure

Before

Trifold brochure

COFFEE CUPPING

Cupping is important measure to test the quality of coffee. When we cup, we measure out a small amount in each cup for rigorous quality assurance. Cupping five different cups that means five different batches of one coffee sample.

KAMAL COFFEE
Bright beans, bright taste

P.O. Box 10392, Mwakalinga Rd,
Dar es Salaam, Tanzania

+255 1206 8384 | +225 6762 4571
sameer.gupta@kamal-group.co.tz
www.kamalcoffee.weebly.com

KAMAL COFFEE
Bright beans, bright taste

After

COFFEE CUPPING

Cupping is important measure to test the quality of coffee. When we cup, we measure out a small amount in each cup for rigorous quality assurance. Cupping five different cups that means five different batches of one coffee sample.



KAMAL COFFEE
Bright beans, bright taste

P.O. Box 10392, Mwakalinga Rd,
Dar es Salaam, Tanzania

+255 1206 8384 | +225 6762 4571

sameer.gupta@kamal-group.co.tz

www.kamalcoffee.weebly.com



KAMAL COFFEE
Bright beans, bright taste



At Kamal Agro, our local women workers handpick and sort the ripe cherries. We only use the best, red beans.



We pack coffee to our clients' specifications, with tailored printing on our sisal or jute bags.

We deliver exquisite speciality coffee imbued with unique and intense flavours, fruity fragrance, good acidity, a full creamy body and a long sweet aftertaste.

Our high quality management systems ensure traceability of all our coffees from farm to customer.

ABOUT US

KAMAL AGRO, we aim to create a more sustainable world by using social market force to protect nature and improve knowledge to farmers and the community. We are building a powerful community to create a better future for people and nature.

SUSTAINABILITY

Our success is linked to the success of our coffee farmers. We want to help people thrive to ensure the sustainability of our product and the highest quality coffee.

INVESTING IN OUR FARMERS

To offer farmers coffee quality maintenance education starting from good farm practices up to finally processing to ensure quality and sustainability of production. Also, to educate them about farming as a business to help them know how to analyse their production costs this will allow them to project whether they shall achieve a profit or a loss at the end of the season.

DELICIOUS COFFEE

Our vision is to supply the most delicious coffee to our customers and consumers globally, and to make people smile.



PEOPLE

Our aspiration is to be people positive. We invest in humanity and the well being of everyone we connect with, from our coffee farmers to the customers in our stores.



PLANET

Our vision for the future is to be resource positive, to give back more than we take from the planet. We can't do it alone. It takes all of us.

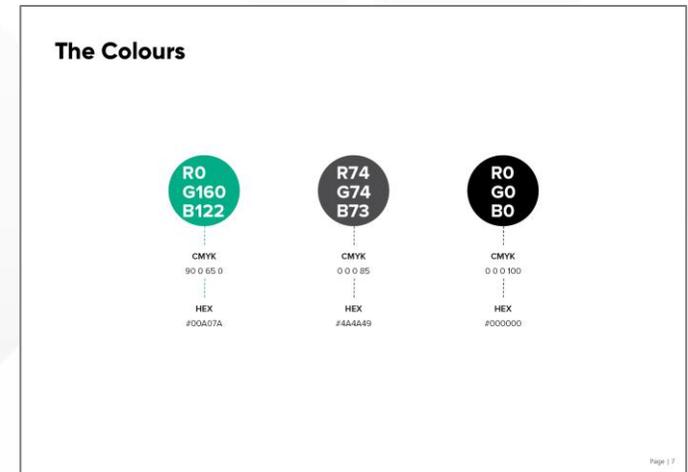
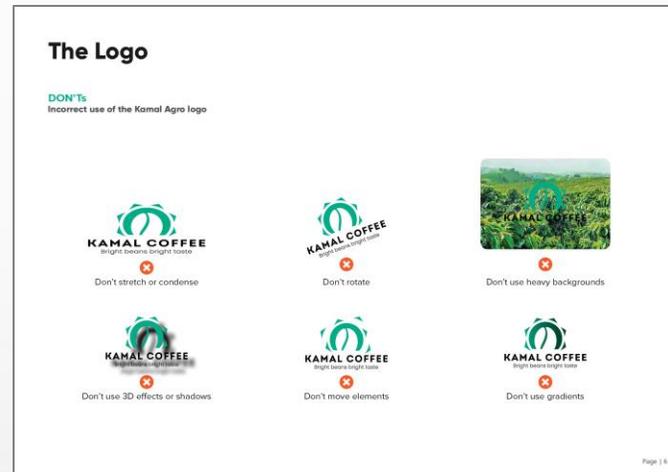
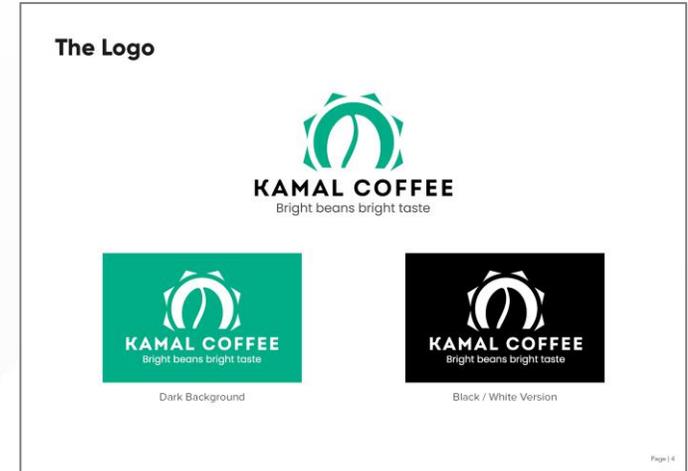
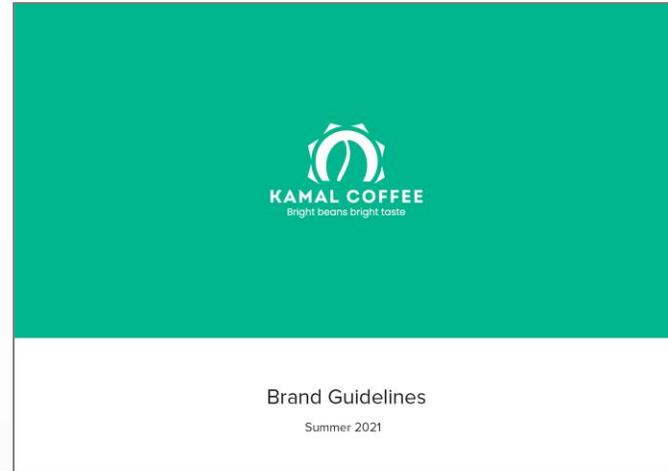


COFFEE & CRAFT

Coffee is at our heart, inspiring our craft and driving innovation in our coffee. We strive for new ways to bring the Kamal coffee experience to you wherever you are.



Branding guidelines



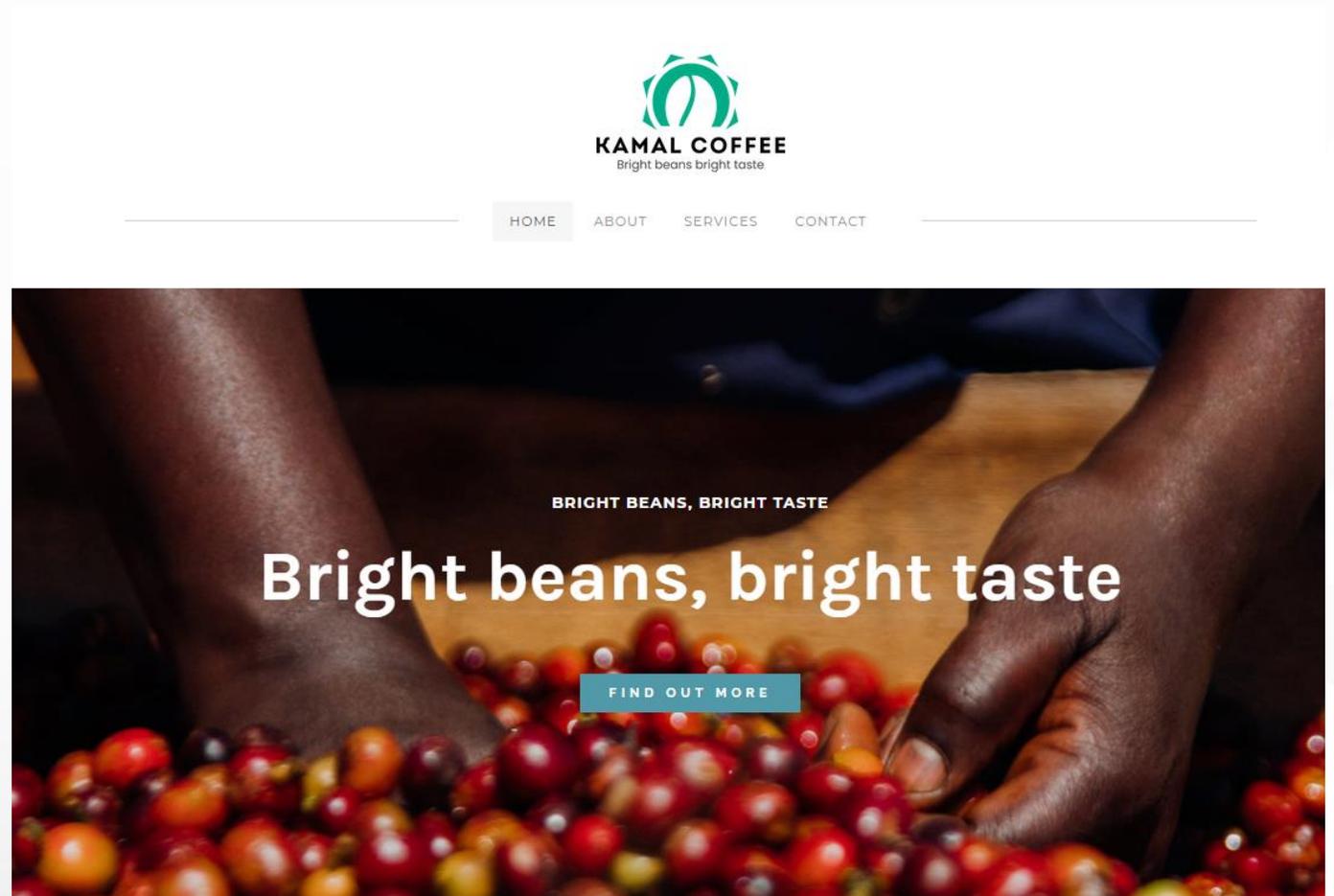
No branding guidelines

Before

After

Website

The company opted for a free website designed with Webnode builder



No website

Before

After

KDCU



www.coffeekdcu.com



Logo

The company was not responsive. As a cooperative, their approval processes are very long

They stopped responding. However, these below were the logo proposals



Before



After

Business card

Proposals (the company was not responsive)



No business card

Before

After

Brochure

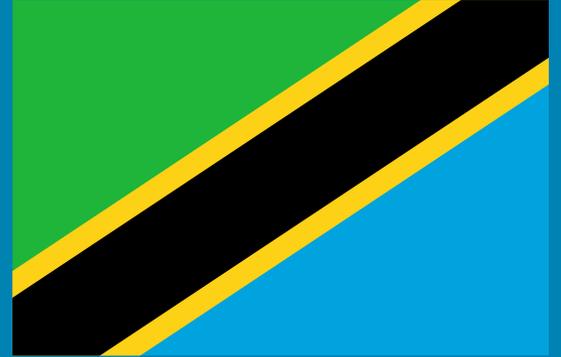
Proposals (the company was not responsive)



No brochure

Before

After



KNCU



www.kncutanzania.com

Logo

The company was very responsive and engaged in the design process



Before



KNCU(1984)LTD
KILIMANJARO NATIVE
CO-OPERATIVE UNION
Since 1933

After

Business card

No business card

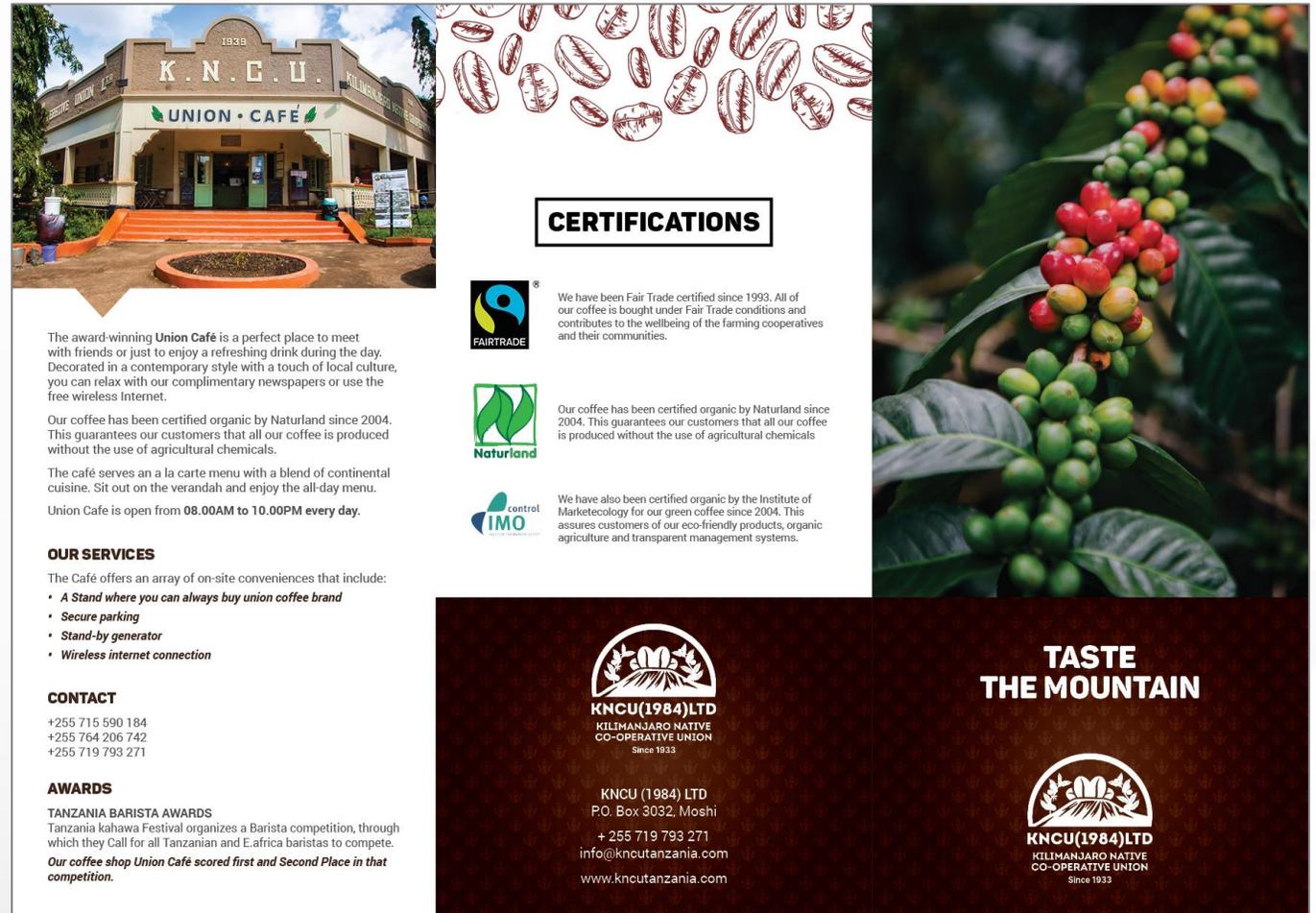


Before

After

Brochure

New trifold brochure



The award-winning **Union Café** is a perfect place to meet with friends or just to enjoy a refreshing drink during the day. Decorated in a contemporary style with a touch of local culture, you can relax with our complimentary newspapers or use the free wireless Internet.

Our coffee has been certified organic by Naturland since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals.

The café serves an a la carte menu with a blend of continental cuisine. Sit out on the verandah and enjoy the all-day menu.

Union Café is open from **08.00AM to 10.00PM every day.**

OUR SERVICES

The Café offers an array of on-site conveniences that include:

- **A Stand where you can always buy union coffee brand**
- **Secure parking**
- **Stand-by generator**
- **Wireless internet connection**

CONTACT

+255 715 590 184
+255 764 206 742
+255 719 793 271

AWARDS

TANZANIA BARISTA AWARDS
Tanzania kahawa Festival organizes a Barista competition, through which they Call for all Tanzanian and E.africa baristas to compete.
Our coffee shop Union Café scored first and Second Place in that competition.

CERTIFICATIONS

FAIRTRADE
We have been Fair Trade certified since 1993. All of our coffee is bought under Fair Trade conditions and contributes to the wellbeing of the farming cooperatives and their communities.

Naturland
Our coffee has been certified organic by Naturland since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals

IMO
We have also been certified organic by the Institute of Marketecology for our green coffee since 2004. This assures customers of our eco-friendly products, organic agriculture and transparent management systems.

TASTE THE MOUNTAIN

KNCU(1984)LTD
KILIMANJARO NATIVE
CO-OPERATIVE UNION
Since 1933

KNCU (1984) LTD
P.O. Box 3032, Moshi
+ 255 719 793 271
info@kncutanzania.com
www.kncutanzania.com

KNCU(1984)LTD
KILIMANJARO NATIVE
CO-OPERATIVE UNION
Since 1933

No brochure

Before

After

TRADE IMPACT FOR GOOD

THE UNION CAFÉ

The award-winning Union Café is a perfect place to meet with friends or just to enjoy a refreshing drink during the day. Decorated in a contemporary style with a touch of local culture, you can relax with our complimentary newspapers or use the free wireless Internet.

Our coffee has been certified organic by Naturland since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals.

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CONTACT

+255 715 590 184
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AWARDS

TANZANIA BARISTA AWARDS

Tanzania kahawa Festival organizes a Barista competition, through which they Call for all Tanzanian and E.africa baristas to compete.

Our coffee shop Union Café scored first and Second Place in that competition.



CERTIFICATIONS



We have been Fair Trade certified since 1993. All of our coffee is bought under Fair Trade conditions and contributes to the wellbeing of the farming cooperatives and their communities.



Our coffee has been certified organic by Naturland since 2004. This guarantees our customers that all our coffee is produced without the use of agricultural chemicals.



We have also been certified organic by the Institute of Marketecology for our green coffee since 2004. This assures customers of our eco-friendly products, organic agriculture and transparent management systems.



TASTE THE MOUNTAIN



KNCU (1984) LTD
P.O. Box 3032, Moshi
+ 255 719 793 271
info@kncutanzania.com
www.kncutanzania.com



HISTORY

1898
1918

Our coffee was first planted in Kilema by Catholic missionaries in 1898, and later by German settlers. At that time Kilimanjaro natives were not allowed to plant coffee; instead they worked at settlers' plantations. It wasn't until the end of the First World War in 1918 that Germany lost her colonies including Tanganyika (later Tanzania).

1920s

The first British District Commissioner of Moshi, Sir Charles Cecil Farquharson Dundas allowed natives to grow coffee as cash crops. He popularized the area's coffee production and founded the The Founder of Kilimanjaro Native Associations. He was given the title Wasaoye-o-Wachagga (Elder of the Chagga).

Most of these associations were formed within established chiefdoms. And some of them were provided with land by the "Mang" (Traditional Leader). In time, the crop spread across the area and these societies served most of the villages on the slopes of Mount Kilimanjaro. Coffee became a traditional crop to the Chagga people.

1930s

The Kilimanjaro Native Co-operative Union (KNCU) Ltd was the first union to be registered on the 29th December 1933. This was under the Co-operatives Societies Ordinance of 1932, together with 11 other societies: Kibong'oto, Uru Mawela, Kilema, Kiboaho Central, Machame Centre, Marangu, Mamsara, Mengwe, Mkuu Rombo, Kani, and Usari.

A.L. B. (Ben) Bennett was the first General Manager and later adviser to the KNCU. Both Dundas and Bennett commanded devotion and gratitude from the local people. They were bestowed unique Chagga titles; Dundas was Wasaoye-o-Wachagga (Elder of the Chagga) and Bennett Mbuya-o-Wachagga (Friend of the Chagga).

1976

The government disbanded cooperatives on 14th May 1976 on political grounds. The assets of the union were transferred to a newly established Kilimanjaro Uremi Corporation Ltd as caretaker.

1982

In 1982, the government re-introduced a new Co-operative Act. On 9th March 1984 KNCU was registered as Kilimanjaro Native Cooperative Union (1984) Ltd with 90 affiliate societies and members totalling over 60,000. After the registration there was a reform on economy and politics, which brought trade liberalization and farmers were allowed to trade. Currently KNCU (1984) Ltd has 61,650 affiliated members.

OUR COFFEE

OUR COFFEE

The Kilimanjaro Native Cooperative Union farmers produce Kilimanjaro Coffee, a distinctive washed Arabica. It is finely balanced and prized for its body, acidity and flavour due in part to the mountain's rich volcanic soils. Kilimanjaro has a reputation throughout the world as one of Africa's finest coffees.

KILIMANJARO ARABICA COFFEE

Our Arabica coffee grows on the slopes on Mt Kilimanjaro, 1,000- 2,000m above sea level. The year-round cool climate, humidity and regular rainfall all contribute to our superb quality coffee.

COFFEE COLLECTION

After harvest, farmers take their beans to a nearby primary cooperative to sell their parchment coffee. KNCU collects the parchment and transports it to the Tanganyika Coffee Curing Company for curing and grading. Samples are taken to the Tanzania Coffee Board (TCB) for cupping. TCB provides certification for premium quality. Our organic coffee qualifies for direct export; the rest are bought at TCB's coffee auction and then exported.

QUALITIES OF OUR PARCHMENT

- **AA, A, B, C** are high density, premium beans graded according to size, AA being the largest (screen 18).
- **PB** Pea Berry are fully formed, high density beans from cherries which contain only one bean.
- **PB** Pea Berry grade has a worldwide reputation for its rich, aromatic and full bodied flavours that is produced from the male bean.

All our coffees are wet processed and sun-dried.



TESTIMONIALS



UNIQN' COFFEE you have good packets, this makes your stock move faster than others.

Didas Mushi
Kilimanjaro Supermarket
Moshi, Tanzania



UNIQN' COFFEE I like your roasting profile signature which develops a long-lasting espresso crema.

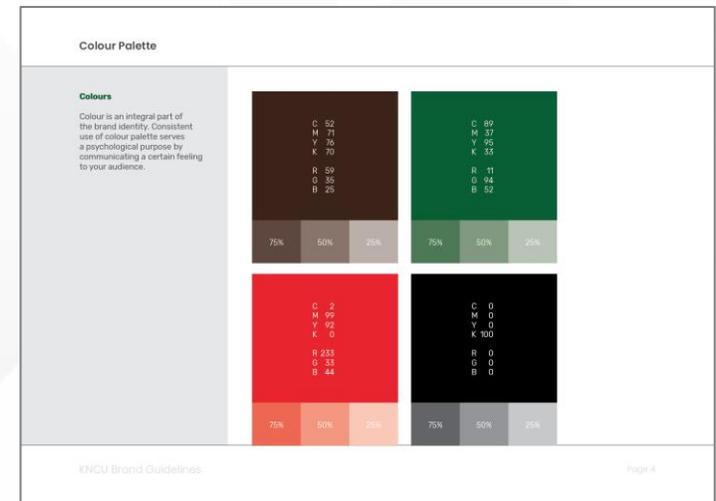
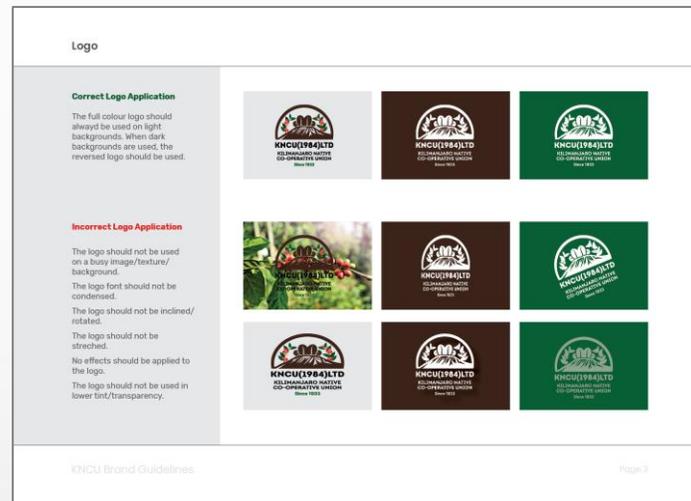
Glady
KAFFEE KOFFEE
Dar es salaam, Tanzania



I like the PB premium grade next trip to Kilimanjaro. I will order more.

Duncan
Coffee Shop
California, USA

Branding guidelines



No branding guidelines

Before

After



TRADE IMPACT FOR GOOD

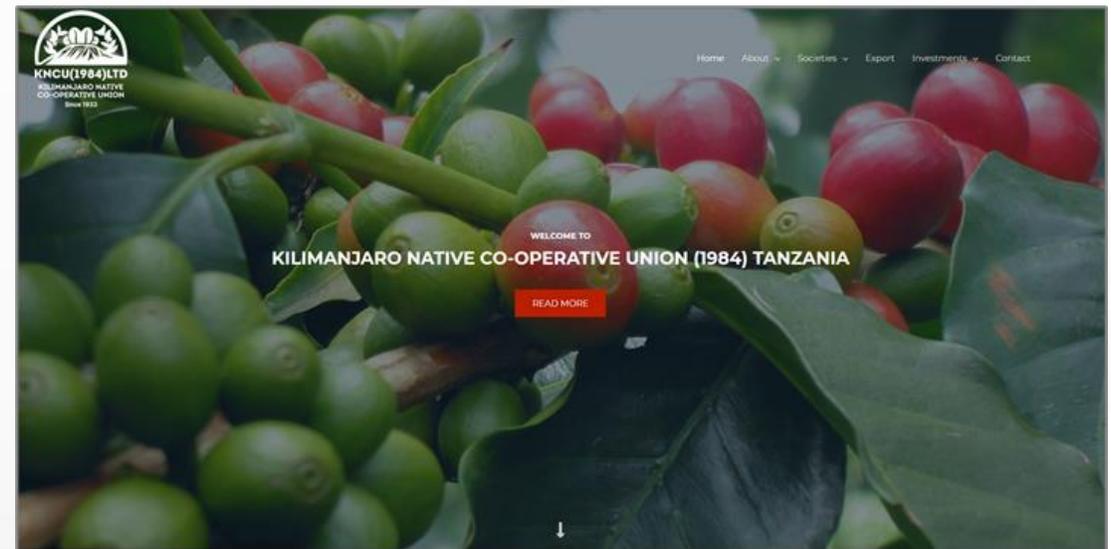
Website

The KNCU website was old-fashioned, needed a real improvement

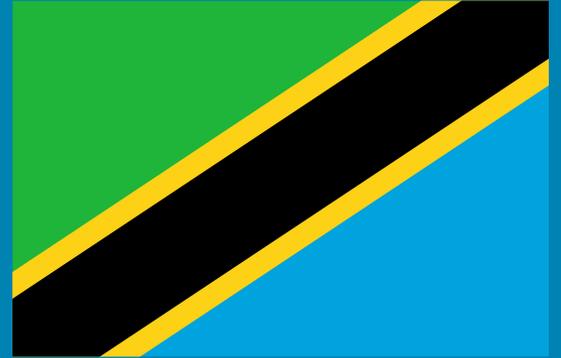


Before

The KNCU website was designed in WordPress



After



Rafiki



No website

Logo



Before

The company did not want to change the logo. It was not responsive.

After

Business card

The company was not responsive but they accepted this design

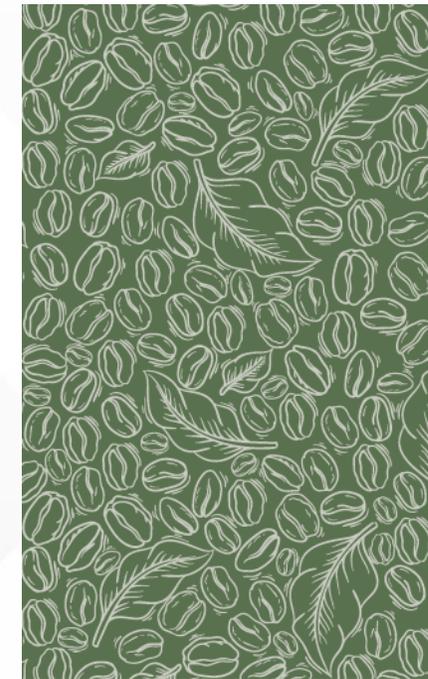
**Rashidi Bushiri
Mohamed**
COMMERCIAL MANAGER



P.O. Box 7847, Moshi
Tanzania – East Africa

Tel.: +255 272 752 936
+255 716 155 151
Fax: +255 272 751 240

rbushiri@rafikicoffeeltd.com



No business card

Before

After

Brochure

The company was not responsive (proposals)

No brochure



Before

After

Relationship Coffee

Rafiki Coffee Ltd is a private milling company serving all coffee producers both small and large in northern Tanzania.



We focus on providing prompt and quality services to our farmers by engaging with them directly and supporting them financially.

We invest in our members through capacity building on producing coffee of export quality.

Rafiki is well known for its commitment, respect and excellent customer service. Our clients' loyalty motivates us to keep doing better.



Mission

To be the partner of choice for coffee farmers, providing the best service and changing their quality of life for the better.

Vision

To become the leading miller in the country through quality services to a large portfolio of coffee farmers, while maintaining operational effectiveness and efficiency.



10 years ago, we left KNCU and joined Rafiki. It was a very tough decision. Joining Rafiki awakened our coffee business minds and now we are among the giant Amcos [Agricultural Marketing Cooperative Societies] in the country.

Marry

Mamsera Amcos
Kilimanjaro, Tanzania



We are organic coffee producers. Rafiki showed us how to do coffee business in an efficient and effective way. At that time, we had a loan from the bank and the interest rates were extremely high.

Rafiki taught us the importance of marketing and sales, making us more profitable. They also provided us with financial assistance.

Allex Mengo

Usambara
Tanga, Tanzania



I remember Rafiki when I was serving as a secretary at the Songambe Specialty Coffee Group under KILICAFE, we were milling with Rafiki. Rafiki provided us with money for coffee collection and even bought our pulping machine. After Songambe group closed, I was idle until 3 years ago when my village decided to open our own Amcos. We went back to Rafiki for support and were welcomed with open arms.

Jacob Mafie

Usambara
Shishtony Amcos
Arusha, Tanzania

Relationship Coffee

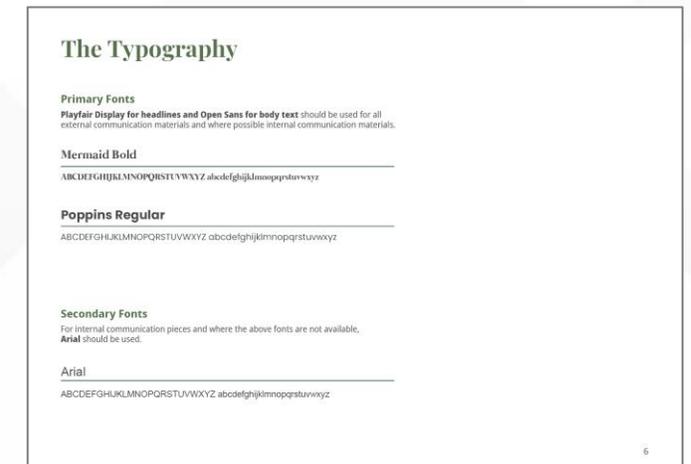
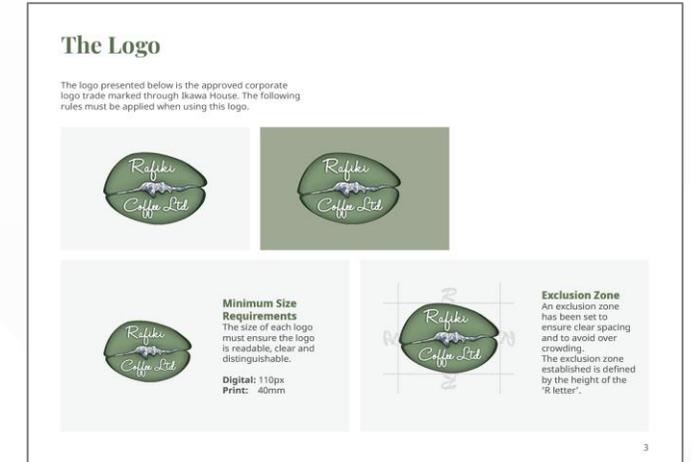
Rafiki Coffee Ltd
P.O. Box 7847, Moshi
Tanzania - East Africa

Tel: +255 272 752 936, +255 716 155 151
rbushiri@rafikicoffeeltd.com

Rafiki Coffee Ltd
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Tel: +255 272 752 936, +255 716 155 151
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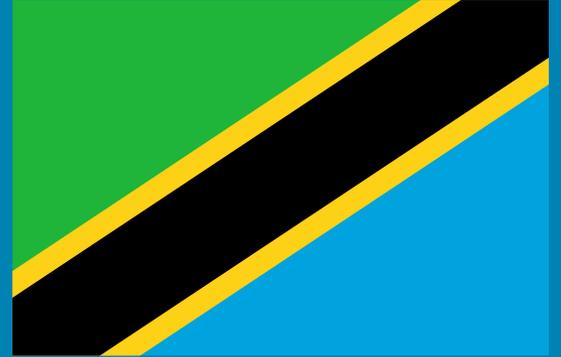
Branding guidelines



No branding guidelines

Before

After



Tancafe

TANCAFE[®]
Pure Tanzania Coffee

www.coffeeboard.or.tz

Logo

TANCAFE[®]
Pure Tanzania Coffee

Before

The company did not want to change the logo. It was not responsive.



After

Business card

Proposals (the company was not responsive)



No business card



Before

After

Brochure

Proposals (the company was not responsive)



No brochure



After

Before

TANCAFE[®]
Pure Tanzania Coffee

TANCAFE[®]
Pure Tanzania Coffee

TANZANIA COFFEE BOARD

Railway Street, P.O Box 732,
Moshi, Kilimanjaro

Tel. +255683705910
+255 27 275 2324

Fax. +255 27 275 2026

E-mail: info@coffeeboard.or.tz;
tancafe@coffeeboard.or.tz

Web: www.coffeeboard.or.tz

**Fine
Tanzanian
Coffee**



About Us

Tanzania Coffee Board is the country's coffee regulatory board. The parastatal/public institution regulates all coffee grown, processed and sold domestically and for export. The Board also produces its own coffee for the local market and export.

TANCAFE is our flagship brand.

TANCAFE is 100% premium Arabica chosen from the best coffee grown on the high-altitude soils in Tanzania.

We buy our coffee through auction and local sales from northern Tanzania and Kilimanjaro. We ensure consistency in our roasting levels and use high quality packaging for maximum freshness.

Our coffee cups at 82+ with a wine flavour and fruity aftertaste.

Our Coffee

TANCAFE is fully bodied, smooth and rich in acidity and well-balanced flavours from the volcanic soils of Mt Kilimanjaro. Not only is Kilimanjaro the highest mountain in Africa at 5,895m above sea level with a magnificent snowcap but it is in our beautiful country and we can witness coffee grown on its slopes.

Mission

To be the coffee of choice, and to offer the best quality coffee in Tanzania, the East African region and the whole of Africa.

Vision

To be the leading coffee roaster in Africa.

Testimonials

Best coffee quality I have ever come across.

Evaline

New Safari Hotel
Arusha City, Tanzania

The coffee is good and the distribution is always on time.

Michael

Safari Bistro
Arusha City, Tanzania

Coffee is very good.

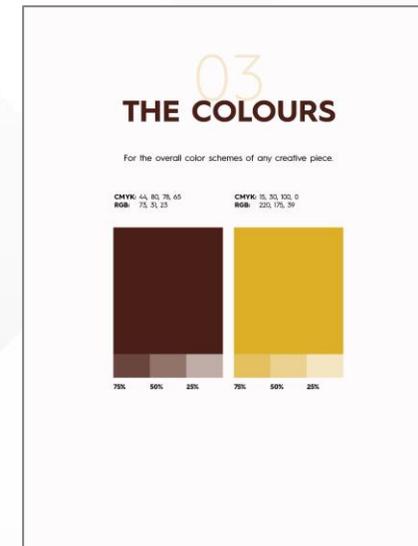
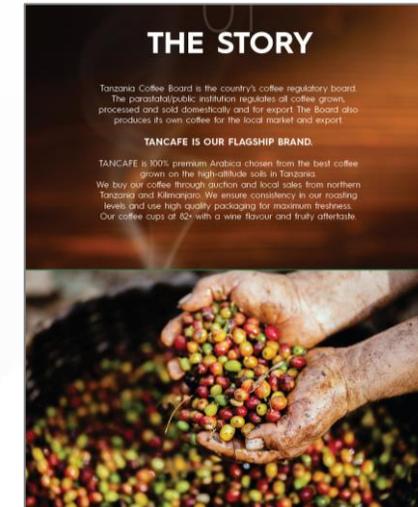
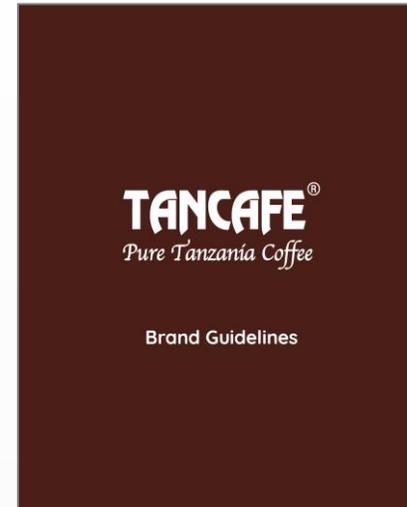
Asia Kimaryo

Aroma Coffee
Moshi, Tanzania



Branding guidelines

Proposals (the company was not responsive)



No branding guidelines

Before

After

Buhanga Coffee



BUHANGACOFFEE

farmers relationship
strengthening our production



Logo

Buhanga coffee wanted modern and clean logo that looks similar to their original logo

We cleaned a bit, kept the illustration style and choose an earthy colour palette



Before



BUHANGACOFFEE

farmers relationship
make good coffee

After

Business card

We designed business cards for Eric and his team

No business card



NZINDUKIYIMANA JOSEPH
President of cooperative
administrative committee

250(783594319)
buhanga.c@yahoo.com
Coffee Washing Station(CWS)
location Gisagara-Musha-Rurama

HABIMANA FRANÇOIS
Chef de qualite

250(783778063)
buhanga.c@yahoo.com
Coffee Washing Station(CWS)
location Gisagara-Musha-Rurama

ERIC NSANZINSHUTI
BUHANGA COFFEE

(+250)784023086
buhanga.c@yahoo.com

NYIRAMUHOZA MARIE CLAIRE
Accountant

250(785145601)
buhanga.c@yahoo.com
Coffee Washing Station(CWS)
location Gisagara-Musha-Rurama

Before

After

Brochure

Buhanga didn't have any marketing materials before the programme (just this sign on their farm...)



Before

Half fold brochure



After



CONTACT US FOR RICH RWANDAN COFFEE THAT CARES

- 📍 SOUTHERN PROVINCE, GISAGARA DISTRICT, MUSA SECTOR
- ☎ (+250)784023086
- ✉ buhanga.c@yahoo.com

AT BUHANGA, WE WORK TO:

- Improve the livelihoods of our farmers and their families
- Practice environmental and sustainable agriculture
- Support healthy soils for consistent, high grade coffee
- Obtain Fairtrade certification



BUHANGACOFFEE

good farmer relationships make good coffee

COFFEE THAT GIVES BACK TO THE COMMUNITY

Buhanga coffee grows in the highland of Gisagara District, in southern Rwanda. There, at an altitude of 1800-2000m, our coffee trees capture minerals from the highlands rich sandy soil, giving our beans high density and a rich flavour. We consistently receive excellent cupping scores of 85+.

We take our name from the hill that hosts our coffee plantation – Buhanga Hill – just one of the hills within Rwanda, the land of a thousand hills.

Our mission at Buhanga is to produce high quality coffee that gives back to society and supports our community.



FROM LITTLE THINGS BIG THINGS GROW

Buhanga Coffee Cooperative started in 2009 with only 8 farmer members (7 men and 1 woman), who decided to establish their own mill with the support of outside investors. Today we have 375 members (254 men and 121 women) and each member looks after around 100 trees.

We work closely with the youth in our community, re-introducing them to the coffee tradition. Many help their families at all stages of coffee growing, with some even planting their own trees after being inspired by the revenue their elders enjoy.

Buhanga Cooperative generates income that helps our members improve their livelihoods and pay for school fees and health insurance. We believe in sharing every bit of profit earned. That commitment is returned to us with highly motivated members.

SUSTAINABLE ENVIRONMENTAL PRACTICES & HEALTHY SOILS

From its very beginnings, Buhanga Cooperative has been committed to environmental practices. We provide ample training to our farmers on soil preparation, sowing and use of organic fertilizers to ensure our coffee thrives from nursery to harvest. We also work with agronomists to plant other trees and prevent soil erosion.

Our coffee farmers keep bees to encourage pollination on their coffee, and they grow a variety of crops for healthy soils to increase mineral content and support strong, flourishing coffee trees.

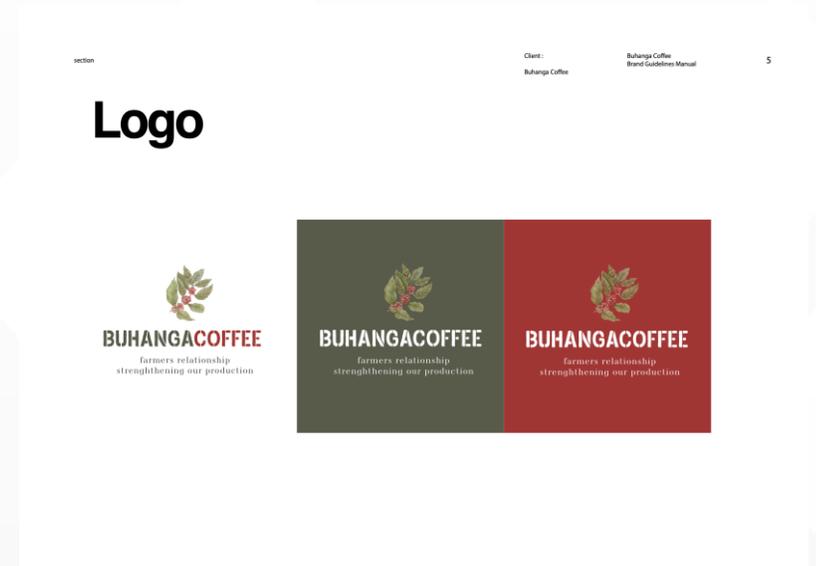


Branding guidelines

No branding guidelines



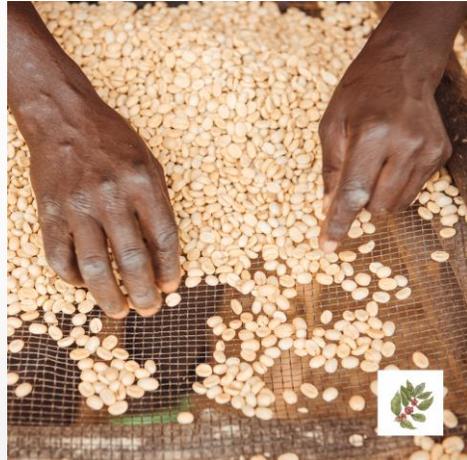
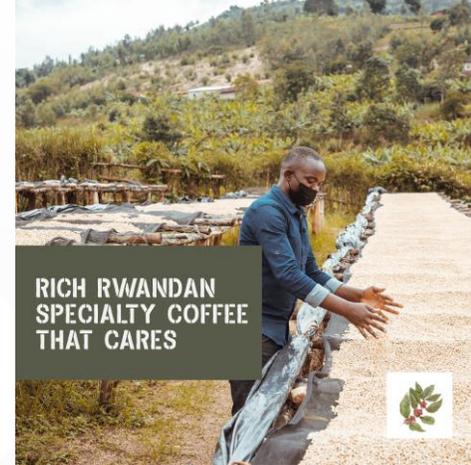
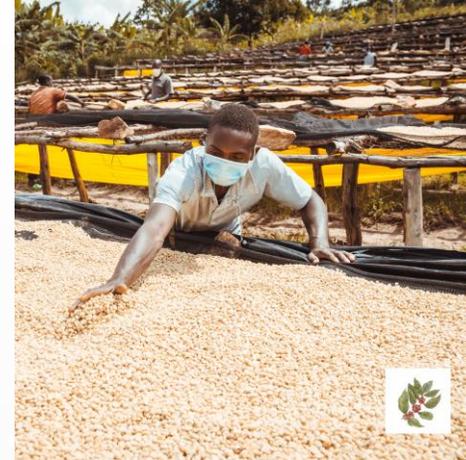
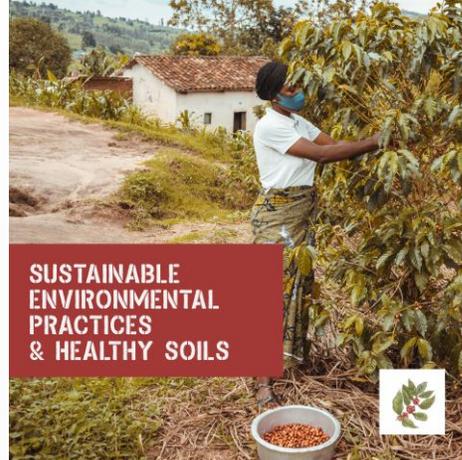
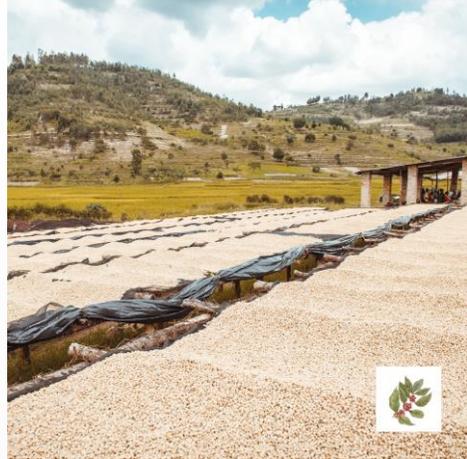
Before



After

Social Media Posts

Their Instagram and Facebook pages needed design improvements



Before

After



Social Media Branding

Social media account with the new branding



BUHANGA COFFEE
AKARERE KA GISAGARA
UMURANGO WA MUSAHA

WANGACOFF
Members relationship
Raising our pr...

Buhanga Coffee Cooperative
Agricultural Cooperative

WhatsApp

Home Reviews Photos Videos More

Liked Message

About See All

Buhanga Coffee Cooperative was founded in 2009 and is located in Gisagara District, Southern province, Rwanda. We have 375 members including 121 women... See More

2 people like this

2 people follow this

<http://www.buhangacoffee.rw/>

Send Message

buhanga.c@yahoo.com

Create Post

Photo/Video Check in Tag Friends

Buhanga Coffee Cooperative
February 28 · 🌐

Welcome to Buhanga Cooperative, the home of specialty coffee!!



Website

Proposal (to validate and transfer to their hosting platform)



No website

San Coffee



**NDABAGA
COFFEE**

100% WOMAN COFFEE



Additional logo

Main logo



Before

They wanted to create a new brand targeting woman

This logo was inspired in the Rwanda female hero, Ndabaga



**NDABAGA
COFFEE**

100% WOMAN COFFEE

After

Business card

No business card



Before

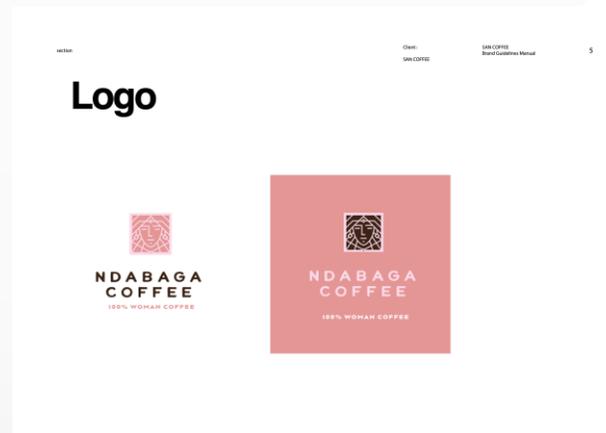
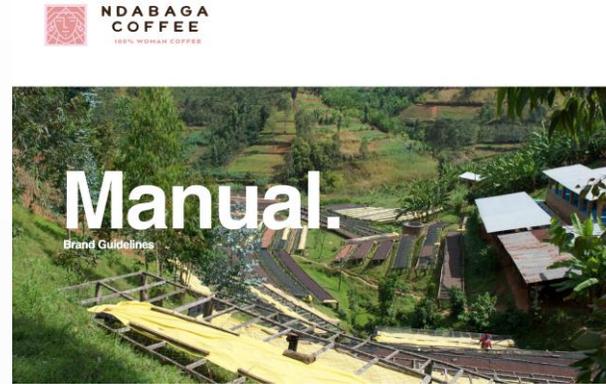
After

Branding guidelines

No branding guidelines

Before

After



Brochure



Before

11-page booklet



After



NDABAGA COFFEE IS TRUE IMPACT COFFEE.

Our women-produced coffee brand name comes from the Rwandan hero "Ndabaga". We take inspiration from her bravery in defying traditional gender roles. Ndabaga triumphed when she took it upon herself to excel in the world of men, and we honor her legacy by elevating our sisters who follow in her footsteps.

The story of Ndabaga is a keystone of Rwandan folklore.

Ndabaga was born in the shadow of war. Before she was old enough to remember him, her father went off to serve in the King's army. According to law, healthy men must serve the kingdom into old age, only earning a peaceful retirement upon being replaced in the army by their son.





NDABAGA
COFFEE

SUPPORTING AND EMPOWERING WOMEN FARMERS THROUGH SPECIALTY COFFEE

Our focus on supporting women in our farming communities is a good strategy – but why?

In most of our farming communities, it is the women who are working hard to produce specialty coffee. But they are not the ones getting well paid!

All the activities of our women farmers are done to perfection because they want to improve the lives of their families and children. So it makes complete sense that our company steps up to give them better rewards since they are the ones driving the coffee economy!

Our women's coffee is selected and treated separately, to be sold as a specialty women-produced coffee. We want to preserve their special brand and recognise their hard work. It also gives us the opportunity to work directly with our women farmers for continual quality improvement.

Cupping at 87, this is exquisite coffee, produced exclusively by women farmers from Mwezi, Nyamasheke in the Western Province of Rwanda – a beautiful land of mountains and rolling hills. Empowering and rewarding women farmers, builds families and communities and contributes directly to brighter futures for all Rwandans.



NDABAGA
COFFEE

100% WOMAN COFFEE

BUILDING OUR BRAND FROM THE VOICES OF OUR WOMEN FARMERS

Making this move to produce a Womens coffee was inspired by a trip to western Rwanda. In a casual conversation with a women farmer there, I joked with her that she is a very important person in the world since she has the biggest impact in the second most important industry in the world (after the oil and petroleum industry). She quietly responded: "Who even notices that the backbone of this industry are WOMEN farmers?" This made me reflect on how little acknowledgment they are indeed given, and I so want to showcase the people behind coffee and share their stories. And make sure that they are fairly rewarded for their dedication and hard work.



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Social media banners

Twitter

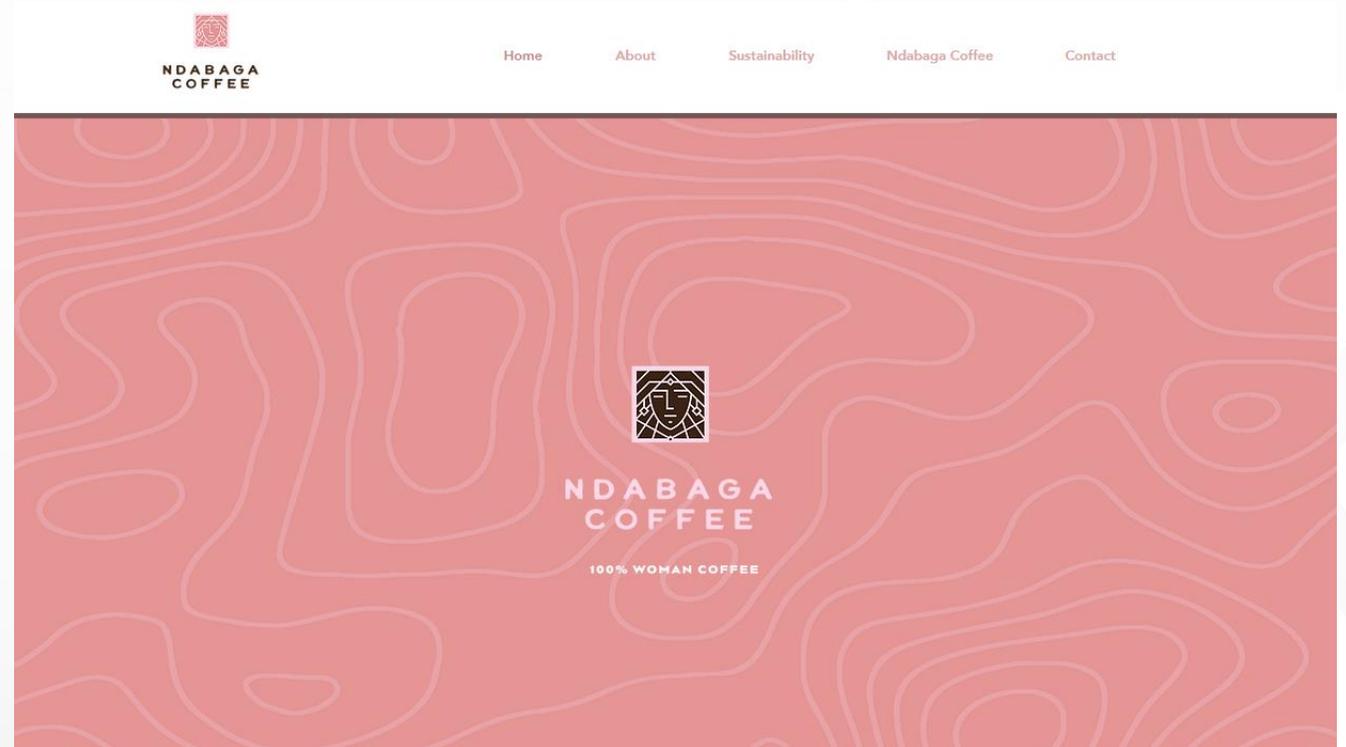


Facebook



Website

Website validated (to transfer to their hosting platform)



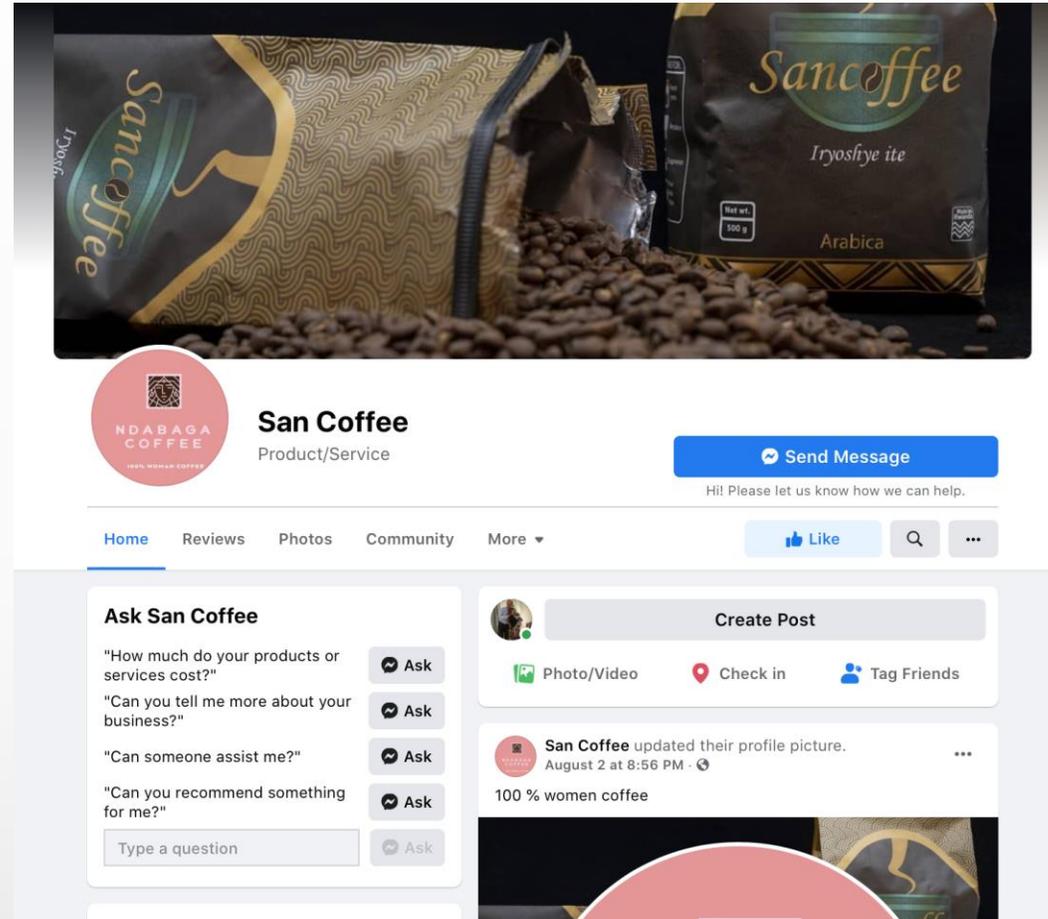
No website

Before

After

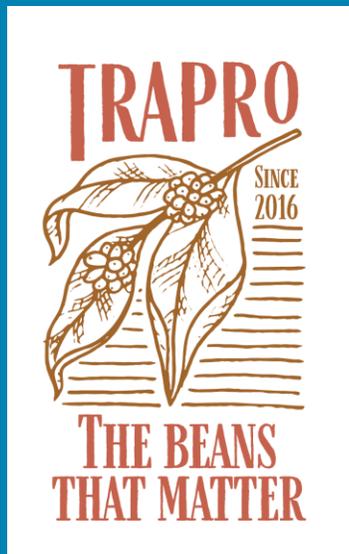
Social Media Branding

Social media account with the new branding





Trapro Coffee



Logo



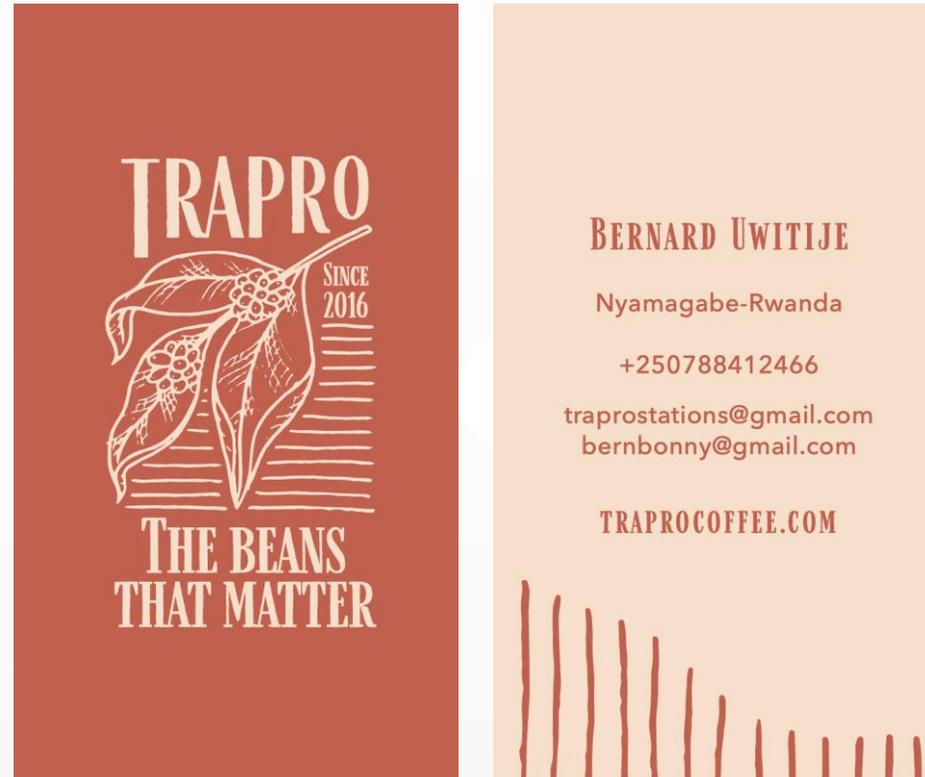
Before



After

Business card

No business card



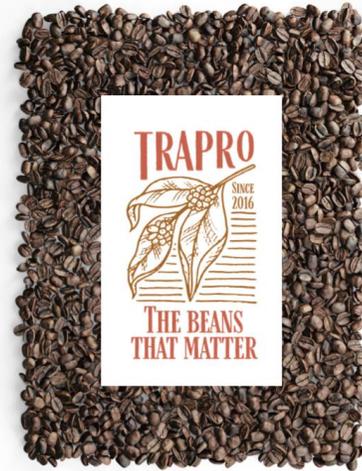
Before

After

Brochure

No brochure

Before



**CONTACT TRAPRO
FOR AWARD-WINNING
ARABICA BOURBON FROM
SOUTHERN RWANDA**

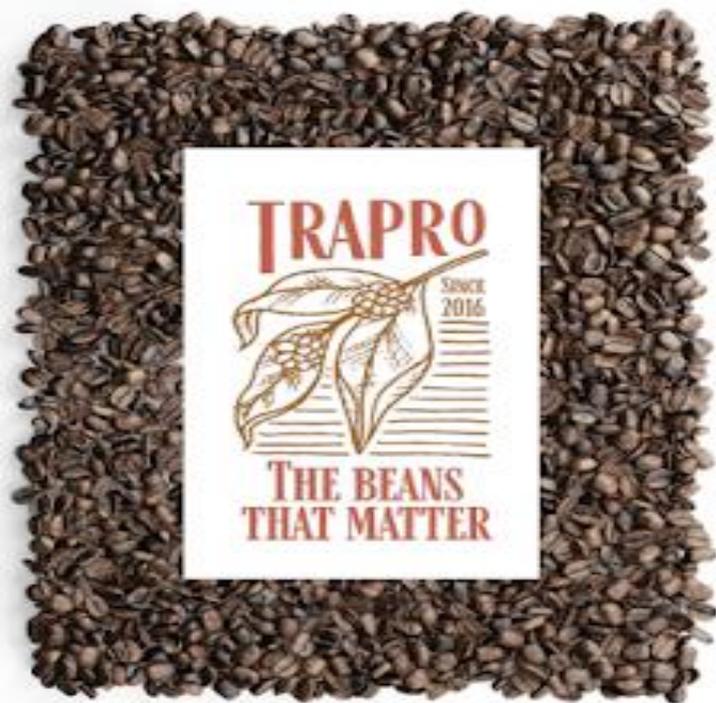
📍 TRAPRO COFFEE, NYAMAGABE, RWANDA
☎️ +250788412466
✉️ TRAPROSTATIONS@GMAIL.COM
🌐 TRAPROCOFFEE.COM

AT TRAPRO, WE AIM TO:

- Continue to produce excellent, fully washed specialty coffee
- Maintain our award-winning consistency and high cupping scores
- Support our 5,000 local farmers to grow high quality coffee and sell it for good prices
- Employ women, youth and disadvantaged people in our community

After





**CONTACT TRAPRO
FOR AWARD-WINNING
ARABICA BOURBON FROM
SOUTHERN RWANDA**

📍 TRAPRO COFFEE, NYAMAGABE, RWANDA
☎️ +250788412466
✉️ TRAPROSTATIONS@GMAIL.COM
TRAPROCOFFEE.COM

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- Maintain our award-winning consistency and high cupping scores
- Support our 5,000 local farmers to grow high quality coffee and sell it for good prices
- Employ women, youth and disadvantaged people in our community

**GREAT COFFEE
IMPACTS LIVES**

TRAPRO
SINCE 2016
**THE BEANS
THAT MATTER**



Trapro Coffee is located high in the mountains of southern Rwanda near the Nyungwe National Park, one of the oldest rainforests in Africa. At altitudes of 1,700-1,900m, the soils are sandy and volcanic and the climate cool and humid.

It is a perfect environment for our washed, natural and experimental Red Arabica Bourbon coffees in RAB C15, Jackson, Mibirizi and BM139 varieties. Our flavour profile is fruity with chocolate and lemon notes.

Our mission at Trapro Coffee is to uplift the lives of our 5,000 coffee farmers by promoting good agriculture practices (GAP) at the farm level and processing high-quality coffee for fair and sustainable trade.

We have received multiple awards for our coffees and our washing stations:

- Coffee Station of the Year (Rwanda Trading Centre, 2017)
- Quality Award (RTC, 2018)
- 23rd Winner Cup of Excellence 2018 (Ibisi Mountain coffee)
- 24th Winner Cup of Excellence 2018 (Gitega Hills coffee)

AWARD-WINNING, FULLY WASHED SPECIALTY COFFEE

Trapro was started in 2016, 12 years after the tragical genocide against the Tutsi. Our founder is entrepreneur Bernard Uwitije, who grew up on a coffee farm in Maraba in southern Rwanda.

Bernard grew up with passion for coffee and a dream to improve the lives of his village coffee farmers. He started Trapro at the age of 25.

WE HAVE 3 COFFEE WASHING STATIONS (CWS):

- Nyamagabe district – Gitega Hills coffee, washed Red Bourbon, 87 cupping score with apricot, floral, honey flavours
- Nyamagabe district – Bwenda Mountain coffee, washed Red Bourbon, 89 cupping score with orange, cranberry, rhubarb and lemon flavours
- Huye district – Ibisi Mountain coffee, washed Red Bourbon with apricot, honeysuckle, juicy flavours

All our CWS are close to each other and near our farming communities. This helps us to work hand in hand with over 5,000 coffee farmers, buying their cherries and processing them as soon as possible.

QUALITY WASHING STATIONS FOR BETTER COFFEE

One of our CWS was C.A.F.E certified in 2017 with a score of 84 for 4 consecutive years. We plan to certify all 3 CWS by 2021.

The quality of the cherries and infrastructure and the comfort of our workers is our top priority. Our CWS are modern and very clean with ecological-friendly pulpers and tiled fermentations tanks. We also provide accommodation for key staff.

PROFITS INVESTED BACK INTO THE FARMS

10% of Trapro's gross profits each year goes back to our farmers through projects such as health insurance schemes, training and materials for GAP and Farmer Field Schools (FFS), small loans, school fees and support to local schools.

We work with committed farms and buyer to ensure the quality of our coffee. Farmers are grouped with 30-40 neighbour farmers and trained by an agronomist in GAP and financial literacy.

We provide coffee seedlings to our farmers so they can extend and rejuvenate their farms. Each group is trained twice a month on each coffee farm activity.

SUPPORTING DISADVANTAGED GROUPS AND LIVELIHOODS

We work primarily with vulnerable groups, including poor families, single women and genocide survivors. 40% of our farmers are women and 25% are youth who were not able to continue higher education.

Coffee is usually the only cash crop for our farmers though they also grow subsistence crops such as green beans, bananas, sweet potatoes and maize.

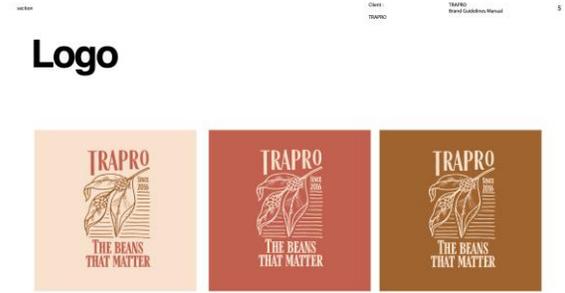
After harvest, farmers sell their coffee beans. Most use their payments to build, repair or upgrade their homes, pay their health insurance and school fees, buy a cow or expand their land by buying a new plot of land.



**“PERCHED QUIETLY IN
RWANDA’S SOUTHERN
HILLS YOU WILL FIND
RTC’S 2017 SUPPLIER OF
THE YEAR AWARD WINNER,
IBISI MOUNTAIN COFFEE.
THE OWNER, BERNARD
UWITJE, IS OBSESSED
WITH HIGH QUALITY
COFFEE AND SOUND
BUSINESS PRINCIPLES.”**

**CLAY PARKER, MANAGING
Director, Rwanda Trading
Company Ltd (RTC),
Kigali, Rwanda**

Branding guidelines



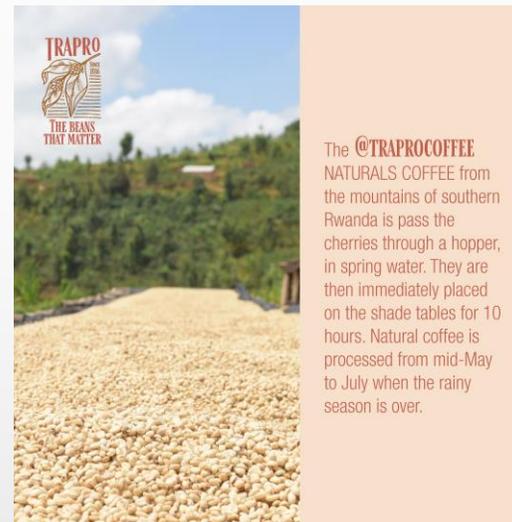
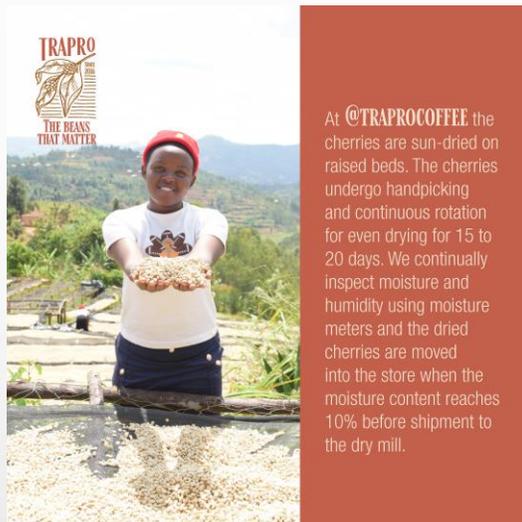
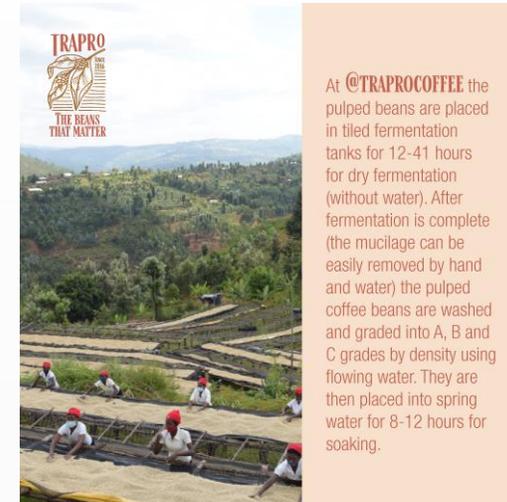
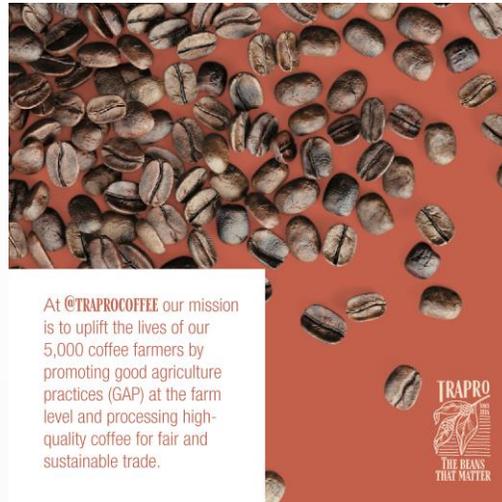
No branding guidelines



Before

After

Social Media Posts



Social Media Branding

Social media account with the new branding

Trapro Coffee Washing Stations

Award-winning fully washed specialty coffee from Southern Rwandan mountains improves lives & farms.

Posts About Friends 12 Photos Videos More [Add Friend](#) [Message](#) ...

Do you know Trapro?
To see what he shares with friends, send him a friend request. [Add Friend](#)

Intro
Lives in Nyamagabe, Gikongoro, Rwanda

Posts [Filters](#)

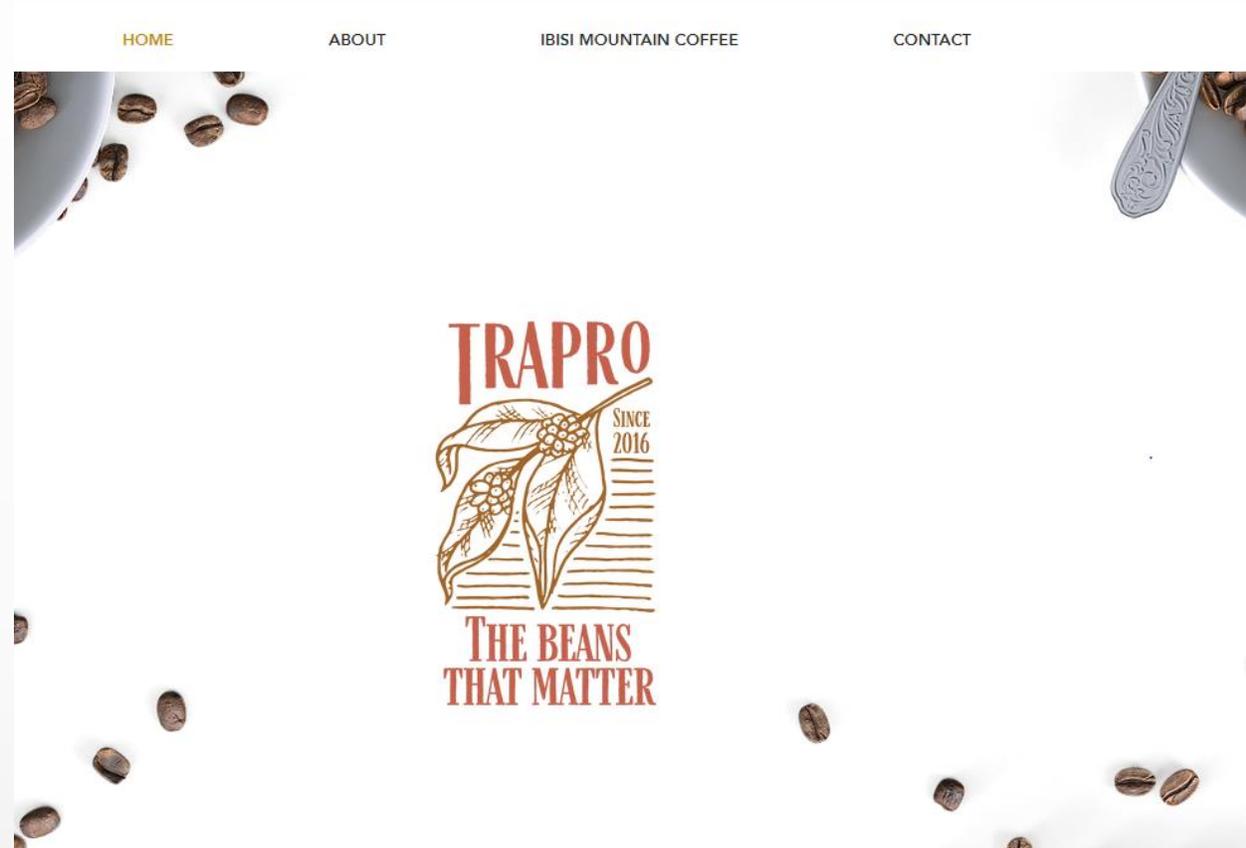
Trapro Coffee Washing Stations updated his cover photo.
August 6 at 2:56 AM · [...](#)

Photos [See All Photos](#)

Website

Proposal (to validate and transfer to their hosting platform)

No website



Before

After



Muhondo Coffee



Logo



Before



After

Business card

No business card

Before



KARANGWA WELLARS
MUHONDO COFFEE COMPANY LTD RWANDA

(250)788820204 / 788857986
MUHONDOCOFFEECOMPANY@YAHOO.FR

MUHONDOCOFFEE.COM



After

Brochure

No brochure

Before



After

A black mug filled with coffee sits on a burlap surface. To the left, a wooden scoop is filled with coffee beans, with more beans scattered around. Several green coffee leaves are scattered across the burlap. The background is a soft-focus view of a coffee plantation.

CONTACT US FOR RICH RWANDAN COFFEE THAT CARES

📍 Muhondo Coffee Company Ltd, Northern
Province, Gakenke District, Rwanda
☎ (250)788820204/788857986
✉ muhondocoffeecompany@yahoo.fr
muhondocoffee.com

AT MUHONDO, WE WORK TO:

- improve the incomes and livelihoods of our 3,000 farmers
- distribute 120,000 coffee seedlings to our farmers
- distribute cows and pigs so farmers can get organic manure for their coffee trees
- obtain organic and Fairtrade accreditations to increase the value of our farmers' coffee
- maintain our award-winning quality standards.

★ **MUHONDO** ★

COFFEE

AWARD WINNING COFFEE FROM THE NORTHERN HILLS

Muhondo's fields of red Arabica Bourbon and Johnson coffee spill over 10 hectares at high altitude 1,850-2,200m in the northern hills of Rwanda.

Here, abundant rainfall and fertile, volcanic soil is the perfect incubator for the rich flavours of Muhondo's speciality coffee. You'll detect sweet, citrus, caramel flavours in our exquisite brew.

Our vision is to become role models in the coffee farming business through best practice farming, while protecting the economic and social interests of our coffee farmers.

Through Muhondo's work, we create job opportunities in our region, build income for our farmers and provide valuable training in agricultural practices.

We see a growing number of local farmers choosing to grow coffee. Their income supports their children's education, health insurance, building materials for their homes and a brighter future for their families.

FROM A SMALL FAMILY FARM TO GLOBAL RECOGNITION

Five years later, Muhondo Coffee Company Ltd was born. The company bought a CWS in Muhondo in the Gakenke district and processed our first coffee in 2013, using beans from our own farms, the local cooperative and other farmers. We now operate in 3 CWS and work with 3,000 farmers.

Initially we sold our beans to the local market and other coffee companies. Now we export Muhondo Coffee all over the world.

In 2014, Muhondo won the Presidential Award in the International Cup of Excellence. In 2015, we placed third in the Cup of Excellence awards for impacting the local community through women and youth employment.

We are proud to be among Rwanda's best coffee companies, for our coffee and our social contribution.



GROWING A UNIQUE COFFEE

In the hills of Gakenke and Huro, where our coffee grows, locals used to predict weather by burying a pot the ground on top of the highland. The hilltop was preserved and is now a tourist site.

The climate and soil conditions here are ideal for coffee cultivation. The coffee trees enjoy abundant rain from the months of October to May, which means the coffee grows slowly and unfolds into a very special flavour profile and body. Our coffees are sweet and caramel with a slight acidity.

Quality control is very important to us. All of our coffee is hand-picked and sorted. It is carefully handled throughout the harvest, processing and packaging stages.

HOW WE SUPPORT OUR LOCAL COFFEE GROWERS

- Logistics – buy and transport cherries
- Farming – distribute 120,000 coffee seedlings to our farmers each year, as well as cows and pigs for organic manure
- Finance – provide second payment bonuses and loan opportunities
- Training – teach agricultural best practices including organic farming and quality control during processing
- Accreditation – gain organic and C.A.F.E. certifications to increase the value of farmers' coffee cherries

When you drink Muhondo coffee, you taste some of Rwanda's best coffees, and directly support Rwandan coffee farmers.



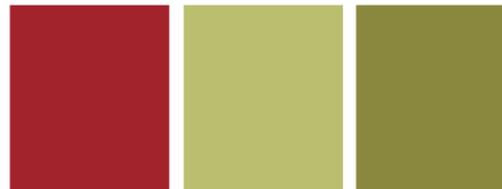
Branding guidelines



Logo



Colour



Colour : Barn Red
c = 24 m = 99 y = 92 k = 18

Colour : Spring Green
c = 30 m = 15 y = 72 k = 0

Colour : Sea Green
c = 47 m = 34 y = 96 k = 10

Font

Name Font:
**CORDOBA
SANS**

Typographic

**A B C D E F -
G H I J K L M
N O P Q R S T U -
V W X Y Z .**

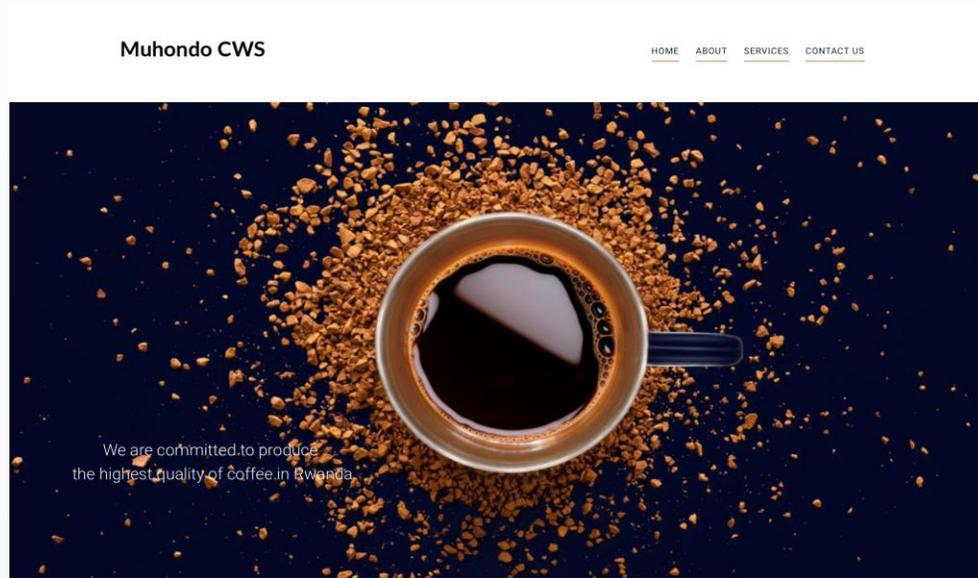
No branding guidelines

Before

After

Website

They didn't have the login details for their website



Before

New website design to transfer to their hosting platform



After



Nova Coffee



Business card

No business card



Before

After

Brochure

No brochure



Before

After

*Contact Nova for
delicious, ethical
Rwandan coffee*



At Nova, we strive to:

- become organic and Rainforest Alliance certified
- increase our production from 8 to 12 containers of coffee a year by the end of 2024
- distribute up to 200,000 coffee trees plus shade and tropical fruit trees in all coffee farming communities every year through our NOVA SAWA project
- expand our organic farming approaches
- continue to support women and youth working in the coffee industry

+250 788457824
info@novacoffeerwanda.com
www.novacoffeerwanda.com



An ethos of social responsibility

Nova Coffee started as a family business in 2015. Our owner, Agnes Mukamushinja and her husband, Managing Director, Felix Hitayezu, have worked in the coffee sector for more than 25 years. They have founded a coffee enterprise that leads the way in socially responsible practices.

Since 2015, we've engaged over 2,800 local farmers and implemented ethically and socially responsible practices across our organisation. We are committed to gender equality, education and health for our community.

Organic, UTZ, C.A.F.E. and Rainforest accredited coffee

Nova Coffee has been UTZ certified since September 2020 and we are in the process of gaining our organic, Café Practice and Rainforest Alliance accreditations.

These will give our customers greater confidence in our processes and consistent high quality.

Delicious specialty Arabica from the northern Hills of Rwanda

Nova grows specialty Arabica Bourbon in the warm tropical sunlight and rich volcanic soils of northern Rwanda. Surrounded by native tropical rainforest, our 155-hectare coffee plantation is 1800-2000m high, spread out on the edge of a mountain and near the beautiful Muhazi Lake.

It is the perfect idyllic environment to grow a truly unique coffee.

We produce fully washed 100% red Bourbon with a complex flavour profile characterized by fruit, dark chocolate and fruit acidity.

Nova Coffee is respected for its great taste and consistent high-quality with cupping scores of 86-89. Our coffee comes in 3 grades, which means our customers can choose the price points and quality they need.

Our vision is to foster a prosperous local coffee community and connect with coffee lovers across cultures. We think coffee can play an important role in bringing abundance and wellbeing to our community and to Rwanda.



Sustainable coffee farming initiatives

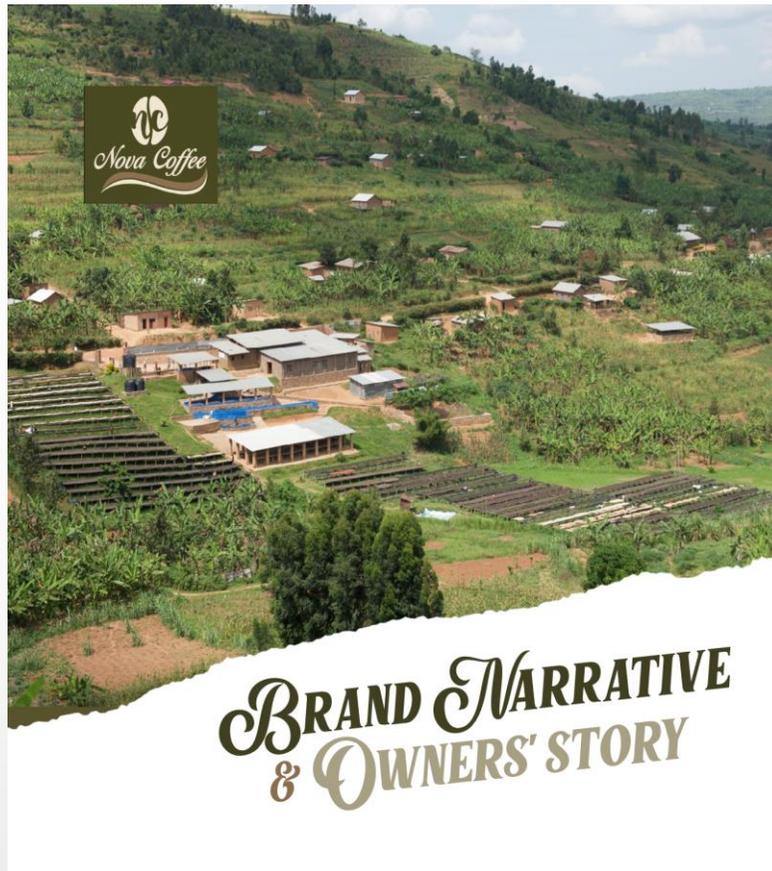
Coffee directly affects the lives of over 2,800 farming families in our community. That's why we've initiated the Nova SAWA (Sustainable Arabica and Women in Agriculture) project which aims to promote sustainable farming initiatives that respect the environment and help grow farmers' income.

We distributed 30,000-50,000 young coffee trees in 2020; we want to triple the figure. We plan to give 100,000 to 200,000 coffee trees, along with shade and tropical fruit trees, to every local coffee farming community each year. This encourages and supports farmers who want to join the coffee sector while being environmentally sound.

We support beekeeping initiatives through the project. This helps our farmers access honey, an important diet staple, increase their incomes through sales, and maintain biodiversity in the farms. Our farmers also grow beans, maize and potatoes for crop diversity and to eat and sell.

Extra brochure

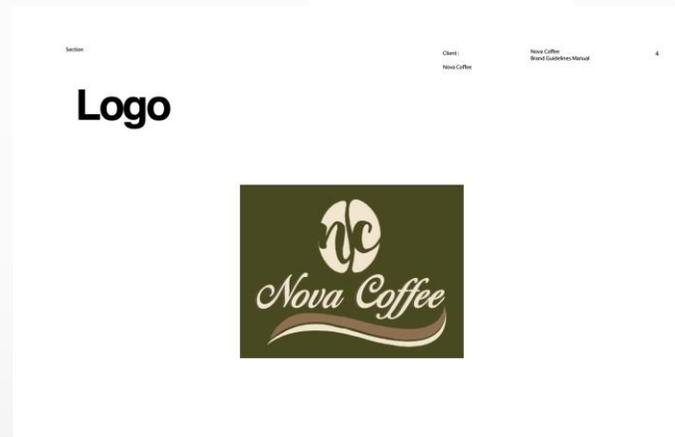
16 Page booklet that can be used on social media as individual posts too



Branding guidelines

No branding guidelines

Before



After

Letterhead





Misozi



misozi

Logo

Misozi exports green coffee, so we focused on a light green palette



Before



After

Business card

No business card

Before



After

Brochure



Before



After



**Contact
Misozi for
Rwanda's
best range
of organic,
Fairtrade
coffees**

📍 KK 530 St, Kigali
☎ +250788730309
✉ Misozicoffee20@gmail.com

At Misozi, we work to:

- be transparent about our sustainability
- implement good agricultural practices
- improve the lives of our farmers
- support our member cooperatives through capacity building and access to markets
- prioritise quality, service, and value to satisfy the needs of our customers, employees and stakeholders



misozi





The best of Rwandan Fairtrade coffee

The Misozi cooperatives are spread across the lush mountains of Rwanda, from the volcanoes of the north to the natural forests of the south. Each place and people has their own character and beauty and from each cooperative comes a distinctive coffee of the highest quality.

Our coffees owe much of their incredible flavours to the optimal natural conditions: high altitudes, abundant rainfall, mountain spring water and cool temperatures.

Misozi produces the best of Rwandan specialty coffee with tasting profiles reminiscent of chocolate, lemon and orange with a complex, fruity, long finish.

We grow and trade coffee following sustainability principles that not only improve the lives of our farmers but deliver exceptional quality to our customers.

Our accreditations in organic, Fairtrade, Rainforest Alliance and Coffee and Farmer Equity (C.A.F.E.) attest our commitment to quality and high standards of production.

Pioneers of the Rwandan coffee industry

Misozi is the Kinyarwanda word for "hills", where the coffee comes from. Misozi was created for the farmers as a Fairtrade certified export and marketing company. Our member cooperatives are our shareholders.

Misozi offers a range of fully washed Arabica coffees from individual cooperatives across Rwanda.

One of our members is Kopakaki (meaning cooperative of coffee farmers of Kibuye), established in 2005 with 90 farmers. Today, it has 1,184 smallholder growers tending to over 2 million coffee trees. It has been a member of Misozi Coffee since 2007.

Another member is Bakundakawa Rushashi, the first cooperative to promote women in Rwanda's value chain through the Hinga Kawa Women's Association. Its coffee washing station was also the first in Rwanda to apply for organic certification.

At Misozi, we support our coffee producers through capacity building, coffee processing and access to markets.

Coffee farming that respects the land

Rwandan soil is naturally fragile and prone to degradation. That's why we go the extra mile to employ practices that protect and help regenerate our land.

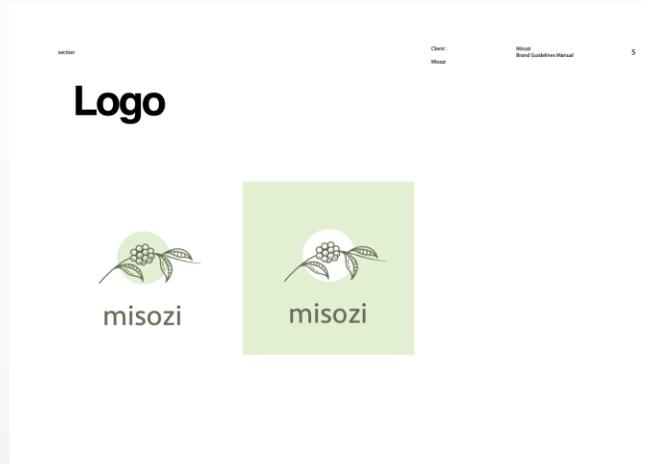
Our agricultural practices:

- replace seedlings that have not grown
- keep the soil covered, remove weeds and mulch
- prune the coffee trees correctly
- plant a variety of crops to boost biodiversity including banana, maize, pineapples and avocados
- protect the coffee trees from insects and diseases



Branding guidelines

No branding guidelines



Colour



Font

Name Face:
—
Seravek

Typographic

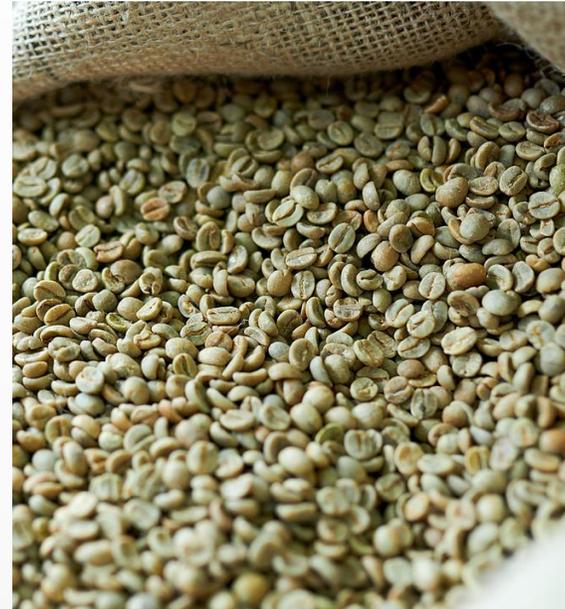
ABCDEFGHIJKLMNOPQRSTUVWXYZ.
01234567890

Before

After

Website

New website design to transfer to their hosting platform



Before

After



TUK Coffee



Logo



Before



After

Business card

No business card

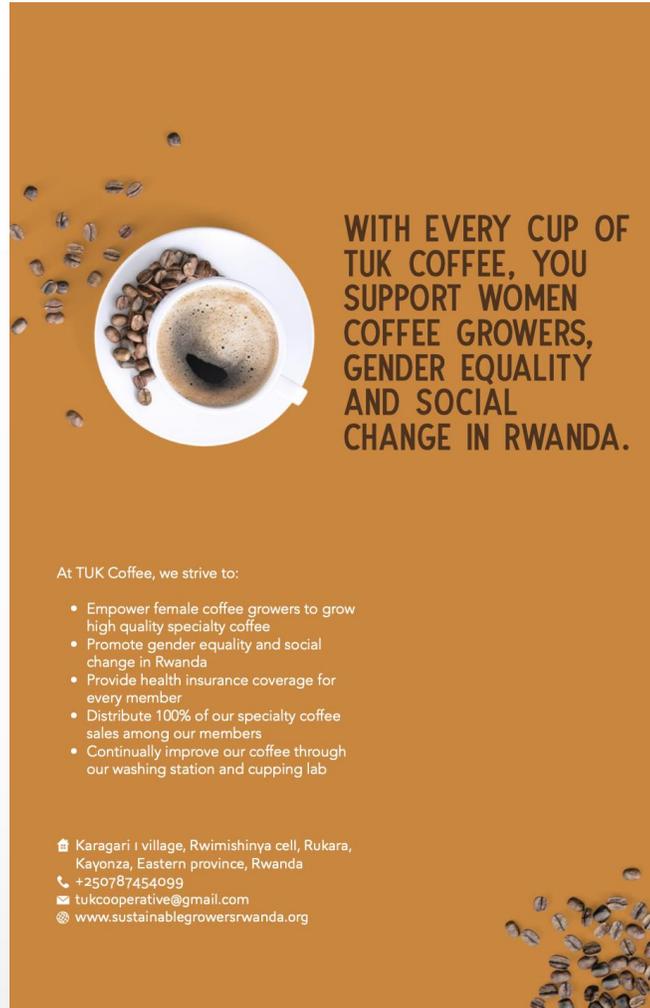


Before

After

Brochure

No brochure



WITH EVERY CUP OF TUK COFFEE, YOU SUPPORT WOMEN COFFEE GROWERS, GENDER EQUALITY AND SOCIAL CHANGE IN RWANDA.

At TUK Coffee, we strive to:

- Empower female coffee growers to grow high quality specialty coffee
- Promote gender equality and social change in Rwanda
- Provide health insurance coverage for every member
- Distribute 100% of our specialty coffee sales among our members
- Continually improve our coffee through our washing station and cupping lab

📍 Karagari I village, Rwimishinya cell, Rukara, Kayonza, Eastern province, Rwanda
 ☎ +250787454099
 ✉ tukcooperative@gmail.com
 🌐 www.sustainablegrowerswanda.org



Before

After





WITH EVERY CUP OF
TUK COFFEE, YOU
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COFFEE GROWERS,
GENDER EQUALITY
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☎ +250787454099
✉ tukcooperative@gmail.com
🌐 www.sustainablegrowersrwanda.org



TUK



COFFEE THAT GIVES BACK TO THE COMMUNITY

The Twongere Umusaruro wa Kawa (TUK) Cooperative is located in Kayonza district in Eastern Rwanda. We are owned and operated almost exclusively by women.

Close by is the Akagera National Park with black, fertile soils perfect for growing coffee. We are high up in the mountains 1,650m above sea level on the border with Tanzania. There is a rich biodiversity and abundance of native wildlife including lions, leopards, zebras, elephants and many types of birds including the rare shoebill stork.

TUK is a cooperative of 157 women and 3 men, and most are 25-45 years old. We produce Arabica Bourbon specialty coffee, fully washed and honey processed, cupping at 87 points. Our wonderful coffee is characterized by sweet flavours of honey, citrus and chocolate.

We roast coffee the traditional way and enjoy it with visitors from all over the world who come to learn and share our coffee processes from seed to cup.

We have our own coffee washing station and a cupping lab to ensure quality in every single lot. Our members carefully hand-sort the coffee each step of the way.

In 2017, we were proud to rank 30th best coffee in the world by Coffee Review, the world's leading coffee guide.

A WOMAN IS ABLE AND SHE IS POWERFUL

Women are very results-driven and passionate people in Rwandan society. When they come together, you can always expect great things. Our coffee is consistently strong and delicious because it comes from the hands of women.

Championing women and their potential as coffee farmers is at the core of everything we do. We want to raise women up, teach them to stand confidently and take ownership of their coffee businesses.

Traditionally, the coffee industry in Rwanda was only for men. But through TUK cooperative, we empower women, promote gender equality and make our own money to improve our families' standards of living.

We believe in supporting our members every step of the way, starting with strong bodies and minds. TUK provides health insurance for every member.

By growing specialty coffee, our members earn premium prices for their coffee. We believe in sharing profits 100%.



WE NURTURE OUR COFFEE TREES AND OUR ENVIRONMENT

Our cooperative has 5,000 coffee trees planted on 10ha. 2ha of that land is inter-cropped with bananas, maize, beans and potatoes for shade, food and extra income in the off season.

As producers, we practice good agricultural practices including using grasses for mulch and mixing organic fertilizers with inorganic. We prune to make sure the coffee trees get enough sun for photosynthesis and to prevent pests.

We are in the process of moving to organic farming and getting accreditation.

HAND-PICKED AND PROCESSED FOR QUALITY CONTROL

We gained our own coffee washing station (CWS) in 2015 which has allowed our cooperative far greater control and ownership over the processing and quality of our coffee.

Our cupping lab also allows us to grade our own coffee and continually improve and refine our products.

We process our fully washed beans no later than 8 hours after harvesting. All of our coffee is sorted, graded and sorted again by hand to ensure quality control. We then dry and monitor the moisture content regularly before storing the beans in optimal conditions.

IT'S A BRIGHT FUTURE FOR TUK

We have so many plans to develop and expand our business. We want to construct a road from the farms to our CWS to ensure we deliver our beans on time. We plan to build a security fence around the CWS and buy our own truck for transport.

We also will continue to protect our environment, and work with schools to educate young women about coffee production.

As well, we would like to pay our farmers online and introduce e-commerce into our business.

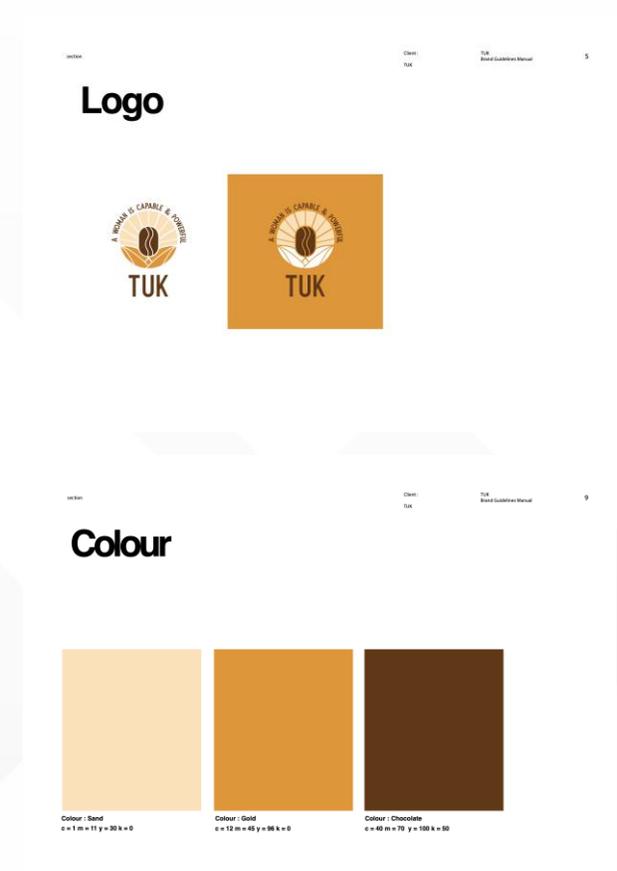
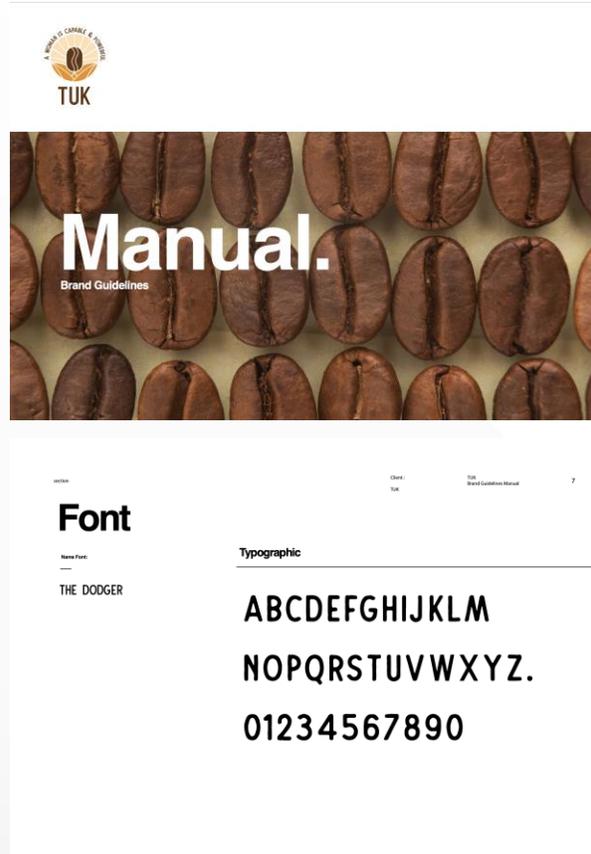


"TWONGERE IS A YOUNG COOPERATIVE FULL OF HOPE AND HIGH-QUALITY RED BOURBON COFFEES."
SUSTAINABLE HARVEST INC, PORTLAND, USA



Branding guidelines

No branding guidelines

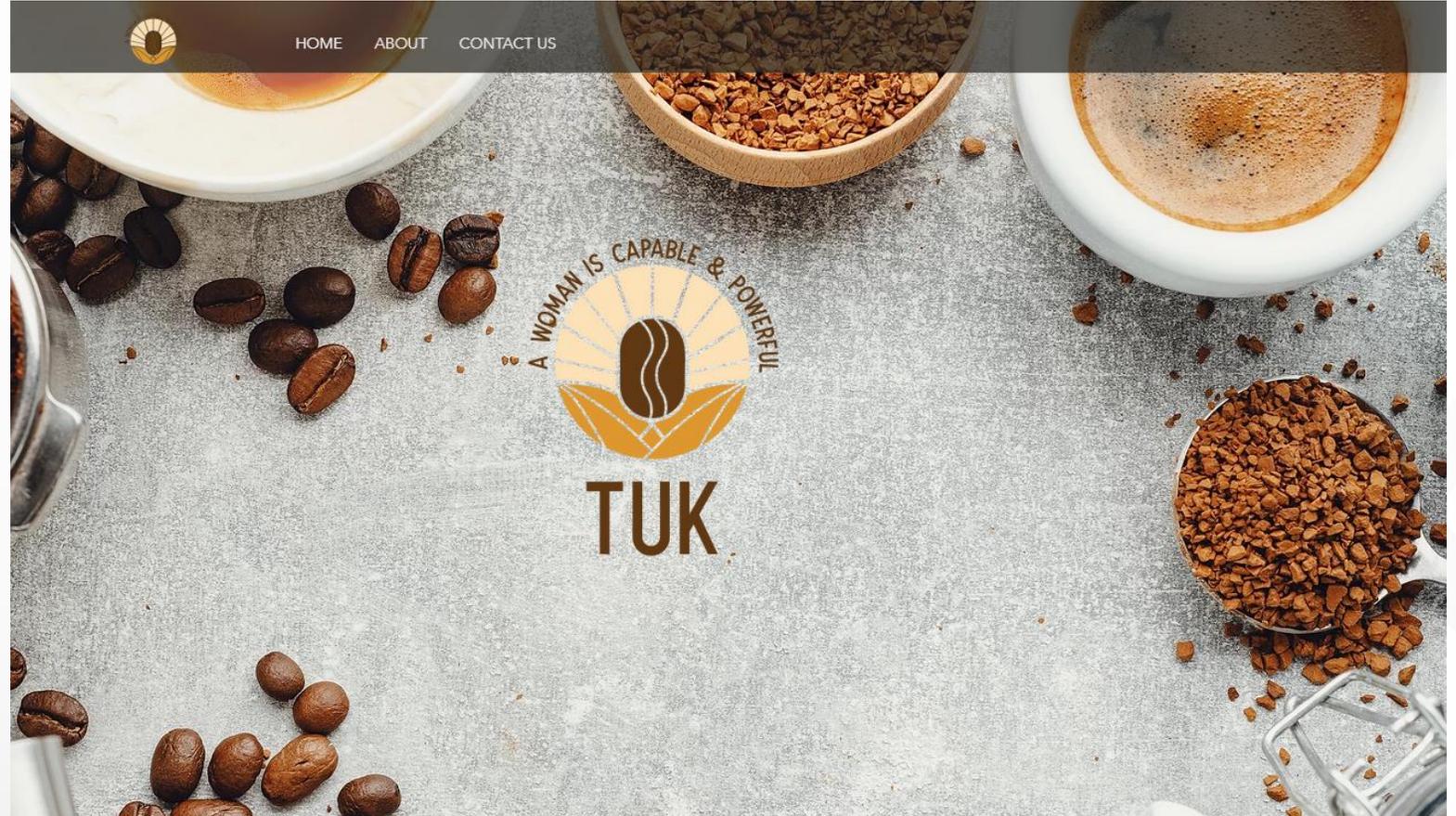


Before

After

Website

New website (to transfer to their hosting platform)



No website

Before

After



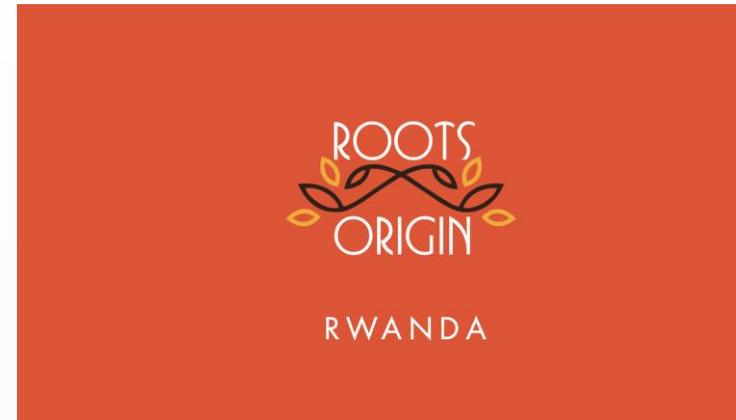
Roots Coffee



Business card

No business card

Before



After

Brochure

No brochure



At Roots Origin, we strive to:

- consistently produce a diverse range of outstanding, specially Rwandan coffees
- train our farmers to grow the best quality coffee possible
- support women growers and women in leadership positions
- establish Intango washing station as a place to change lives through coffee
- set up a professional cupping laboratory and invest in a dry mill.

Contact Roots Origin for exceptional coffee that transforms lives

KG 8 Avenue, M&M Plaza, 5th Floor, Kigali, Rwanda

+250788301122
 info@rootsorigin.com
 www.rootsorigin.com

ROOTS ORIGIN

Before

After



At Roots Origin, we strive to:

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**Contact Roots
Origin for
exceptional coffee
that transforms
lives**

KG 8 Avenue, M&M Plaza, 5th Floor, Kigali,
Rwanda

+250788301122
info@rootsorigin.com
www.rootsorigin.com



Passionate about coffee and our farmers

At Roots Origin, we are passionate about Rwandan coffee and the farmers who grow it. We are a social enterprise with quality, transparency and social impact at the core of who we are. That's why we're committed to producing and selling coffee through ethical supply chains.

We produce superb micro lots of fully washed and natural coffees. At our Intango washing station, 800 smallholder farming partners grow and nurture Mibirizi and Jackson varieties of Bourbon Arabica.

Our coffee grows at 1,560-1,900m high in rich volcanic soils in the Karongi district in western Rwanda.

Cupping scores are consistently high, between 85-87. Our 2020 harvest has a fruit-driven flavour profile of cherries, bananas and almonds.

Intango – a new kind of coffee washing station

Intango (pronounced "Inango") is a small coffee washing station (CWS) on the edge of Lake Kivu. Once part of a cooperative that won the 2014 Rwanda Cup of Excellence, it became rundown when the cooperative dissolved. That's when Gilbert Gatali took over.

A Rwandan who grew up in Canada, Gilbert returned to his homeland as a coffee importer. Gilbert is a pioneer of specialty coffee in Rwanda. As the manager of Rwanda's first farmer-owned specialty coffee export company, he helped hundreds of farmers improve the quality of their coffee. Then he bought Intango CWS.

'Intango' is Kinyarwanda for 'beginning'. Gilbert wanted to create a communal place for farmers and the community to come together and change their lives through coffee farming. Intango works with only 400 farmers but Gilbert works to support each one.



Intango's coffee has the black tea notes typical of the region but with explosive florals and tropical and red fruit notes that are rare except in the very top of East African coffees. We weren't looking for a third Rwandan partner but Intango was just too good to pass up!

This Side Up, Specialty Coffee Sourcing Company, Netherlands

Ethical coffee putting farmers first

Roots Origin works with a total of 835 farmers: 257 women and 578 men. Our farmers have been producing coffees for decades with farms passed down from one generation to the other.

Beyond our quest for exceptional quality, we focus on social impact programs for smallholder farmers. We've started working with a small group of women farmers and in the 2020 season, will produce an exclusive women's coffee.

We believe in transparency and ownership for our coffee farmers. Roots Origin has paved the way for specialty customers to access a range of superb Rwandan coffees. Our services are fully transparent between the producers and the buyers allowing value to permeate all through the supply chain.

We also invest in both quality and environmental sustainability, such as organic farming and shade trees, and are committed to supporting women in company managerial positions.



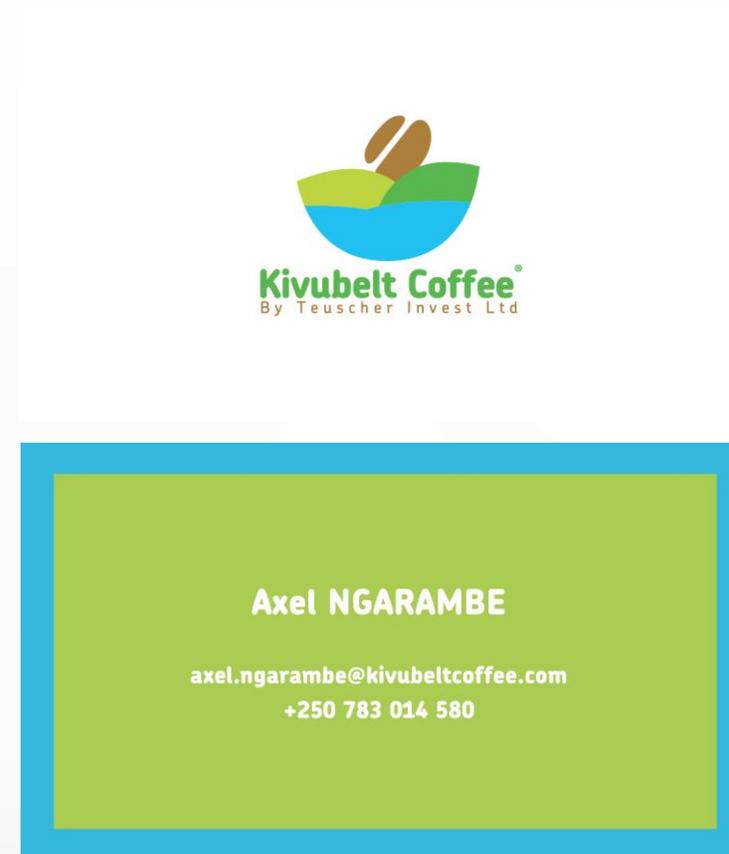
Kivubelt Coffee



Business card



Before



After

Brochure

Half fold Brochure

No brochure



Before

After



Kivubelt Coffee
By Traushet Invest Ltd

Contact us for award-winning Rwandan coffee

Address: KK 530St, NAEB Compound, Gikondo 6842 Kigali- Rwanda

Phone number: +250 783 014 580 +250 788 307 117

Email: axel.ngarambe@kivubeltcoffee.com;
claudine.kantengwa@kivubeltcoffee.com

Website: www.kivubeltcoffee.com



Kivubelt Coffee
By Traushet Invest Ltd



Award-winning coffee from Lake Kivu

At Kivubelt, we grow coffee at an altitude of 1550 to 1800 metres on the shores of the stunning Lake Kivu, in Nyamasheke, western Rwanda. A humid, equatorial mist rises from the lake and hovers across the rich soils of the Virunga volcanoes. This creates an ideal climate and terrain for our exceptional coffee beans.

Our award-winning Bourbon coffee has a distinct aroma of blackcurrant, apricots, blackberries, mangoes and almonds. Cupping scores are consistently between 83-89.

In 2018, we received the prestigious Cup of Excellence Presidential Award with a cupping score of 90.03.

Investing in the community

Kivubelt Coffee was founded in 2011 by Teuscher Invest Ltd, a Swiss and Rwandan owned company, with over 200 acres of land in Gihombo, Nyamasheke.

Our founder is a Rwandan woman, Furaha Umwizeye Teuscher, who finished her Masters of Economics in Switzerland and wanted to return to and make a difference in her home country. She started a coffee plantation in Gihombo.

Today Kivubelt has more than 90,000 coffee trees across three estates.

Sustainably grown coffee

Our vision is to create a model coffee plantation using the best sustainable agricultural practices, and to provide local work opportunities. We grow coffee in a region with excellent soil quality and thriving coffee plants.

Kivubelt is known for sustainability, traceability and transparency, as well as high-quality coffee, and we are proud to work to uphold those standards.

Unique, traceable aromas

Our coffee can be traced back to its individual farm, and each coffee has a different aroma:

Murundo and Cyiya – floral, orange, peach and strawberry aromas, with intense rose notes and a juicy, sweet, lingering finish

Jarama – mango, jackfruit, honey, almond and dark chocolate

Nyaruzina and Kamajumba – red berry, apricot, cocoa, toast and vanilla, with a nutty, cocoa butter flavor and medium body

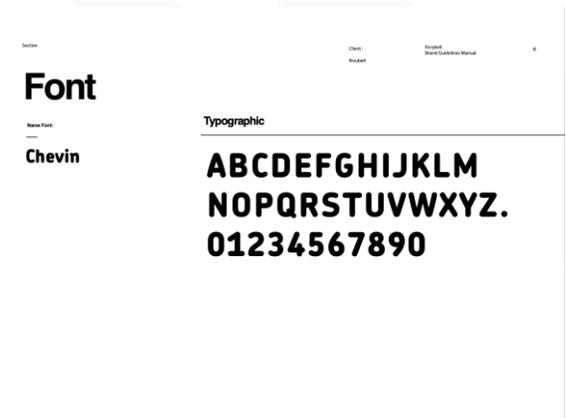
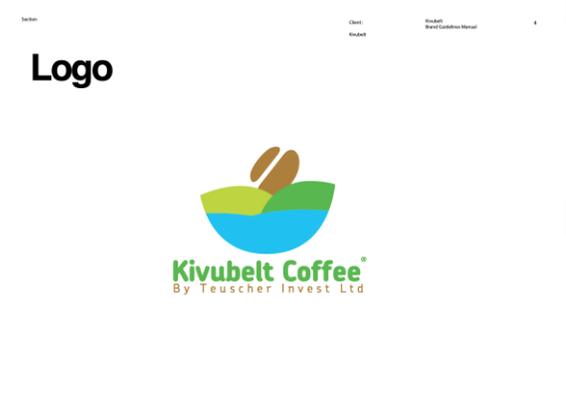
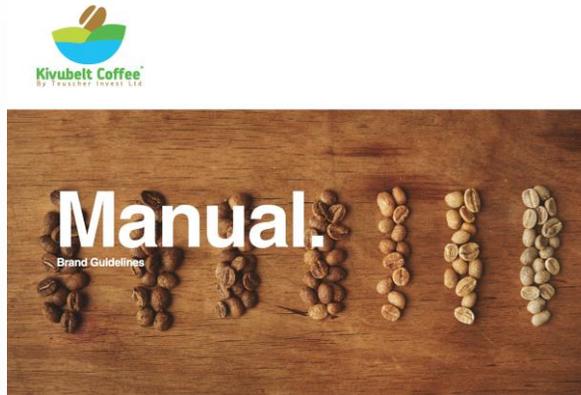


At Kivubelt, we work to:

- continue our award-winning quality and consistency
- use sustainable farming techniques and practices
- produce high quality coffee that is fully traceable to the farm it was grown on
- increase the opportunities and welfare of our local farming community
- uphold our standards of sustainability, traceability and transparency

Branding guidelines

No branding guidelines



Before

After



Hillock Coffee



Business card

No business card

Before

Isaac Nsanzamahoro
Hillock Coffee

+250788663042
hillockcoffee@gmail.com
hillockcoffee.com

After

Clarisse Musabyemariya
Hillock Coffee

+250788663042
clarissehillockcoffee@gmail.com
hillockcoffee.com

Brochure



Before

**Contact Hillock
for the next generation
of Rwandan coffee**

At Hillock Coffee, we work to:

- Support and encourage young Rwandan coffee farmers
- Bring back Rwanda's coffee traditions
- Employ local workers, especially women and youth
- Train farmers in innovative farming techniques
- Establish the first of its kind in shade dried speciality coffee

Phone number:
+250788663042
Email:
hillockcoffee@gmail.com
Website:
www.hillockcoffee.com



After

Contact Hillock for the next generation of Rwandan coffee

At Hillock Coffee, we work to:

- Support and encourage young Rwandan coffee farmers
- Bring back Rwanda's coffee traditions
- Employ local workers, especially women and youth
- Train farmers in innovative farming techniques
- Establish the first of its kind in shade dried speciality coffee

Phone number:
+250788663042
Email:
hillockcoffee@gmail.com
Website:
www.hillockcoffee.com





Re-engaging Rwandan youth in coffee

At Hillock, we grow Bourbon across 153 hectares in the southern mountains of Rwanda and in the west near Lake Kivu. Our coffee is under the tender care of our hard-working, dedicated farmers, more and more of them local youth.

Our mission is to bring back the coffee tradition to the youth of Rwanda. We train them on modern coffee farming practices, assist them in creating other income-generating activities, and nurture their interest and pride in the coffee business.

Local workers, sustainability and outstanding quality

Our founder, Isaac Nsanzamahoro, is a local coffee farmer himself. He worked at a coffee washing station for eight years before starting Hillock Coffee and employing workers of local coffee farming families.

As a company, we have a clear vision of our role in our community: we are committed to doing good by our farmers, and are particularly committed to nurturing a new generation of coffee farmers.

Sustainability is core to our operations – both with our workers and our environment. We employ environmental practices to look after our land and resources, so they stay strong for future generations of coffee farmers.

Outstanding quality and transparency of origin are also at the heart of our company.

Innovative farming and specialty coffee

We regularly train our existing and new farmers on better farming techniques so they can increase their yield per coffee tree. We aim for farmers to reap at least 5kg from each coffee tree. We also give coffee saplings to our farmers to increase their plantations.

Hillock Coffee intends to establish the processing of an industry-first, shade-dried specialty coffee. Depending on the growth of the shade-dried market, we will replicate our concept in other regions of Rwanda.

A focus on youth and women farmers

Two thirds of the workers in our management and processing activities are women. We plan to expand our network of farmers with an emphasis on women and youth.

We train them on modern coffee farming practices, assist them in other income-generating activities and engage them in the coffee business.

Harvest time is from April to August when university students are home on holidays. This is a great opportunity to help their parents and learn more about coffee growing traditions and practices.



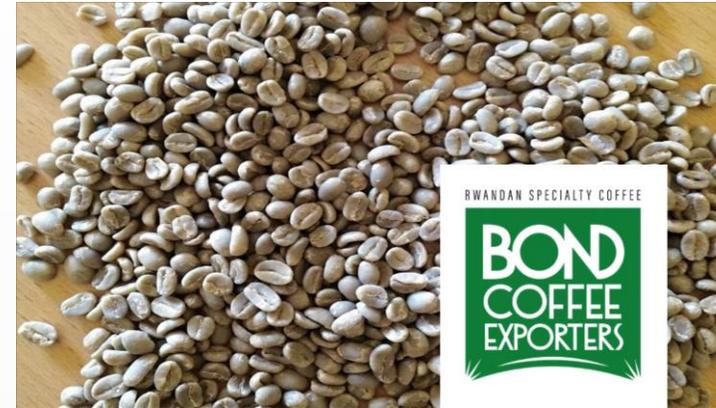
Bond Coffee



Business card

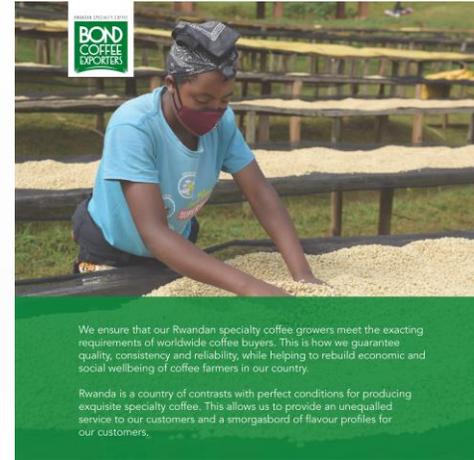
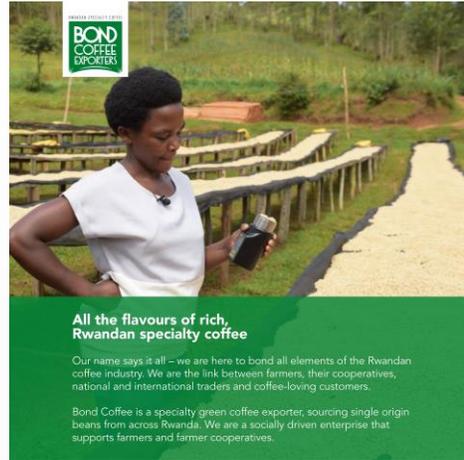
No business card

Before



After

Social Media Posts



Before

After



Mont Elgon



<https://mountelgoncoffehoneycoop.webnode.com/>

Logo

Hard to read
Unclear graphics



Before



After

Business card



No business card

Before

After

Additional designs

Label



Mug



Apron



Brochure

No brochure

CONTACT MOUNT ELGON
for **SUPERB COFFEE and HONEY**

MOUNT ELGON'S EXCEPTIONAL COFFEE BEANS ARE GROWN IN THE STUNNING REGION OF MOUNT ELGON, 1,900 - 2,300 METRES ABOVE SEA LEVEL. THERE, THE WELL-DRAINED, VOLCANIC RED SOIL IS THE PERFECT FERTILE GROUND TO PRODUCE SUPERIOR QUALITY ARABICA COFFEE.

THE COOL TEMPERATURES OF 15 - 24°C, HUMIDITY AND RAINFALL OF 1,200 - 1,800MM PER ANNUM RESULT IN HONEY, TROPICAL AND FLORAL FLAVOURS WITH SUPERIOR TEXTURE AND CUPPING SCORES OF 84+.

OUR FULLY WASHED ARABICA COFFEE AND HONEY ARE PRODUCED WITH ORGANIC AND COOPERATIVE PRINCIPLES. LAND RESTORATION, CLIMATE CHANGE INTERVENTIONS AND SOCIAL JUSTICE IS AT OUR CORE.

WE WORK WITH 700 SMALLHOLDER MEMBERS AND HELP THEM INTEGRATE BEEKEEPING WITH ARABICA COFFEE FARMING. WE EMPOWER THEM WITH THE SKILLS AND KNOWLEDGE TO IMPROVE THEIR FARMING TECHNIQUES AND THE QUALITY OF THEIR COFFEE AND HONEY.

- At Mount Elgon Coffee and Honey Cooperative, we work to:
- Support the local community to better face the effects of climate change
- Promote agroforestry in coffee farming for food security, climate adaptation and increased household incomes
- Produce fully washed Arabica coffee and organic honey
- Employ organic and cooperative principles for land restoration and sustainable farming
- Roast coffee beans direct from the origin as an additional source of income

Mount ELGON
COFFEE & HONEY

Bugema Centre, Mbale-Tororo Road
P.O. Box 158, Mbale, Uganda
+256 782 574 213 / wasibirogers@yahoo.co.uk

Mount ELGON
COFFEE & HONEY

HIGH QUALITY COFFEE and HONEY EMPOWERS LOCAL FARMERS

Before

After

CONTACT MOUNT ELGON for SUPERB COFFEE and HONEY

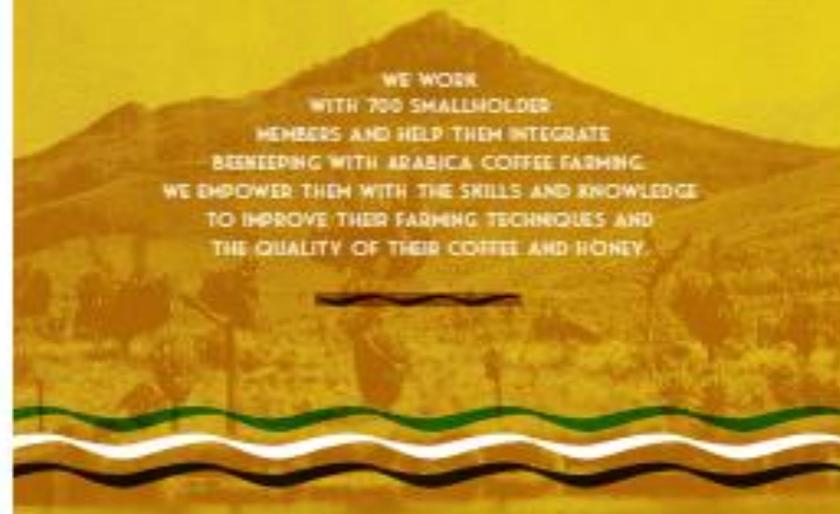


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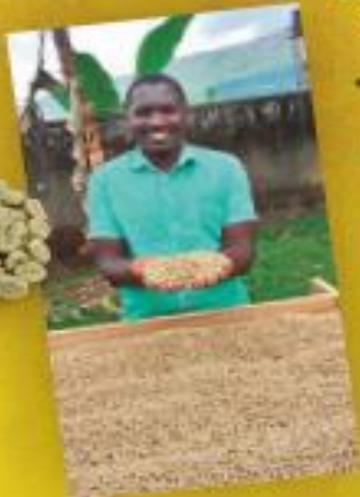


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Bugema Centre, Mbale-Tororo Road
P.O. Box 158, Mbale, Uganda
+256 782 574 213 / wasibirogers@yahoo.co.uk



HIGH
QUALITY
COFFEE and HONEY
EMPOWERS LOCAL
FARMERS



A THRIVING COFFEE *and* HONEY COMMUNITY

MOUNT
ELGON
COFFEE
AND
HONEY
CO-OP



MOUNT ELGON COFFEE *and* HONEY COOPERATIVE



Mount Elgon Coffee and Honey Cooperative came to life through the Beekeeping Coffee Integration project (BCI), which was funded by Bees for Development under the Mbale Coalition Against Poverty. The project supports coffee farming families experiencing climate change effects in the area.

BCI promoted beekeeping as income diversification for smallholder coffee farmers. It shared skills and knowledge to farmers who then passed them onto their communities.



After successfully integrating beekeeping with coffee production, the farmers decided to form Mount Elgon Coffee and Honey Cooperative in 2016.

INVESTING BACK INTO OUR COFFEE *and* HONEY FARMS



80% of our proceeds are invested back into our farmers through training in the best agronomic practices and post-harvest handling. We hold meetings, seminars and field demonstrations in villages and at the cooperative level.

We train farmer groups in small saving and lending culture, and We provide our farmers with access to affordable tools and equipment to improve productivity and coffee quality.

We plan to increase income sources for our farmers by adding roasted coffee to our honey and green bean outputs.



Branding guidelines



No branding guidelines

Before

After

Website

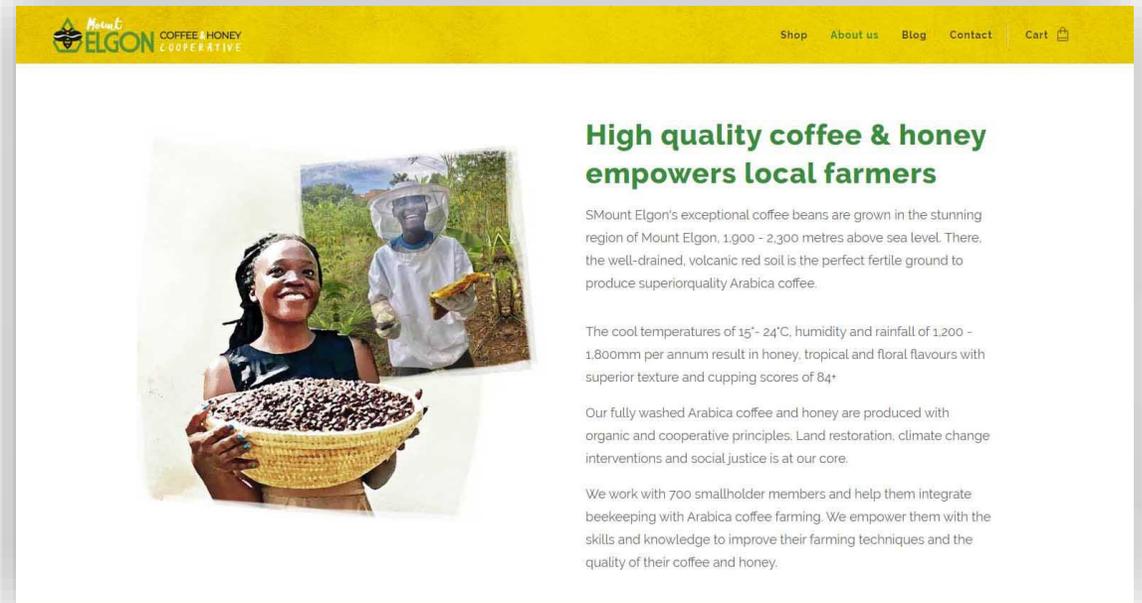

Mount Elgon Coffee and Honey Co-operative
 DRINK COFFEE-HONEY TO EMPOWER SMALLHOLDER FARMERS.

[HOME](#)
[ABOUT US](#)
[OUR COFFEES](#)
[OUR HONEY](#)
[OUR FERTILIZER](#)
[CONTACT US](#)



Before

New design to transfer to their existing website



After



KimCo



<https://kimcocooffee.webnode.com>

Logo

Interesting icon but mixed with photographs and accessorial shapes



Before



After

Business card

No business card

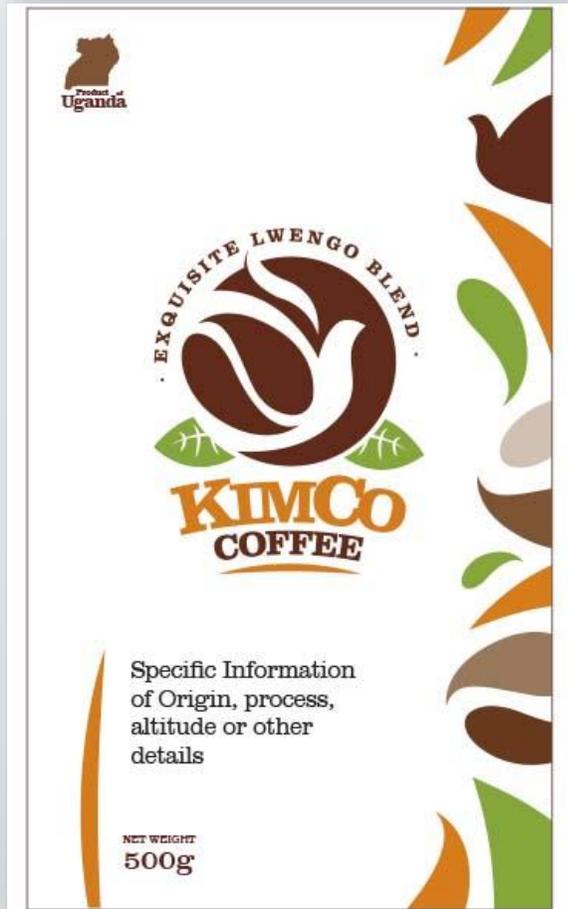
Before



After

Additional designs

Label



Bag



Apron



Brochure

No brochure

UGANDA

LWENGO

We produce high quality coffee from beans grown on our family farm in the Lake Victoria basin. We also partner with smallholder local farmers in the district of Lwengo.

Lwengo is renowned for its unique flavoured Robusta, grown at high altitude in warm and humid temperatures. This lends it its characteristic complex flavour that consistently scores an 80+ cupping score (81.5 in 2020). You can expect a spicy, fruity and buttery flavour, medium to well-balanced body and clean, sweet profile with chocolate notes.

At Kimco, our focus is on promoting women's gainful participation in the coffee value chain. 15% of our profits support the prevention of child exploitation in the coffee-growing communities of Lwengo district.

We want to produce the highest quality coffee we can, while improving the socio-economic conditions of smallholder women coffee farmers and children in our district.

PARTNER WITH KIMCO COFFEE TO MAKE A DIFFERENCE

At Kimco, we work to:

- Empower and educate a new generation of local female coffee growers.
- Stop child labour and use profits to support opportunities for local children.
- Empower local families socially and economically through coffee production.
- Employ diligent natural, dry and wet processing methods.
- Protect our land through sustainable farming practices.

KIMCO COFFEE
EXQUISITE LWENGO BLEND

P.O. Box 36025, Kampala
+256 772 515 983
kimcocooffee@gmail.com
www.kimcocooffee.org

PROUDLY UGANDAN ROBUSTA

KIMCO COFFEE
EXQUISITE LWENGO BLEND

HIGH QUALITY COFFEE WITH A SOCIAL CONSCIENCE

Before

After



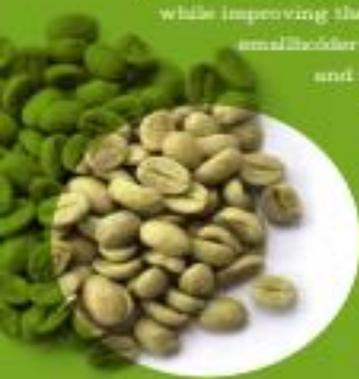
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PROUDLY UGANDAN ROBUSTA



HIGH
QUALITY
COFFEE
WITH A
SOCIAL
CONSCIENCE



FINE COFFEE EMPOWERING A NEW GENERATION OF FEMALE FARMERS



Founded in 2017, Kimco's driving mission is to support our local community of female farmers. We want to put more money in women's pockets so they can effectively support their families.

Our vision is to further support the female-owned coffee smallholders in the area. Over the next five years, we plan to train 1,200 women coffee farmers in quality coffee production, including improved coffee farming practices, harvesting, postharvest handling and marketing. We will also raise awareness around child labour and support 500 children at risk to continue their education with supplies and uniforms.



In 2020, our founder, Martha Wandera, was awarded the Uganda Women Entrepreneurs Advancement Award (UWEAL). This highlights the value and importance of our mission.



STOPPING CHILD LABOUR & EXPLOITATION IN COFFEE FARMING

15% of our profits go directly to a project that prevents child exploitation in coffee-growing communities in Lwengo.

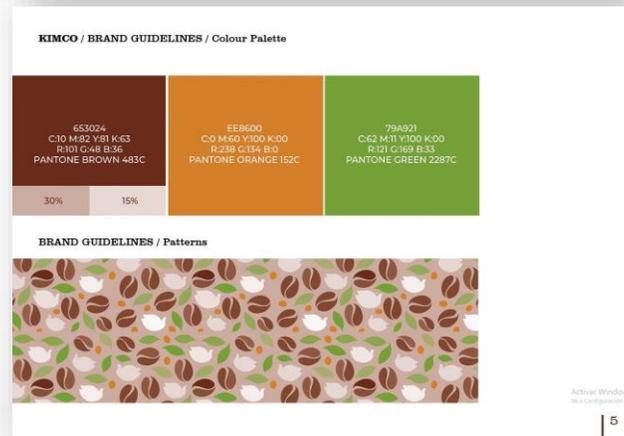
We work with 104 farmers across the district. Of these, 60 active small holder farmers produce about 40,000 tonnes of coffee a year.

We strive to source from farmers who do not use child labour on their farms.

We also raise awareness around child labour in the coffee industry. And we support 500 at-risk children to continue their education with supplies and uniforms.



Branding guidelines



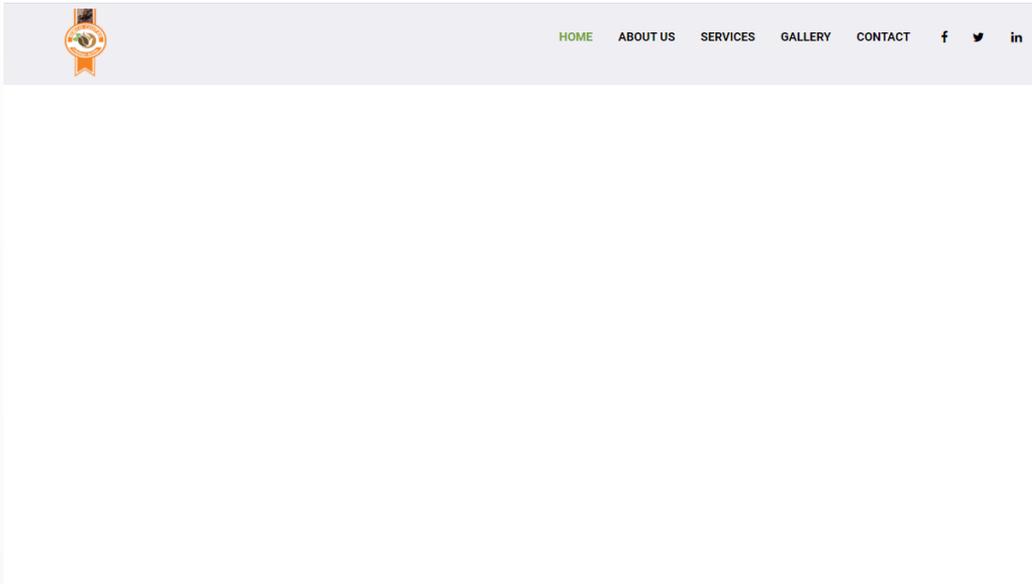
No branding guidelines

Before

After

Website

They decided to create a new website (old website will be closed)

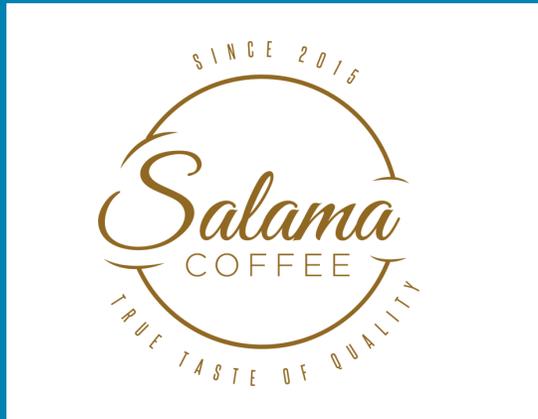


Before

After



Salama



<https://salamacoffee.webnode.com>

Logo

Too heavy round Icon and not aligned with coffee industry



Before



After

Business card

No business card

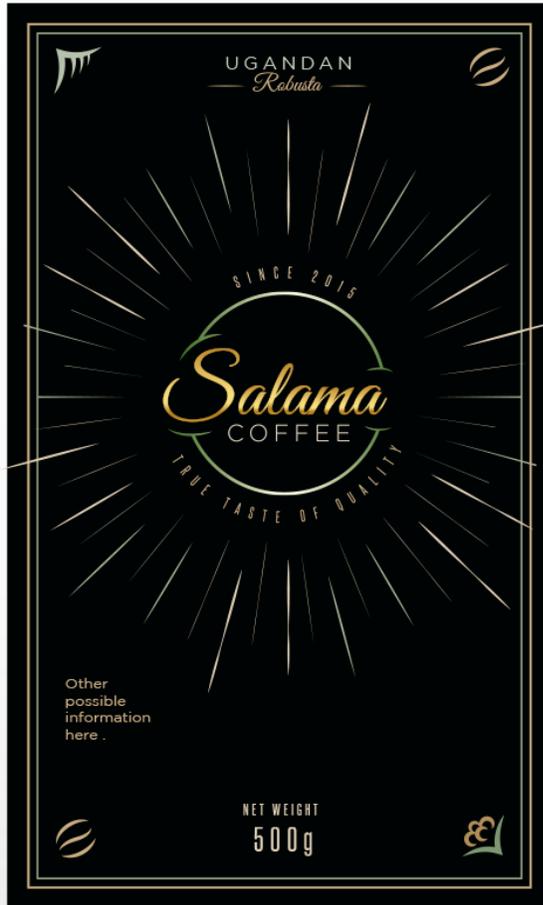
Before



After

Additional designs

Label



Cup



T-Shirt



Brochure

No brochure

Before



Salama's high quality coffee grows on the peaceful and tranquil shores of Lake Victoria in Uganda, the largest freshwater lake in Africa. Here, at 1,200 - 1,300 metres above sea level, we grow Robusta on our 386-hectare farmlands in Mukono and Buliwe districts. The undulating hills with remarkable soil and atmospheric conditions lends our coffee its characteristic sweet aromas.

The natural tropical climate helps us produce a sweet aromatic coffee that encompasses the unique qualities of Uganda. Our farmland has long been home to the rich, legendary Ugandan coffee taste, a flowery, mellow and delicate taste that we are bringing back to life.

We're involved throughout the whole process from bean to bag. We rely on modern technology, sound environmental practices, ethical trading and our motivated workforce to produce washed or natural Robusta through to specialty level.

We grow Elite Robusta, a variety recently developed by the Uganda Coffee Development Authority, which produces quality beans very suited to our growing conditions and environment.



PARTNER *with* US TO EXPERIENCE THE TRUE MEANING of SALAMA

At Salama, we work to:

- Improve the livelihoods of our local communities
- Offer employment opportunities along the supply chain
- Obtain traceable, ethical and environmentally friendly certifications
- Contribute to the revival of coffee growing in Uganda
- Produce high quality natural Robusta through to specialty level, with Arabica varieties soon to be added

SINCE 2015

Salama
COFFEE

TRUE TASTE OF QUALITY

• Rogers.ciima@salamacoffee.com • www.salamacoffee.com
+256 758 163 817




SINGLE ORIGIN COFFEE
with
THE REAL TASTE OF UGANDA

SINCE 2015

Salama
COFFEE

TRUE TASTE OF QUALITY

After



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Rogers.sima@salamacoffee.com · www.salamacoffee.com

+256 758 163 817



SINGLE ORIGIN COFFEE *with* THE REAL TASTE OF UGANDA



SALAMA -PEACE, TRANQUILLITY *and* INTEGRITY



EMPOWERING LOCAL COFFEE GROWERS EVERY STEP *of* THE WAY

Our community is involved at every step of the process, from land preparation to harvesting. As we grow, we will employ even more of the local people.

We work with 1,030 farmers in Buliwe district who supply coffee grown on their own land. We buy at fair prices and help farmers improve their practices and develop their knowledge. We plan to increase to 3,500 coffee farmers in Buliwe, Mukono and Kayunga districts.

Coffee is an important part of Ugandan culture and history. It's still widely used in African traditional ceremonies in Buganda and Toro areas, and is offered in sign of welcome when an important guest enters a Ugandan house.

Most of our coffee is grown on Salama Estate, the same farmlands where the first commercially established coffee farms earned Uganda its prized position on the global coffee scene. Those farms are Luwala near Jinja, and Kjudde and Salama in the Mukono district.



As a subsidiary of Uganda Tea Corporation, we draw our culture from our name, which means peace, tranquility and integrity. Our coffee invites people to enjoy moments of peace and calm. Our aim is to bring security and peace to our community of local workers and to the tradition of coffee growing in Uganda.



The first Salama coffee was replanted on our historic coffee lands in March 2015, and we've since expanded to 386 hectares, with plans to further expand in 2021.



Branding guidelines



No branding guidelines

Before

After

Website

We updated the old website



Before

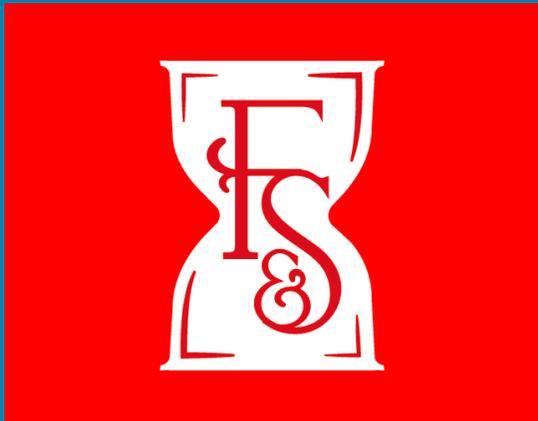
We created a new design (to transfer to the old website if they want)



After



Fine and Speciality



<https://fineandspeciality.webnode.com/>

Logo



Before



After

Business card

No business card

Before



After

Brochure

No brochure

Before

At Fine and Specialty, we produce and sell Uganda's best Robusta and Arabica coffees, all cupping at 80+

In our Robusta, you'll enjoy chocolate and nutty notes with a spicy lemon finish.

Our Arabica displays berries and red plum, dark chocolate, citrus and spice.

We sell natural, honey processed (semi-washed), washed and specialty coffee.

Get in touch for Uganda's Fine & Specialty coffees

At Fine & Specialty, we work to:

- Bring Uganda's finest and specialty coffees to the world
- Empower women coffee producers
- Stop child labour in Ugandan coffee farms
- Ensure the integrity of our fine and specialty coffee throughout the processing stage
- Gain 4C, Rainforest Alliance, Forest Grown, Bee Friendly Farming, and Bird Friendly certifications

FINE & SPECIALITY
We don't work to bill but to build

Plot 43A2 Katumba Zone - Kyanja, Nakawa Division
+256 708 564 191
+256 703 298 429 | +256 782 309 066
amnansamba@fineandspeciality.com
www.fineandspeciality.com

After

The pearls of Africa - Fine & Specialty coffees

FINE & SPECIALITY
We don't work to bill but to build



Get in touch for Uganda's Fine & Specialty coffees



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- ☞ Bring Uganda's finest and specialty coffees to the world
- ☞ Empower women coffee producers
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+256 708 564 191

+256 703 298 429 | +256 782 309 066

annansamba@fineandspeciality.com

www.fineandspeciality.com

The pearls
of Africa
- Fine &
specialty
coffees



FINE & SPECIALITY

We don't work to bill but to build



Bringing Uganda's fine & specialty coffee to the world

Our coffee story started in 1998, when our director, Angella Mary Nansamba, visited her uncle in south eastern Uganda (Lwengo district) and found him clearing his land for coffee. Together they visited a coffee grower and learned about wet coffee processing, its clean taste and acidity, and higher price point.

Angella's uncle then tested the Bugisu coffee growers' Nyasaland variety on his farm. Angella saw his farm grow from a mere one acre to over 300 acres of coffee trees.

She then enrolled as a quality controller trainee at the Uganda Coffee Development Authority.



She learned that coffees scoring 80+ were dubbed "fine" for Robustas, and "specialty" for Arabicas. And that many smallholder coffee farmers already produced fine and specialty coffees but were not earning good prices.

Angella decided to set up a different kind of coffee company. One that preserved **fine and specialty coffees** and sold them unadulterated.

Building a **fairer coffee** community



Fine and Specialty is a social enterprise that supports coffee producers who want the world to know about their fine and specialty coffees.

We are strongly against all forms of child labour in farming. Instead, we empower women coffee producers and involve them in all coffee production and sales decisions.

We reinvest part of our profits in social development projects to help our community thrive, and seek out partners to support us.



Small & **special** coffees

All of our coffees are unique and sold in micro-lots, from as little as 10 bags to 1 box (320 bags) per year.

We sell Robusta varieties **Nganda, Erecta and Riberica**, and Arabica **SL14, 28 and 34**.

Our Robusta grows at some of the world's highest Robusta farms (1,000 - 1,400m ASL). Our Arabica is grown even higher at 1,800 - 2,400m ASL.

We are working to get 4C, Rainforest Alliance, Forest Grown, Bee Friendly Farming, and Bird Friendly certifications.

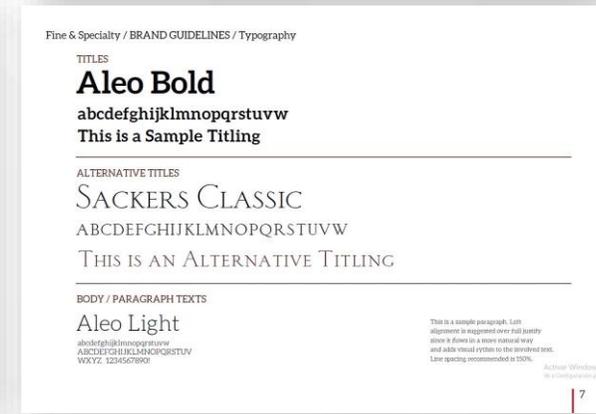
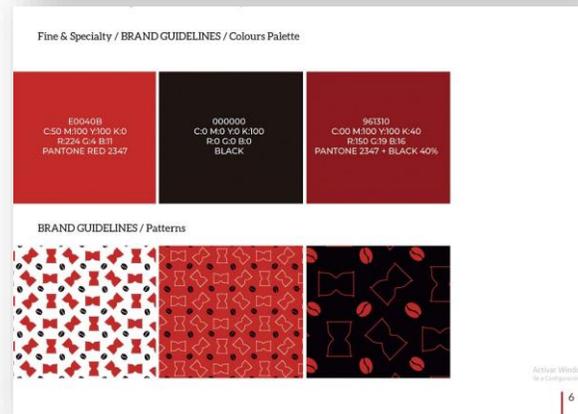
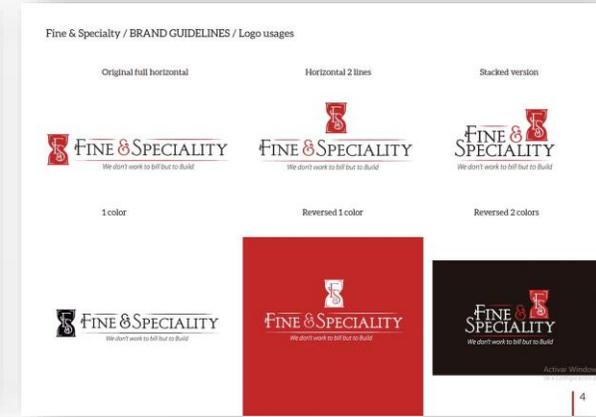
"Fine and Specialty challenged my direction and perspective.

With their support and guidance, my coffee brand is among the top trendy coffee products of youth and women in Uganda."

Marble Ndagire, Executive Director, The Gold Pearl Coffee, Kampala, Uganda



Branding guidelines



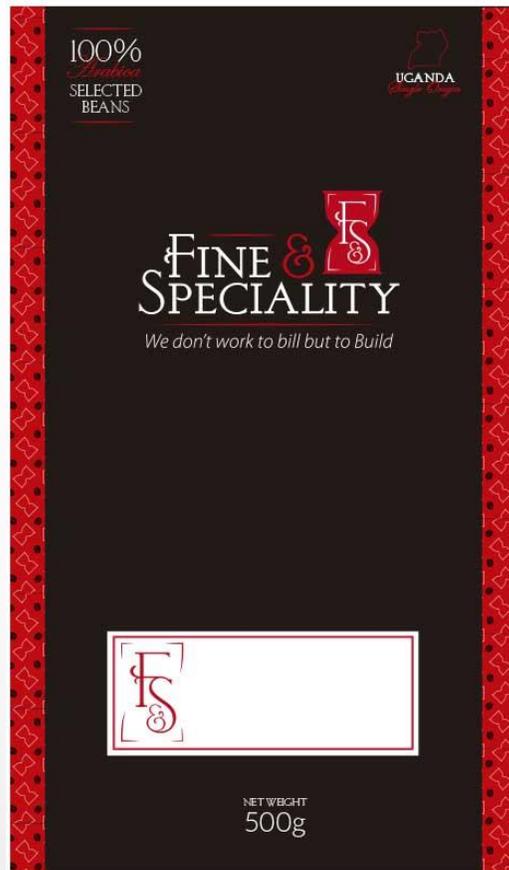
No branding guidelines

Before

After

Additional designs

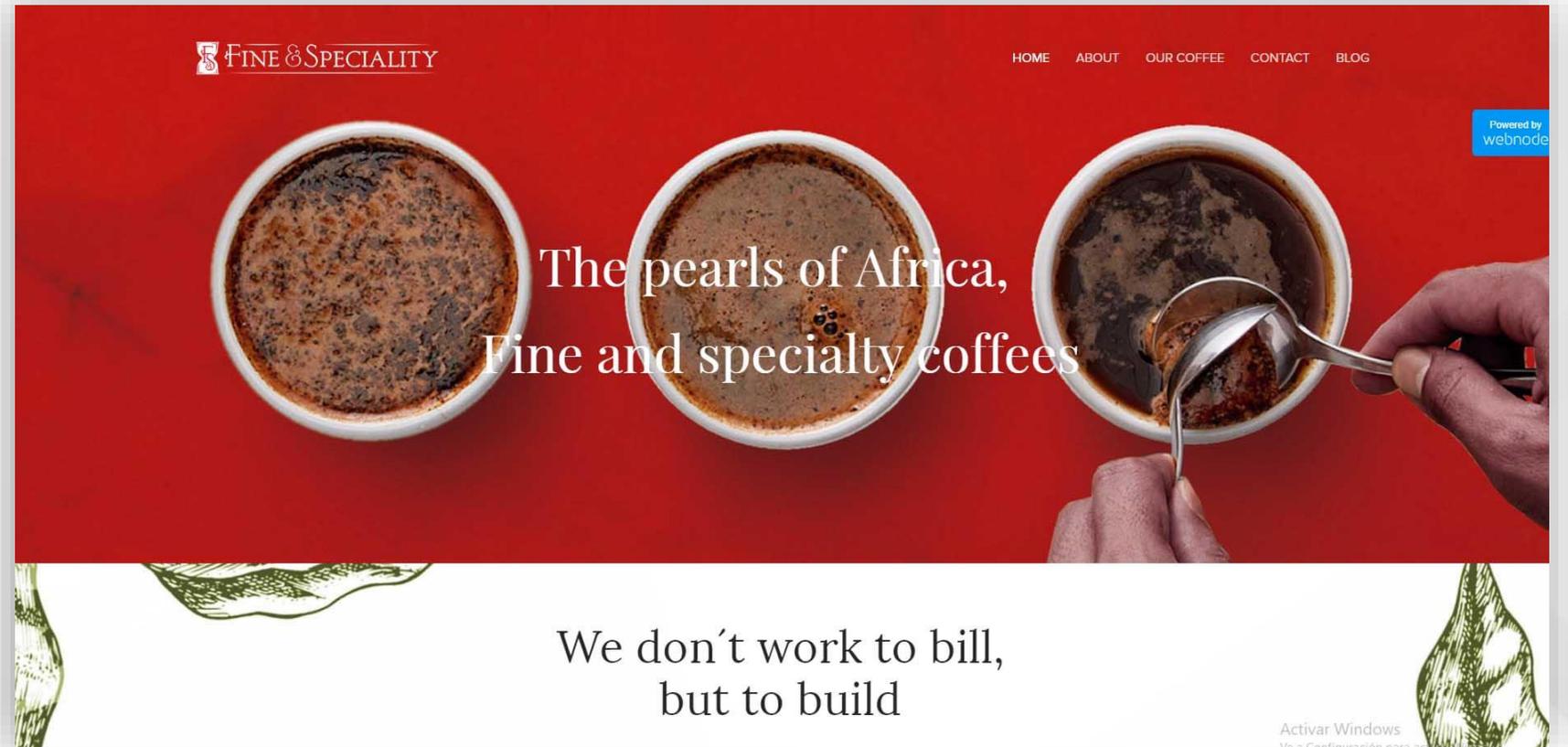
Label



Apron



Website



No website

Before

After



Rwenzori



<https://baristahouse.webnode.com/>

Logo

Generic Font
Weak identity



Before



After

Business card

No business card

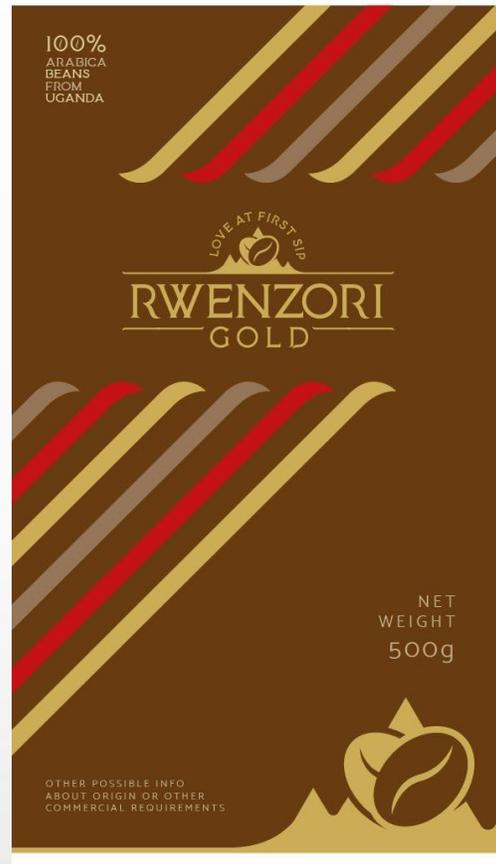
Before



After

Additional designs

Label



Apron



Cup



Brochure

No brochure

BARISTA HOUSE[™]

EXCELLENT
UGANDAN COFFEE
TOGETHER WE BUILD A LOVING
COFFEE COMMUNITY

Ovino shopping Mall, 2nd Floor-Room SF 51,
Kafumbe Mukasa Rd, Kisenyi, Kampala, Uganda
+256 752 408 821 / +256 776 408 821
baristahouse4@gmail.com
www.baristahouseug.wordpress.com

Barista House Limited is a family business located at Ovino Shopping Mall, KafumbeMukasa Road in Kisenyi, Kampala (U). We produce high quality coffee grown and carefully processed by women in coffee on the slopes of Mt. Rwenzori at an altitude of 2000m above sea level in Kilembe region, Kasese District bordering with Democratic Republic of Congo.

This coffee is blend of washed Arabica and natural Arabica, roasted, grinded and packed under our label.

Rwenzori Gold. Our coffee cups at 82 and has a round smooth body with a sweet fruity background. Our flavour profile has notes of caramel, chocolate, molasses, Jazimine, Spicynotes and citrus.

We began in 2018 as a barista training school. Now we also sell coffee and products such as coffee hand sanitizer, coffee hair oil, coffee soap, and coffee brewing equipment.

LOVE AT FIRST SIP

RWENZORI
Gold
COFFEE

At Barista House, we deliver:

- High quality coffee consistently cupping at 82
- Barista skills and training to help employ young Ugandans
- Recycling and upcycling of natural materials into new products
- Sustainable land management practices
- Training and support for local farmers

EXCELLENT
ROBUSTA & ARABICA
FROM
MT RWENZORI
IN UGANDA

LOVE AT FIRST SIP

RWENZORI
Gold
COFFEE

BARISTA HOUSE[™]

Before

After

BARISTA HOUSE



Barista House Limited is a family business located at Ovino Shopping Mall, KafumbeMukasa Road in Kisenyi, Kampala (U). We produce high quality coffee grown and carefully processed by women in coffee on the slopes of Mt. Rwenzori at an altitude of 2000m above sea level in Kilembe region, Kasese District bordering with Democratic Republic of Congo.

This coffee is blend of washed Arabica and natural Arabica, roasted, grinded and packed under our label.

Rwenzori Gold. Our coffee cups at 82 and has a round smooth body with a sweet fruity background. Our flavour profile has notes of caramel, chocolate, molasses, jazimine, Spicynotes and citrus.

We began in 2018 as a barista training school. Now we also sell coffee and products such as coffee hand sanitizer, coffee hair oil, coffee soap, and coffee brewing equipment.

EXCELLENT
UGANDAN COFFEE
TOGETHER WE BUILD A LOVING
COFFEE COMMUNITY

Ovino shopping Mall, 2nd Floor-Room SF 51,
Kafumbe Mukasa Rd, Kisenyi, Kampala, Uganda

+256 752 408 821 / +256 776 408 821

baristahouse4@gmail.com

www.baristahouseug.wordpress.com

LOVE AT FIRST SIP
RWENZORI
Gold
COFFEE

At Barista House, we deliver:

- High quality coffee consistently cupping at 82
- Barista skills and training to help employ young Ugandans
- Recycling and upcycling of natural materials into new products
- Sustainable land management practices
- Training and support for local farmers



EXCELLENT
ROBUSTA & ARABICA
FROM
MT RWENZORI
IN UGANDA

LOVE AT FIRST SIP
RWENZORI
Gold
COFFEE

BARISTA HOUSE



TRAINING YOUNG PEOPLE IN BARISTA SKILLS

At Barista House, we train young women and men in specialty coffee brewing and barista skills.

This includes learning to make cafe latte, cappuccino, mocca, V60, chemex, siphon, aero press and French press, as well as mocktails, juices, smoothies and milkshakes.

We provide valuable skills to young people that help them to find employment in Ugandan cafes and restaurants.



WORKING WITH OUR LOCAL COMMUNITY

Barista House works hand in hand with the local community. We buy coffee from local growers, provide training, and help widen their market base by connecting them to other certified coffee buyers.

Our farm training includes coffee nursery operation, garden establishment, coffee agronomy (planting, training/bending, de-suckering, pruning, thinning, stumping, and pest and disease management), harvesting, and drying and wet processing.

Our aim is to invest in a commercial roaster to expand our roasting capabilities and increase capacity in our barista training school.

We want to expand our company across the whole of East and Central Africa. Then we would be able to provide jobs to millions of unemployed people.

RECYCLING, UPCYCLING AND SUSTAINABILITY

On our farm, we invest the time, energy and resources in protecting our natural biodiversity through sustainable management. We use organic fertilizers locally produced at our farm from plant materials like leaves and green grass, rather than inorganic fertilizers. This ensures a minimal use of pesticides and synthetic fertilizers.

By using coffee husks for fuel and mulching, we carry out nutrient recycling. We also manufacture coffee skin products such as coffee oil from spent coffee grounds. These recycled, natural products are then sold in our shop.

We also conserve water through soil water management practices like mulching, drainage channels and rainwater harvesting.

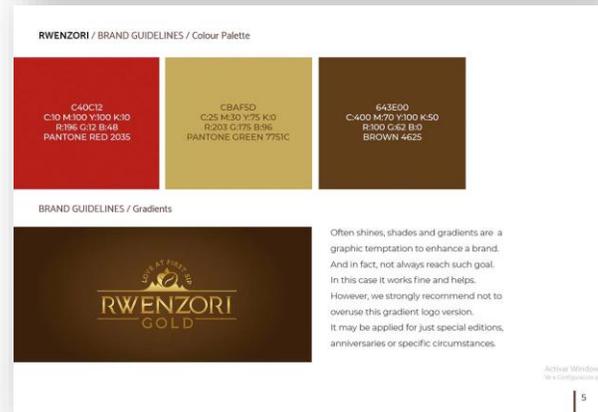
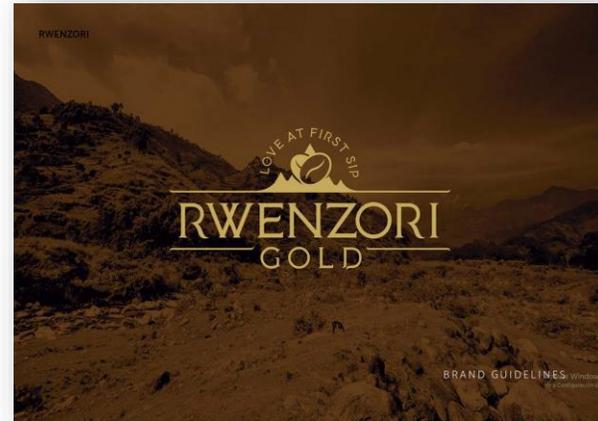


HIGH QUALITY COFFEE FROM WOMEN FARMERS

Barista House has both men and women coffee farmers 50-50. Rwenzori Gold Coffee is a product of coffee grown by women in the Namuhuga Joint Women Coffee Farmers' Association on Mt. Rwenzori.



Branding guidelines



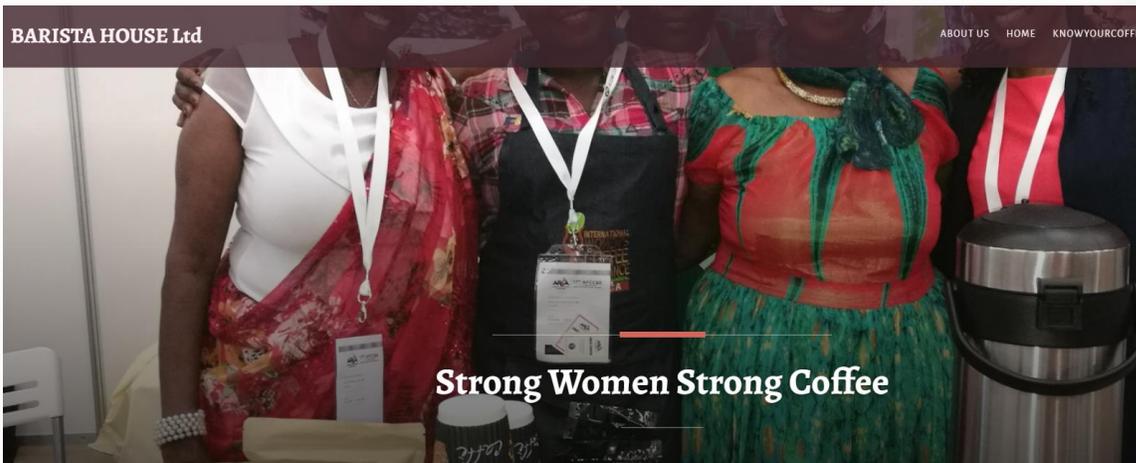
No branding guidelines

Before

After

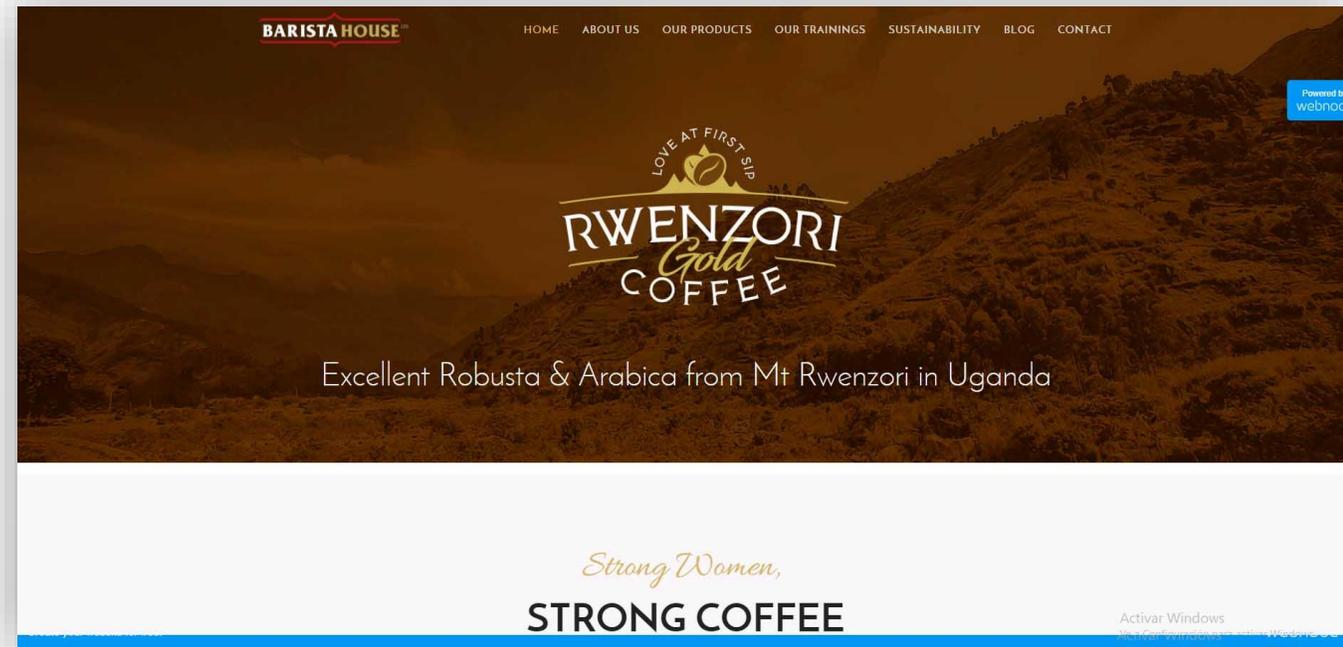
Website

They were unable to access their existing website



Before

We developed a new website for the company



After



Masha



<https://mashacoffee.com/>

Logo



Before



After

Business card

No business card

Before



After

Brochure

No brochure

Contact Masha!
for specialty women-led
Ugandan coffee

WOMEN-LED
Specialty Arabica Coffee
MT ELGON, UGANDA

Masha Coffee is a family-founded and women-led Arabica coffee company that began in 2016. We produce Arabica SL14 and SL28.

Our coffee is from far eastern Uganda on the slopes of the beautiful Mt Elgon in Kapchorwa, Kween and Bukwo districts. High on the mountain at 1,800 - 2,400m above sea level, the air is cool and humid and the soils rich and volcanic.

It is a perfect coffee-growing environment.

We produce specialty Arabica washed, natural and honey processed coffee. Our flavour profile is dark chocolate, caramel, fruity, milky and honey.

Our cupping scores are 85 for both the naturals and honey processed coffee.

The aim of Masha is to achieve financial liberation for women and youth through coffee farming.

*We recently submitted our coffee samples to the **Best of the Pearl Arabica coffee competition**, an annual event by the Uganda Coffee Federation and Uganda Coffee Development Association. We performed so well, we are motivated to do more!*

- a women-run business raising up women
- dedicated to employing, supporting and training women coffee producers
- holistic farming business building a stronger generation of coffee growers
- focused on sustainable, organic farming and biodiversity
- proud to produce delicious specialty Ugandan coffee cupping at 85+

MASHA
Coffee

Kapchorwa, Toskin Rd. Kween
Kamowo Vge. Church Rd.
+256 772 568 286
hello@mashacoffee.com
mashacoffee.com

BEST OF THE PEARL

Before

After



Contact Masha! for specialty women-led Ugandan coffee

WOMEN-LED
Specialty Arabica Coffee
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 Kapchorwa, Toskin Rd. Kween
 Kamowo Vge. Church Rd.
 +256 772 568 286
 hello@mashacoffee.com
 mashacoffee.com



Masha Coffee benefits the whole *community*



When you buy Masha Coffee, you directly support the women and youth in the Sebei region who grow your coffee.

Our coffee creates employment and other opportunities all along the production chain. From the farmers and pickers to the washing stations where the coffee cherries are weighed, processed

and graded, and the packers and exporters.

Every cup of Masha Coffee helps our community.

We want to improve the household income and quality of life for our women farmers. And we want to change community perceptions about growing specialty coffee.



A women-run business *raising up* women

We are proud to be a female-led company. Our Executive Director is a woman, as is our lead agronomist, and most of our staff and producers are women too.

Our workers are from the local villages where the coffee gardens are. We speak Kupsabiny and are Sabiny by tribe. We are originally part of the Kalengins that migrated from Ethiopia, passed Kenya and settled on the slopes of Mt Elgon.

We are proud to go beyond farming and take a holistic approach to our business. We train our women workers in financial literacy and give them more confidence in general.

Our growers use the income they receive from specialty coffee for school fees, health emergencies or to expand their small businesses. Others buy land or improve their housing, for example, to upgrade from a grass thatched house to one with a corrugated iron roof.



Biodiversity *and* sustainable farming

Mt Elgon is rich in biodiversity with many indigenous trees, bees and birds, as well as animals. Farmers typically keep goats and hens for milk, eggs and manure; and most importantly, donkeys which are often used to transport the coffee beans down the steep slopes.

At the farm level, we dig trenches to prevent soil erosion, plant trees for shade and biodiversity, and mulch to keep the soils and plants strong.

In the rainy season, we collect rainwater in big tanks to use when processing our coffee. We are also doing more honey processed and natural coffees that require less water.

We built a pulping machine with two separate channels for pulp and waste water. The pulped coffee returns to the gardens as compost, as does weeding and green leafage around the farm.



Organic farming and hand-picked coffee

Our farming groups of 5 - 15 members each reserve a portion of their own land to grow Masha coffee. The coffee is intercropped with bananas, beans, potatoes, maize, trees and other crops to provide food, shade and cross-pollination.

The volcanic soils have rich mineral content ideally suited for Arabica coffee, while few pests survive the cool, misty climate. This means our coffee is grown in organic, natural conditions.

From nursery bed to farm harvesting, Masha coffee producers use traditional hand tools for planting, weeding and harvesting. The beans are sorted by hand as well, then taken through the different processes for natural, honey or washed.

Mt Elgon niche *specialty* coffee

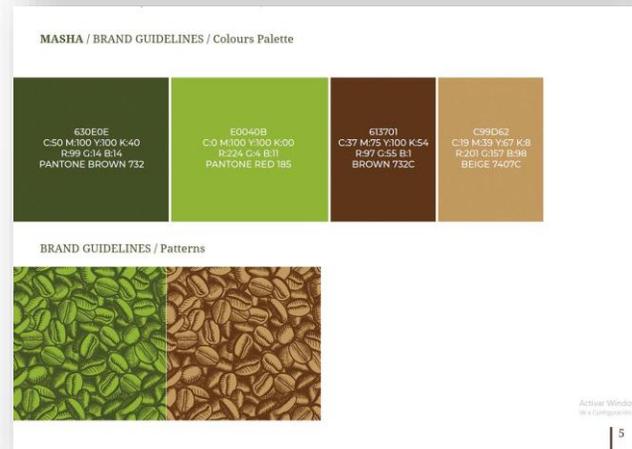
Masha Coffee producers have been growing coffee for about 15 years however, we all grew up farming coffee on small family plots. Coffee is in our blood but we can also see a brighter future in specialty coffee.

Specialty coffee fetches better premiums which in turn benefits our community. Yet many growers do not know how to produce it.

We would like to be different and tap into this niche, especially from Mt Elgon and eastern Uganda.



Branding guidelines



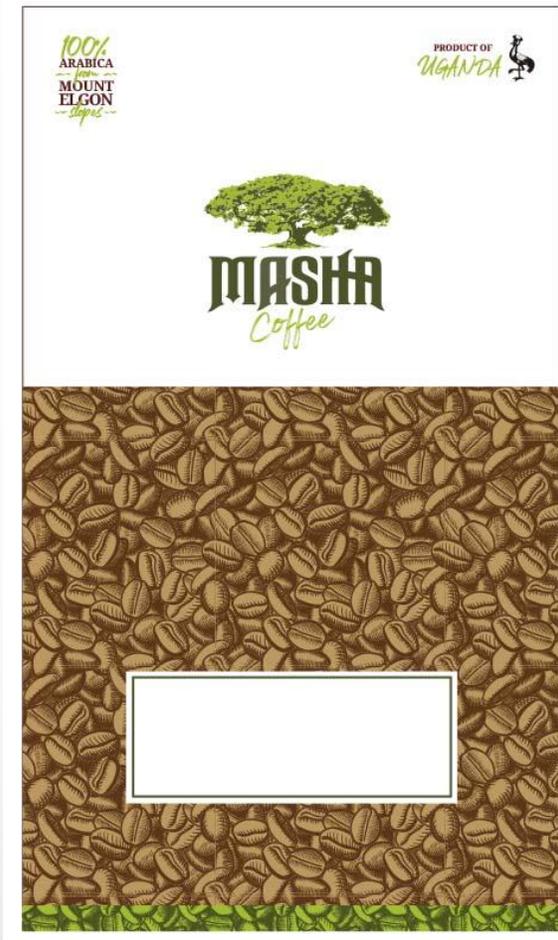
No branding guidelines

Before

After

Additional designs

Label



T-shirt



Cup



Pull up banner

Before



After



Blog



HOME OUR COFFEE SUSTAINABILITY FAIR TRADE



We are ambitious to grow FABULOUS COFFEE and to grow our business!

18/07/2021

At Masha Coffee, we are building on our strengths.



Mt Elgon niche specialty coffee

17/07/2021

Whatever your coffee preferences, we have beautiful Ugandan Arabica to satisfy you!



Masha Coffee benefits the whole community

17/07/2021

Specialty Arabica can grow strong communities.



Mbale/ToA



<https://mblearabicacoffee.webnode.com/>

Business card

No business card



Before

After

Brochure

No brochure

At Mbale Coffee Roasters, we source organic Arabica coffee, roast it to perfection using sustainable methods, and earn premium prices for our farmers.

Our superb washed Bugisu Arabica AA grows at over 2,000m ASL on the peaks of Mt Elgon, the highest volcanic mountain in the world. Its exquisite aroma, developed by careful growing in rich black and red volcanic soils and swept by Lake Victoria winds, scores above 85 at cupping tests.

Washed Bugisu Arabica is a world-renowned, exquisite coffee. You say Bugisu, you say Uganda quality Arabica. At Mbale Coffee Roasters, we produce single origin Bugisu with a sweet, floral and fruity flavour that also blends well with other coffees.

Our coffee is sustainably sourced and ethically produced by certified coffee farms, and each of our Bugisu beans can be traced back to its farm of origin.

Contact Mbale Coffee Roasters for superb washed Bugisu AA coffee

The taste of Africa is pure Bugisu AA coffee

TASTE AFRICA

P.O. Box 211, Mbale, Uganda
 +256 782 199 899
 info@mbalearabicacoffeeroasters.com
 mbalearabicacoffeeroasters.com

At Mbale Coffee Roasters, we work to:

- Ensure consistency in our production to **satisfy consumer** requirements
- Develop a **traceability** and coffee certification plan
- Ensure that our renowned Bugisu AA is not blended with coffee from other parts of the world
- Purchase a modern coffee roaster with an after-burner for **environmental sustainability**

TASTE AFRICA

Before

After

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of
AFRICA

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The taste of Africa is pure **Bugisu AA** coffee



TASTE
of
AFRICA





Uganda's leading coffee exporters

Mbale Arabica Coffee Roasters was founded in 2016 by sons of Bugisu and Ankole coffee farming families in south western Uganda.

They grow up seeing their families sell coffee parchment to the local cooperatives for modest prices. Their vision was to add value to the crop, to increase both revenue and customer satisfaction.

Today, Mbale's objective is to buy, process, roast, package, market and sell pure Arabica coffee in national, regional and international markets. We aim to become a lead exporter in Africa.

We have signed an agreement with NUCAFE in Uganda to process its coffee and also with MAURK to roast and pack their coffee.

We also have our own specialty coffee brand.

Taste of Africa.



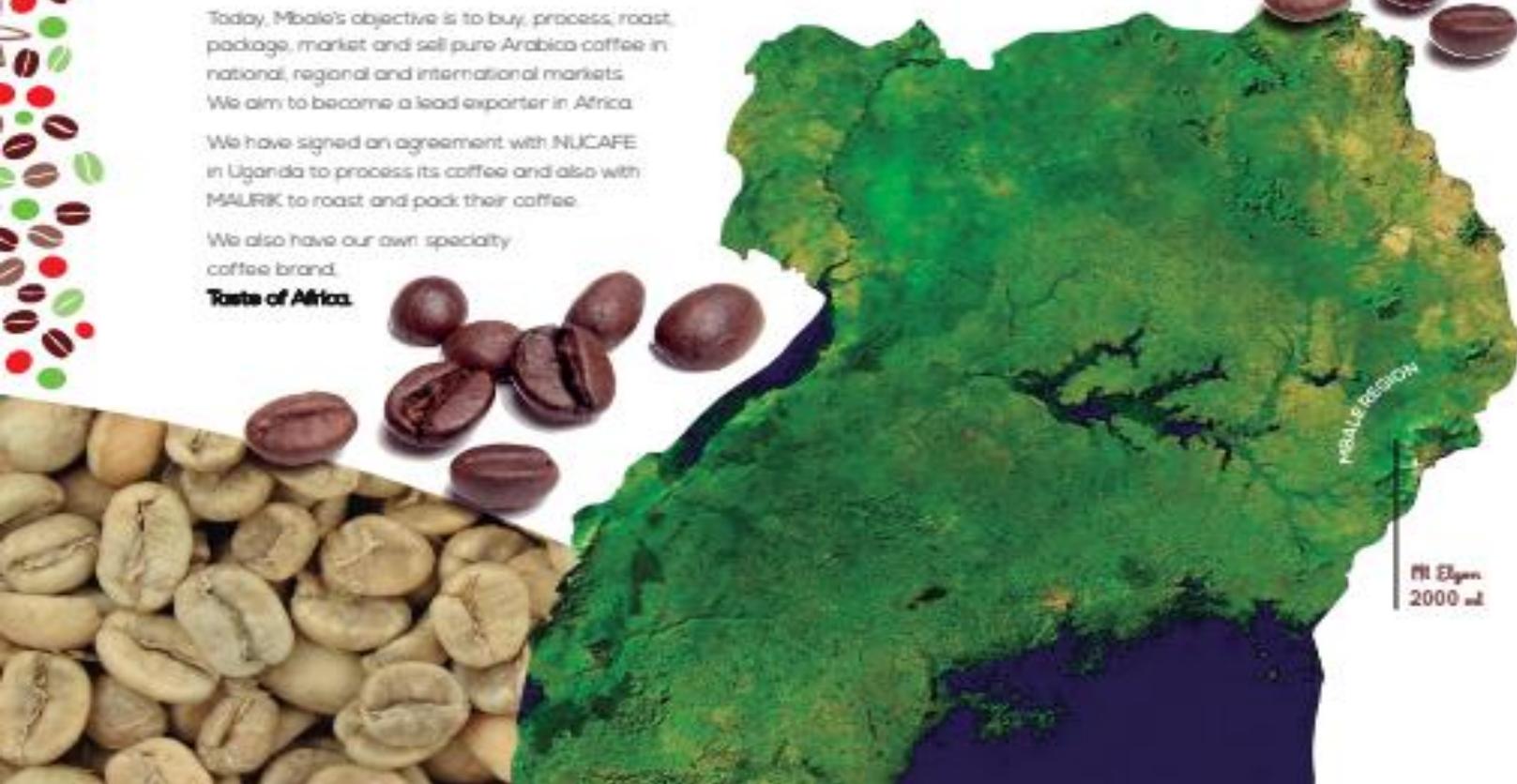
Good agricultural practices and community focus

Most of our Bugisu Arabica coffee is grown organically, under tree shades and intercropped with bananas, which provide additional natural shade. Good agricultural practices are employed all the way from nursery to harvesting of the ripe red cherries.

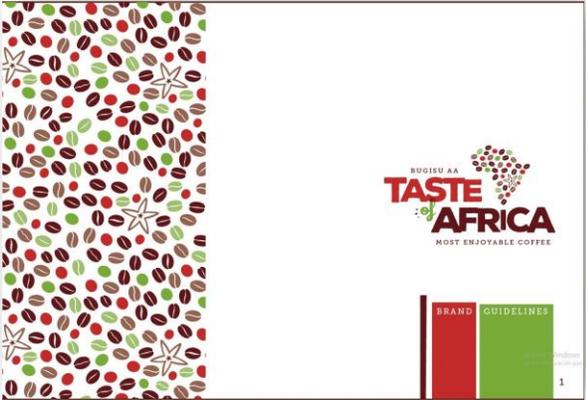
All my customers like Mbale because of its of high-quality washed Bugisu AA coffee. It is always roasted to perfection.

Samuel Masaba,
Akaduka Supermarket,
Kampala, Uganda

We're proud that our coffee farmers have significantly enhanced livelihoods. The local community has been able plant trees, pay school fees and medical expenses and build quality homes.



Branding guidelines



No branding guidelines

Before

After

Additional designs

Label



T-shirt



Cup



Website

No website



Before

After



Africa Coffee Academy



Logo

Nice logo but they wanted to reflect innovation and integration of different steps of the chain



Before

The second option was requested for a youth division



After

Business card

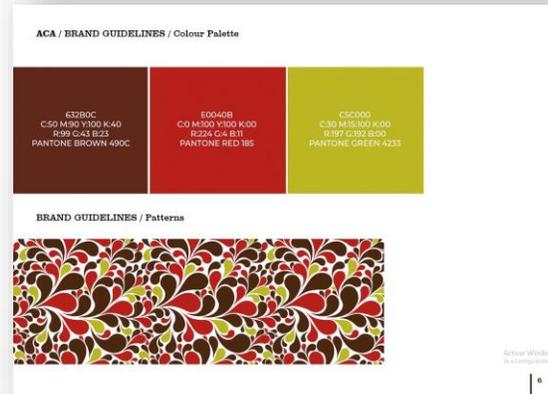
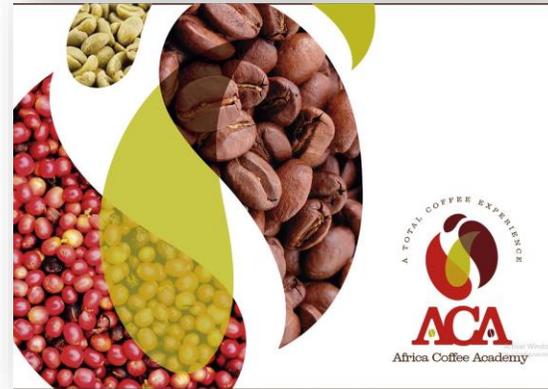
No business card

Before



After

Branding guidelines



No branding guidelines

Before

After

Additional designs

T-shirt



Website



Before



After



Kibinge



<https://kibingecoffee.com/>

Logo

Other 5 options were offered. However, they wanted to keep a polished version of the same logo since too many elements already done



Before



After



Brochure

IT ALL STARTED WITH FOUR COFFEE FARMERS IN KIBINGE, CENTRAL UGANDA. KIBINGE IS A REGION LONG FAMOUS FOR EXCELLENT ROBUSTA COFFEE. THE SOILS ARE WELL DRAINED, FERTILE and LOAMY and THE AIR COOL and HUMID.





AWARDED COFFEE COOPERATIVE



In 1995, in a time of economic pressures and political unrest, the quality and volume of Ugandan coffee had plummeted.

That is when our four founding coffee farmers decided to bring the tradition of high-quality Robusta coffee back to the hills of Kibinge. They formed a farmers' association that would become Kibinge Coffee Farmers' Co-operative Society (KCFCS).

We became Fairtrade certified in 2011 and a registered Ugandan coffee exporter in 2012. In 2013, KCFCS established a savings and credit unit together with a farm supply shop to serve its members good quality farm inputs.




KIBINGE COFFEE FARMERS' COOPERATIVE DELIVERS:

- ★ Award-winning, Fairtrade natural Robusta
- ★ A caring coffee cooperative
- ★ Excellent agricultural practices
- ★ Proactive community investment



+256-752-837-382
 kibingecoffee@gmail.com kibingecoffee.com
 Plot 82, Misanvu Trading Ctr., Kibinge sub-county, Bukomansimbi, Uganda

SUPERB UGANDAN FAIRTRADE SPECIALTY COFFEE



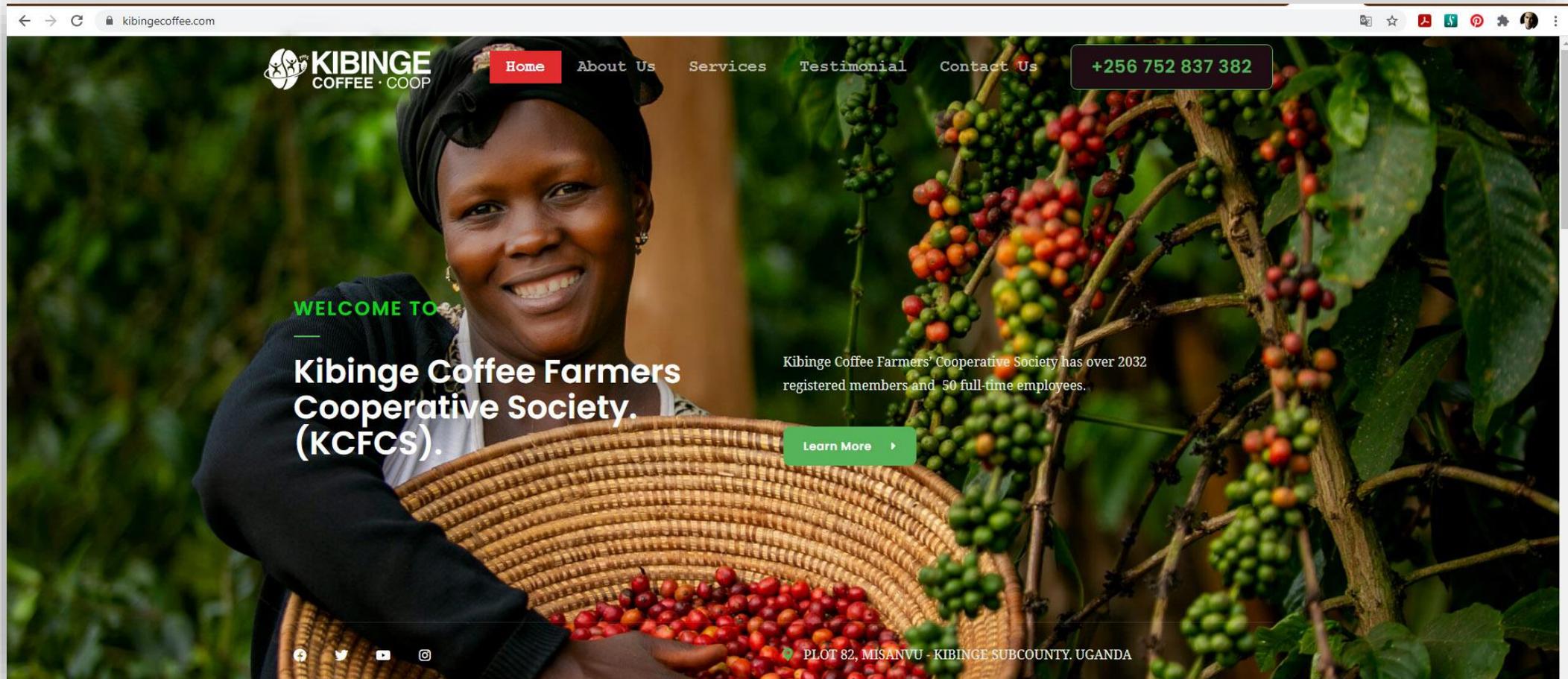
No brochure

Before

After

Website

Current website was partially updated (ongoing implementation of changes)



Blog



LATEST POSTS

A caring, proactive cooperative restoring habitat in central Uganda

18/07/2021





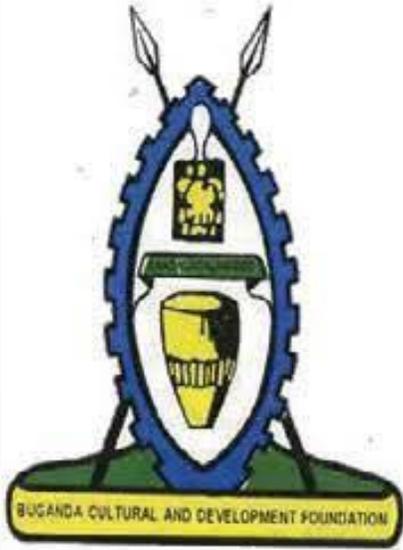
Bucadef



<https://bucadef.org.ug/>

Logo

Low readability



Before



After

Business card

No business card

Before



After

Brochure

No brochure

NaCRRI **THE MENIGHT FOUNDATION** **TheGlobalFund** **UNDP** **WaterAid** **USAID** **LOCAL COUNCILS**

BUCADEF'S PARTNERS

BUCADEF is proud to work alongside many Ugandan and international partners to deliver a range of projects to support the people of Buganda.

Our funding sources include the Buganda Kingdom, Central Government, local authorities, international agencies, local communities, well-wishers, and friends.

The Buganda Cultural and Development Foundation (BUCADEF) aims to promote and foster the culture, social and economic advancement of all people of Buganda. We do so by developing and implementing innovative and sustainable projects in health, education, culture, environment and other sectors.

BUCADEF works in central Uganda, in the Bantu kingdom of Buganda. It is the largest of all traditional kingdoms of the present East African region.

BUCADEF is a registered non-government organization that is also non-political and non-sectarian. It was established by the Kingdom of Buganda in 1994. Buganda is endowed with many untapped resources which support sustainable development opportunities for the betterment of its communities.

Our primary beneficiaries rural and urban poor communities, women, youth and disadvantaged peoples.

BUCADEF
SSAAGALA'AGALAMIDDE

CONTACT BUCADEF TO SUPPORT REAL COMMUNITY CHANGE IN BUGANDA

PO Box 7451, Mengo Bulange, Kabaka Anjagala Road
+256 (0)414 271 870
info@bucadef.org.ug
bucadef.org.ug

At BUCADEF, we aim to drive community development and increase living standards for rural communities and the urban poor in Buganda.

HELPING ALL THE PEOPLE OF BUGANDA

ACHIEVE A DIGNIFIED QUALITY OF LIFE

BUCADEF
SSAAGALA'AGALAMIDDE

Before

After



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BUGANDA CULTURAL AND DEVELOPMENT FOUNDATION

BUCADEF

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**HELPING
ALL THE
PEOPLE OF
BUGANDA**

**ACHIEVE
A DIGNIFIED
QUALITY
OF LIFE**



BUCADEF

SSAAGALA'AGALAMIDDE



WHAT BUCADEF DOES



TRAINING

We run ongoing training programs on issues including income generation and food security.

Districts: Masaka, Mubende, Kiboga, Mukono, Mpigi and Rakai



FOOD SECURITY

We work with growers to improve farming practices and increase the yield of their crops, thereby creating food security. The ultimate goal is to commercialize agriculture.

We provide farmers with high-yielding maize, beans, ground nuts seeds, mosaic disease-resistant cassava stems, and environmentally friendly fertilizers (UREA & DAP). Extension support is also available on a regular basis.

Districts: Mukono, Mubende, Mpigi, Luwero, Kiboga and Wakiso



WATER AND SANITATION

This project increases people's access to clean and safe water and improves general sanitation and hygiene in Uganda.

We work with the local communities to construct shallow wells and taps, and drying racks for clothes, dig latrines, protect natural water springs, and maintain a hygienically clean home environment.

Districts: Mityana, Mubende, Kasanda and Kiboga



NUTRITION AND EARLY CHILDHOOD

We work with communities to improve the growth and development of children under 6 years of age in nutrition, health, psychosocial and cognitive aspects.

BUCADEF implements nutrition-related activities in selected areas on behalf of the Government of Uganda



MICROFINANCE

This project aims to increase rural people's access to micro-credit services, especially women. We provide beneficiaries with soft loans and training in simple business management.



SUSTAINABLE AGRICULTURE

We support communities to farm and work their land sustainably, rather than exploit local forests for short-term gains.

Sustainable farming is the best means to attain food security and ongoing incomes, while ensuring long-term soil productivity.



MODEL HOME PROJECT

We work with local communities to build well-structured and hygienic homesteads with planned farm and and connection to communal infrastructure.

This integrated home improvement project can significantly improve the domestic quality of life for the people of Uganda



WHERE BUCADEF WORKS

There are 18 counties in Uganda: Buddu, Bugerera, Bulamazi, Bunä, Busira, Butajju, Butarabala, Buvuma, Bwesekele, Ggorröa, Kabisa, Kiköki, Kyaddondo, Kyaggwe, Mawogola, Mawokota, Saase, and Saingo

We currently work across 8 of them:

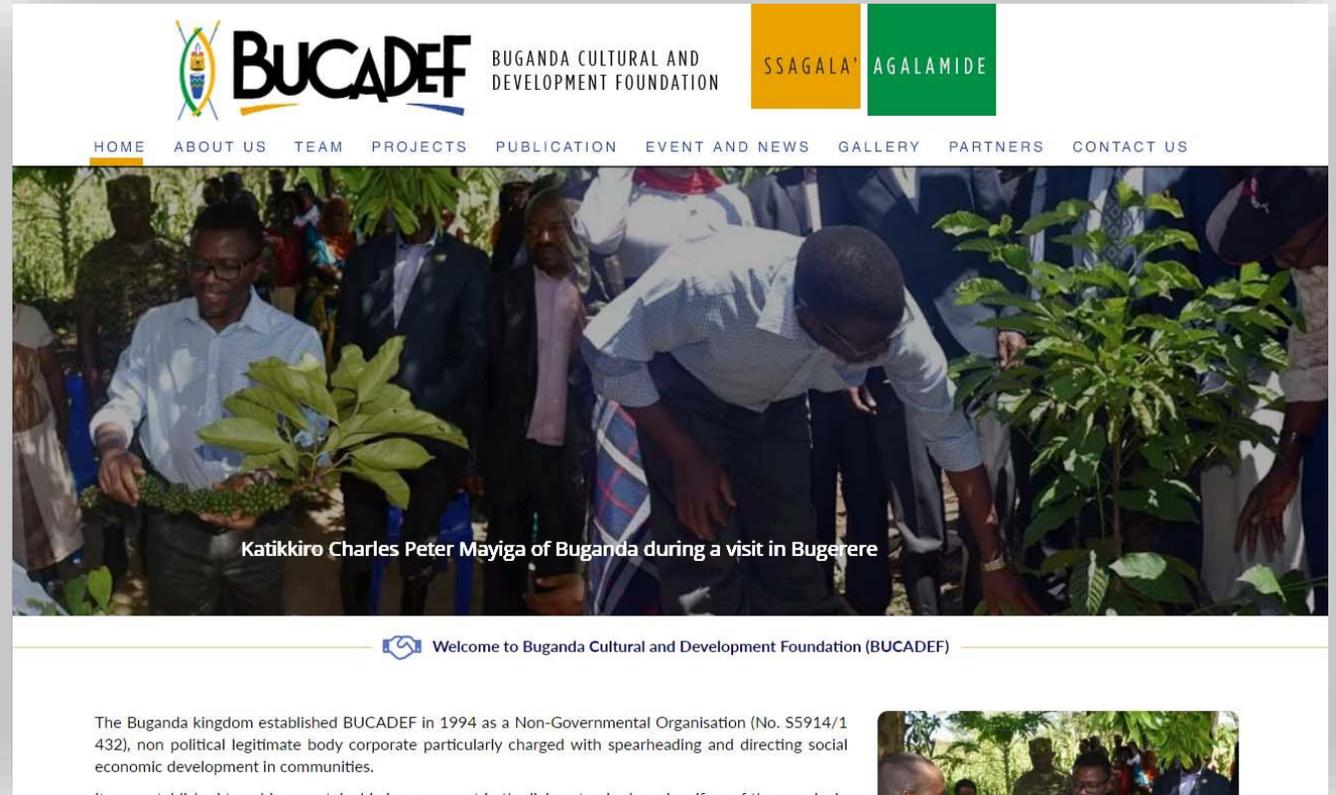
- **Kiboga:** the sub-counties of Mukaj, Gayaza, Wattuba, Butemba, Nsambya and Kiboga
- **Luwero:** the sub-counties of Bamunanika, Kikyisa, Zirobwe, Kalagala, Butuntumula and Nyimbwa
- **Masaka:** the sub-counties of Kyamukibwa, Kyamukaka, Ndagwee and Kabanera
- **Mpigi:** the sub-counties of Kyegorwa, Kibira and Kiringorwa
- **Mubende:** the sub-counties of Myanzi, Kasanda, Busuya, Busimbi, Sekanyonyi, Manyand, Marangala
- **Mukono:** the sub-counties of Njeru, Bukwe and Najemba
- **Wakiso:** the sub-counties of Busukuma, Nsang, Sisa, Entebe B and Kasanga



Website



Before



After



Mt Kenya



<https://mountelgoncoffeeandhoneycoop.com/>

Logo



Before



After

Business card

No business card

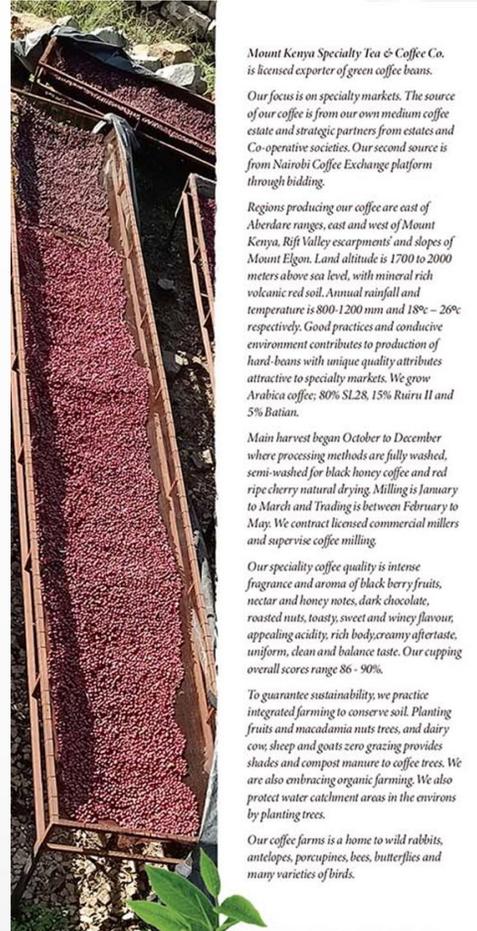
Before



After

Brochure

No brochure



Sustainable specialty coffee from the highlands of Kenya

Contact Mount Kenya for superb sustainable coffee that supports farmers

We work to:

- Lead sustainable production and exports of premium green and roasted coffee
- Maintain our excellent 88-90 cupping scores
- Ensure our coffee is sustainably grown, traceable and yields premium prices
- Provide sustainable jobs for youth and women farmers
- Increase domestic coffee consumption over the next 5 years with our affordable local brand

+254 723 467 903
 info@kenyaspecialtyteacoffee.com
 www.kenyaspecialtyteacoffee.com

Before

After

*Sustainable
specialty coffee
from the highlands
of Kenya*



**Mount Kenya
Specialty Tea & Coffee Co.**
*stands at 1,870m high, east of the
Aberdare ranges and west of the slopes
of Mount Kenya. Here, blessed with
consistent rainfall and mild
temperatures of 18-26°C, our coffee
bushes thrive and produce our
delicious specialty coffee.*

*Our farm is also home to
wild rabbits, antelope, porcupines
and many varieties of birds. We
also rear dairy cows, sheep and
goats mostly on zero grazing.*

*Our coffee has an intense fragrance
and aroma of fruits, dark chocolate,
roasted nuts, citrus and black current,
sweet wine and cream aftertaste,
and an overall clean and balanced taste.
Our cupping scores speak for
themselves at 88-90.*

*Our coffee farm is a small-medium
estate licensed to grow, wet process and
deliver beans to commercial millers for
dry milling and grading. As a single
licensed coffee grower in Murang'a
County, we have 1,000 coffee trees in
the highlands surrounding Aberdare
ranges and Tana river tributaries.*

*We also work with over 700
cooperatives and 3,000 individual
coffee farmers across Mount Kenya,
Mount Elgon and Rift Valley.*

20 years' experience in Kenyan coffee cooperatives

Our co-founder Simon K Gakinya, was an agricultural engineer, working in specialised wet-processing, dry milling, grading, warehousing, logistics and shipping for the coffee industry. A licensed coffee taster and Q-grader, he has over 20 years' experience with coffee cooperatives.

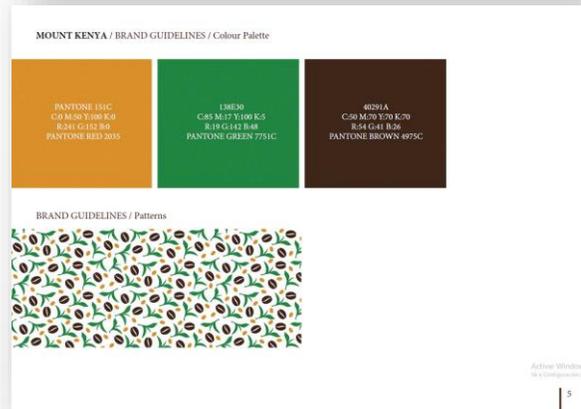
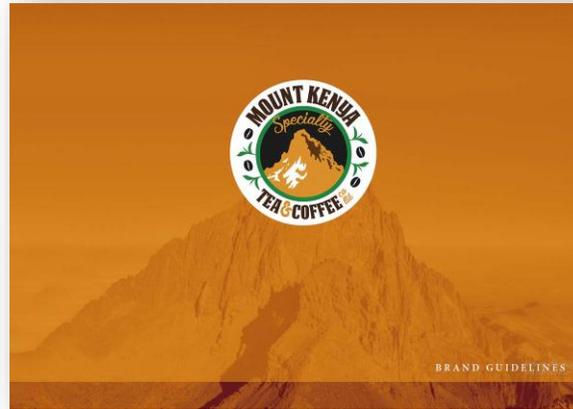


Simon witnessed farmers struggling to achieve yield efficiency, and the high quality and unique attributes necessary for specialty coffee. He wanted to help farmers direct their efforts to more efficient, quality-focused and sustainable farming methods.

As a company, Mount Kenya's vision is to sustainably produce coffee beans that offer farm to consumer traceability. And we're excited to see growers engage in coffee farming as a business, to create jobs for youth and women, and to ensure sustainable coffee consumption and production.



Branding guidelines



No branding guidelines

Before

After

Additional designs

Label



T-shirt



Cup



Website



Before



After

E-commerce website

Mount ELGON COFFEE & HONEY COOPERATIVE

[Shop](#) [About us](#)

SHOP

Categories

- All products
- Bee Products
- Coffee
- Honey
- Other



Coffee 1000g
32,000 UGX



PURE HONEY 1 L
25,000 UGX



BEES WAX 1 Kg
30,000 UGX



Chepsangor



<https://chepsangorcoffee.com/>

Logo



Before



After

Business card

No business card

Before



After

Brochure

Our 100% Arabica coffee comes straight from the lush, green rolling Nandi Hills in the Great Rift Valley, where it grows in a cool climate at 1,700-2,000m altitude.



In this beautiful region of rivers, waterfalls and abundant rain, warm winds sweep across the valley from Lake Victoria.

The climate enables a balanced ripening of the coffee cherry, giving it its unique taste. The rich volcanic soils contribute to the flavour notes of dark chocolate, caramel, maple, citrus and nuts, and a high cupping score of 84+.



Our mission is to give our customers a holistic connection with good quality coffee that does good. We work closely with local communities, especially women and young farmers, to achieve social, environmental and economic empowerment.



#kenyan

Be part of the coffee revolution in Nandi Hills
At Chepsangor Hills we work to:



- ✓ produce excellent Kenyan Arabica coffee
- ✓ revitalise the traditional coffee growing land
- ✓ empower women coffee farmers who support their households
- ✓ use best agricultural practices in every part of our process
- ✓ create sustainable livelihoods for our local Kenyan communities



+254 728 960 868 chepsangorcoffee@gmail.com
www.chepsangorcoffee.com





No brochure

Before

After

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Chepsangor Hills
COFFEE

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**Unforgettable
Kenyan Arabica
coffee**


Chepsangor Hills
COFFEE

#Kenyan

Good quality coffee is good business



Chepsangor Hills Coffee is a family-owned coffee farm and factory. Our founder, Dr Rosebella Langat, and her husband bought land in a relatively undeveloped part of Nandi county. They were then visited by the children of the former owners, who told them that the land had been once a coffee plantation with a pulping station and turbines that generated power

from the river. All that remained today was one coffee tree on the side of the road and a piece of concrete from the pulping station by the river.

The Langat family already supported the community with school and medical fees. But they wanted to help in a sustainable way, to empower locals to make a good living on their own.

Coffee farming was the answer. They did a soil analysis and consulted the Coffee Research Institute. Then they planted coffee trees and set up an innovative eco-pulper to process the coffee.

Today Chepsangor Hills Coffee farms, processes and markets our brand, Tulon Coffee.

We train our farmers in good agricultural practices to increase yield and sustainability. We provide agronomy and market information, including customer requirements and how to connect to buyers.



Empowering women empowers everyone

The women of Chepsangor are very passionate about coffee because they know it is key to economic empowerment. Traditionally in Kenya, only men can own land. However, through a number of community meetings, they have been persuaded to allow women to plant their own coffee using their own resources. 90 women in our community now have 60 trees each.



Most of our Chepsangor Hills factory staff are 25-30-year-old women and men, who receive regular training, including on green coffee grading.

At our farm, women carefully select the red-ripe cherries during harvest for processing and sort the parchment to

perfection while drying under the sun. The youth in our community also receive coffee training when they come home for study breaks.



Quality coffee that doesn't cost the earth

We're passionate about sustainable production of our high-quality coffee. We use quality certified seeds from the Coffee Research Foundation for our shaded nursery. We avoid soil erosion by using a zero-till method when planting seedlings. We also mulch, terrace and use manure to protect the soil, which we test annually to ensure its health.

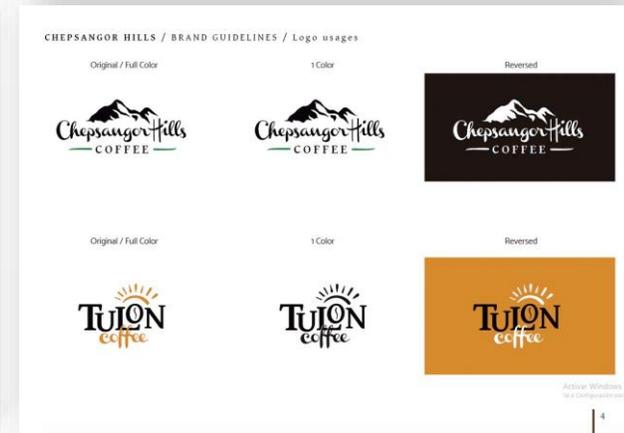
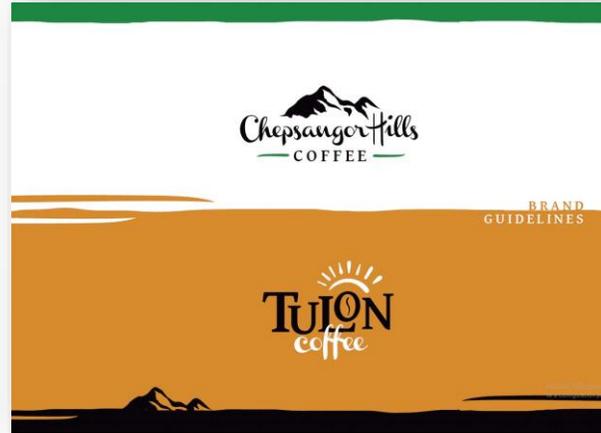
Coffee trees grow under canopies of indigenous trees which provide shade and organic leaf matter for soil health. We protect the perennial river that flows through our farm by maintaining a 16-metre border of natural vegetation. We also installed beehives to support better pollination during coffee flowering.

Our 1.5 tonnes per hour eco-pulper machine gives us the flexibility for different processing methods, including honey (semi-washed), washed (fermented/water-pulped) and natural coffee.



#empowering #quality #environment #sustainable #exquisite #women #kenyan #arabica #biodiversity

Branding guidelines



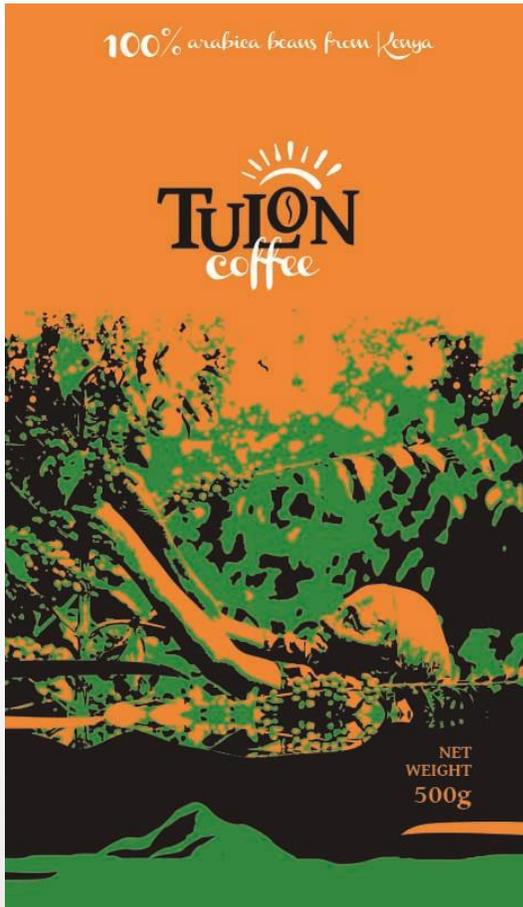
No branding guidelines

Before

After

Additional designs

Label



Apron

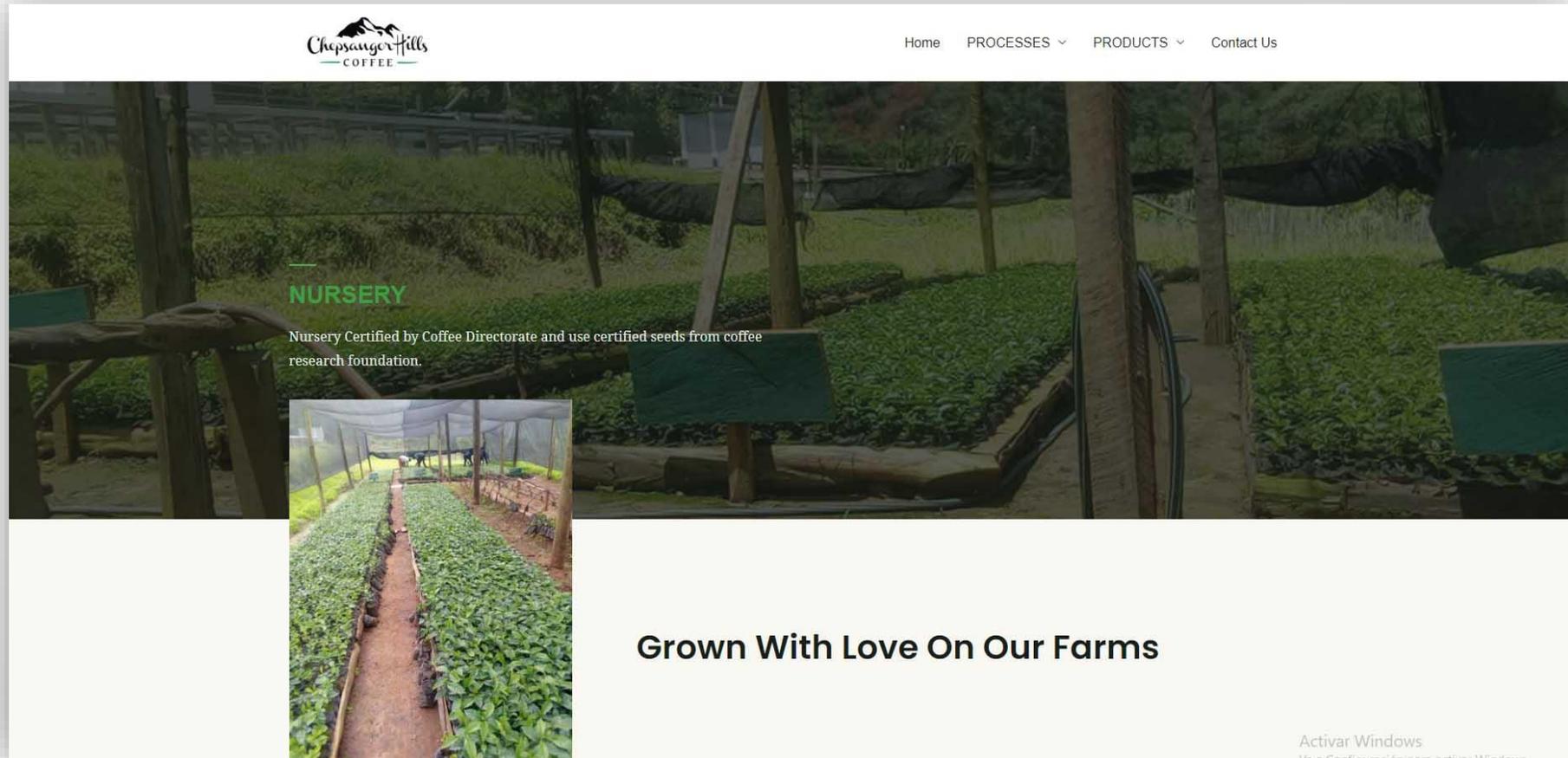


Cup



Website

We updated the existing website





Sakami



<http://sakamcoffee.com>

Logo



Before



After

Business card

No business card

Before



After

Brochure

No brochure



Before

After

Unique Kenyan Arabica from Mt Elgon



Mt Elgon, which peaks at 4,200 meters above sea level, is a unique micro-climate for growing coffee. Here, at 1,800m is Sakami Coffee, growing coffee across 80 hectares of farmland and wetlands.

The wetlands draw groundwater from the surrounding hills and provides us with a year-around water source for our farm. In turn, we protect it and the multitude of birds, frogs and other wildlife that inhabit it.

Our Arabica trees are nourished by Mt Elgon's rich volcanic soils, cool, humid climate and generous rainfall matched by sunny periods.

Our coffee profile is floral, fruity, caramel and nutty with a long after taste and a well-balanced, tea like acidity. Our last harvest cupped at 83-84.



Quality Kenyan coffee with a difference



Pioneering green energy powered coffee and biodiversity

Sakami is located in a remote location, unconnected to the power grid. As such, we needed to generate our own power. Naturally, we chose a green energy option, using solar to power our irrigation and lighting needs. We were the first farm in Kenya to use solar irrigation for over ten years.

We draw our irrigation water from the wetlands within the farm, whose water source is groundwater seeping from the springs. The wetlands were previously used for farming but we want to protect them.

We've planted different indigenous trees around the wetlands to help restore wildlife habitat. And the wildlife returned in abundance: small gazelles, aardvarks, monkeys, wild rabbits, frogs and dozens of bird species, including nesting crested cranes.

We have spread out beehives to enhance pollination of coffee and macadamia, providing better yield and a higher quality of beans.

We support biodiversity by growing our coffee under macadamia trees and 10 hectares of avocado trees, using safe herbicides to protect bees and other insects. We plan to increase macadamia production and process dried and packed macadamia nuts, as well as start avocado harvesting and exports.

We also have a worm nursery which provides nutritious mulch from coffee pulp. All pruning waste is left under the coffee trees to decay and feed the trees and microorganisms.

Gloria Gummerus, the founder of Sakami Coffee, grew up at Tree Rivers Coffee Farm and decided to venture back into coffee growing. Gloria wanted to distinguish Sakami from well-recognised Mt Kenya coffees by concentrating on quality. She also ventured into non-traditional Kenyan processing like honey and naturals, and different combinations of fermentations and coffee varieties.

Sakami now offers SL 28, Ruiru, Batian and K7 varieties with processing tailored to the client's need. This is a unique proposition on Kenyan specialty coffee market.

Sakami is located in Berbeton, the former frontier to Mt Elgon and home to wild elephants and buffalo. Today, the elephants and buffalo have retreated to Mt Elgon National Park, best known for its caves, where they enjoy digging minerals from the walls and ceilings.

Branding guidelines



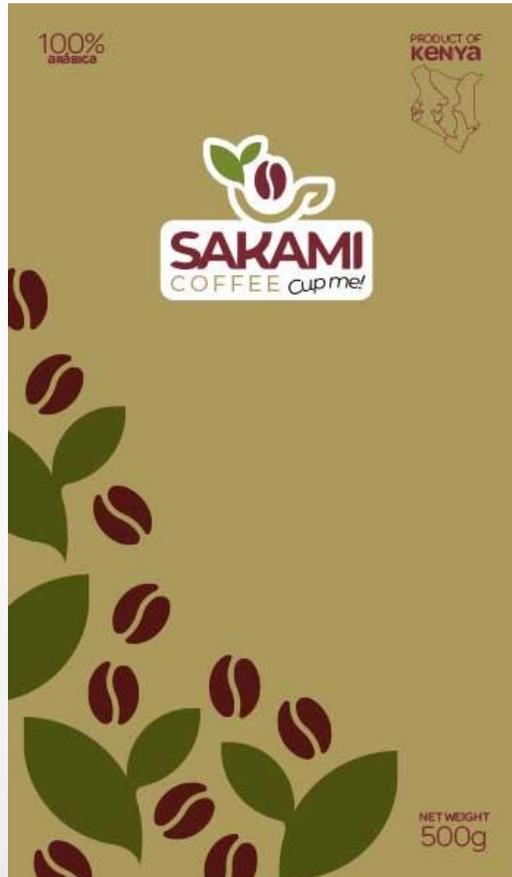
No branding guidelines

Before

After

Additional designs

Label



T-shirt

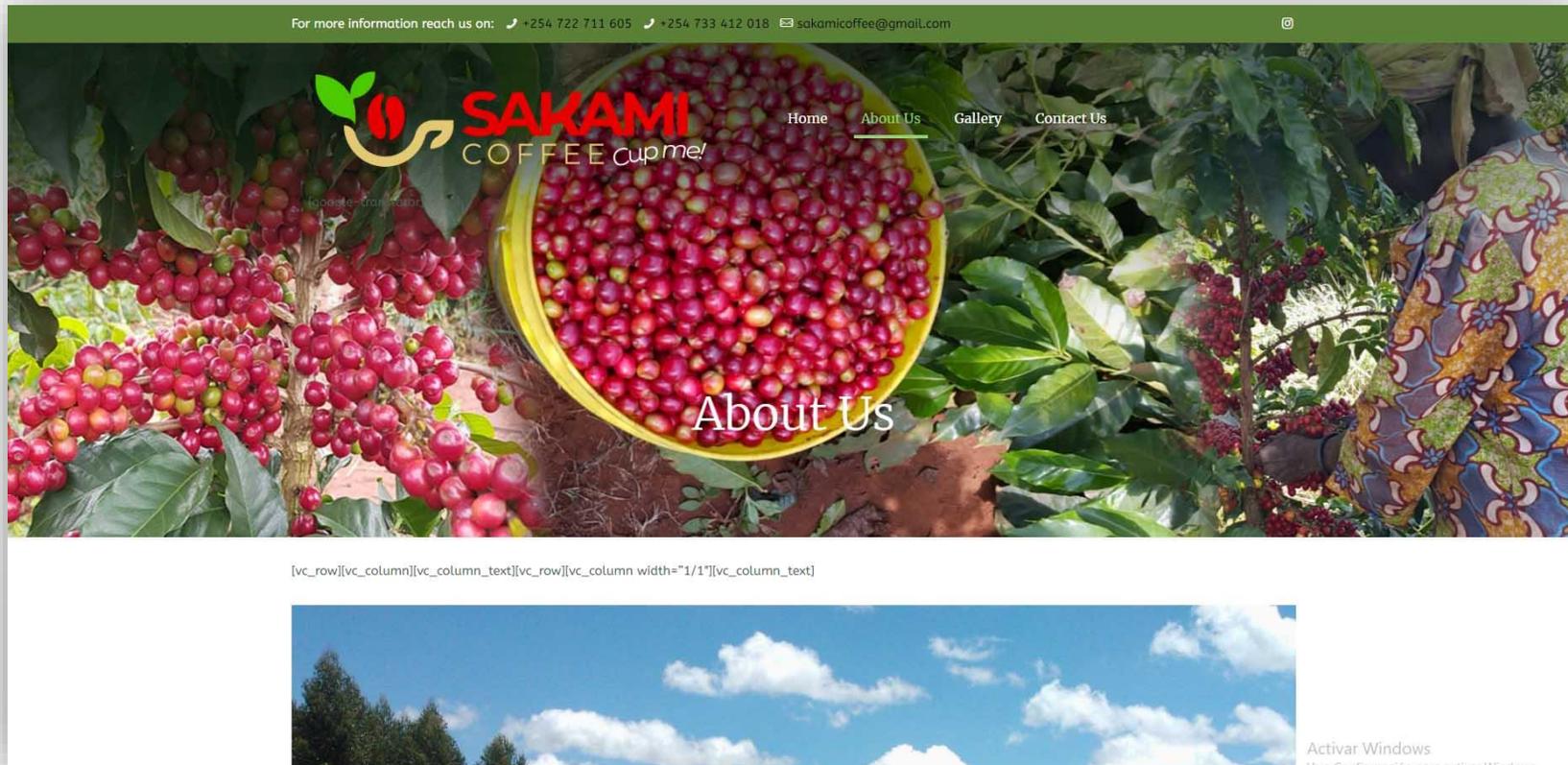


Cup



Website

We updated the existing website





Safari Lounge



Brochure

No brochure



Safari Lounge, the unique purveyor of high premium teas, coffee and honey, was founded in 2007 in Kenya.

Safari Lounge is an award-winning company producing and selling Kenya's finest teas, coffee and honey. Our customers are Kenyan hotels, restaurants, cafés and international suppliers.

We celebrate superior quality, rich tradition and the Kenyan spirit. We work alongside local farmers, nurturing relationships and the community.

Safari Lounge is founded on the principle of ethically sourced, exceptional specialty and commercial coffee. We put our heart and soul into roasting and blending our coffee while ensuring benefits for everyone along the supply chain.

Our team of highly trained individuals are passionate about tea and coffee. We roast our single origin or estate coffees in small, micro-lot batches. Our coffee is always roasted to order, so it's as fresh as possible.

At Safari Lounge, we work to:

- Provide a range of award-winning specialty coffees tailored to our customers' needs
- Help protect African endangered wildlife through our Conservation Coffees
- Supply freshly roasted specialty coffee from our micro-roastery
- Benchmark innovative solutions such as Barista Milk and compostable Nespresso-compatible coffee capsules

CONTACT SAFARI LOUNGE
FOR AWARD-WINNING,
SPECIALTY KENYAN COFFEE

+254 772 244 202
sales@safarilounge.co.uk

Safari Lounge
SPECIALTY COFFEE

Safari Lounge
SPECIALTY COFFEE

PASSIONATELY CRAFTED
SPECIALTY KENYAN
COFFEE

Before

After

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SPECIALTY KENYAN
COFFEE

Safari Lounge
SPECIALTY COFFEE



SPECIALTY BEANS ROASTED TO PERFECTION

Safari Lounge offers a premium selection of locally grown, roasted and blended coffees. They boast the rich flavours and aromas specific to the healthy soil and culture of Kenya's farming cooperatives.

We also source the best sustainable and ethical high-grade Arabica and Robusta coffee from farms across the East African region. By purchasing coffee beans directly from coffee cooperatives, locally as well as regionally, smallholder farmers receive the best prices.

Just as important, Safari lounge ensures the ecological integrity of the production model by investing in the green mindset skills of its cooperatives.



CONSERVATION COFFEE

We have introduced a new range of Conservation Coffees. Our first is Gorilla Conservation Coffee. This delicious blend from Uganda is named Kanyonyi after the former lead silverback of the Mt. Bwindi gorilla family who live in Bwindi Impenetrable National Park.

Gorilla Conservation Coffee is an award-winning social enterprise of Conservation Through Public Health which works with Ugandan Wildlife Authority and local communities. It aims to improve education, healthcare and livelihoods so that humans and mountain gorillas can coexist.

We are also working on our Northern White Rhino Conservation Coffee, sourced from the foothills of Mount Kenya. The northern white rhino is the rarest rhino in the world with the remaining two living in Ol Pejeta Conservancy in central Kenya.

PREMIUM COMPOSTABLE COFFEE CAPSULES



We care about the environment. We first came up with the idea of compostable capsules in 2017 when Kenya banned single use plastic.

We won the GOLD Award for our compostable Nespresso-compatible capsules at the Africa Food Industry Excellence Awards in 2019.

Compostable Nespresso Compatible Capsules - 'Capsules Coffee that doesn't cost the earth'. Our revolutionary capsules will disintegrate in 90 days into natural elements within a compost environment and convert into non-toxic humus in the soil.

Our capsules are made from bio-sourced agro-material and produced mainly from vegetable fibres and starch.

They are compliant with the stringent EN 13423 standard for chemical composition, biodegradation, disintegration and quality of final compost and eco-toxicity. The packaging cartons are FSC (Forest Stewardship Council) accredited which means they are made out of wood from responsible sources.

INTRODUCING BARISTA MILK

90% of coffee sold is milk-based espresso. Two thirds of your cappuccino and latte is milk... and great coffee needs great milk!

Safari Lounge recently formulated and launched a Barista Milk with our partners Bio Food Products.

Milk and coffee - a match made in heaven!

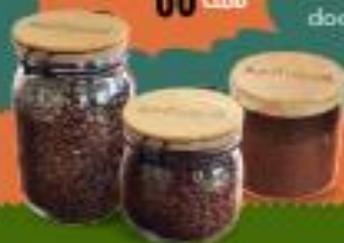
Our Barista Milk won the Dairy Product of the Year in 2018 at the Africa Food Industry Excellence Awards.



OUR B2C CONCEPT



We deliver our freshly roasted, single origin coffee beans to your doorstep every month - nice and easy. You can pause or cancel your subscription at any time.



Price for 2 bags / XXg starts at 1,600 KES.

We offer:



Quality - single origin coffee, freshly roasted & seasonal



Zero waste - delivered in reusable containers



Control - anytime you want, you can pause, stop or adjust



Tailored - roast profile and grind size to suit your taste and method of brewing



Shipping - all costs included, worldwide shipping with tracking



Savings - cheaper than single orders

SUBSCRIPTIONS

Loyalty rewards and further discounts on longer subscriptions:

12 MONTHS
Save > 15%

6 MONTHS
Save > 10%

3 MONTHS
Save > 5%



Utake



<https://utake.coffee/>

Logo



Before



After

Business card



No business card

Before

After

Brochure




UTAKE COFFEE LTD is the newest state-of-the-art Specialty Coffee Association (SCA) Premier Training Campus ("PTC"), nestled at Bluebells Gardens in the outskirts of Nairobi, Kenya.



Before

Utake's certified specialty coffee grows in the beautiful landscape of Kenyan coffee growing highlands.



Contact Utake for superb coffee that exceeds every expectation



We produce a cup with medium, lively acidity and a smooth, balanced body that scores 86 points and above (super specialty category). Flavour notes include blackcurrant, berry, chocolate, honey, tart, cane sugar sweetness.

We expertly hand-roast beans in small batches according to our client's specifications and required profile. We cup and then package in resealable, environmentally friendly bags that preserve the freshness of each batch. Our packaging comes with our careful notes on different coffee grinds and brewing methods. We want to make an excellent cup of coffee accessible to every coffee lover.

But we're not just specialty coffee growers and roasters. We are transformative educators.

We aim for nothing less than to transform the lives of our community of growers, producers and consumers by enabling a learning environment supported by our experience, networks and partnerships.

We set up the first SCA certified Premier Training Campus in Kenya to assess samples for export, and train and certify coffee professionals.

At Utake, we aim to >>>

Make an excellent cup of coffee accessible to every coffee lover

Train, educate and certify coffee professionals at our Specialty Coffee Academy

Support African coffee businesses to exceed their customer's expectations

Engage a new generation of coffee growers in the industry




Bluebells Gardens, Shop 5, Beijing Rd, Mavoko Subcounty, Nairobi Area (Mavoko Subcounty), Kenya
 +254 20 440 8697
 info@utakecoffee.com
 www.utake.coffee

Visit our website for an updated schedule of coffee courses and certifications!

After




TRANSFORMATIVE COFFEE
 TRADERS, ROASTERS *and* EDUCATORS




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Utake
Coffee



SCA Premier Training Campus (Specialty Coffee Association)

Bluebelts Gardens, Shop 5, Beijing Rd, Mayako Subcounty, Nairobi Area (Mayako Subcounty), Kenya

+254 20 440 8897

info@utakecoffee.com

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Utake
Coffee

TRANSFORMATIVE COFFEE
TRADERS, ROASTERS *and* EDUCATORS





Training a new generation of African coffee specialists

We take our name, Utake, from a Swahili word that means 'crave' or 'desire', which we align with the craving for a good cup of coffee. Utake is an innovative company that specializes in quality training, marketing, research consultancy, development management, roasting and trading.

At our campus, certified by the Specialty Coffee Association (SCA), we conduct coffee trainings and quality analyses for our customers.

We are the first in the region to have a lead consultant working as an in-house Q instructor, barista trainer-judge and Authorized SCA Trainer.

She is a specialist for Quality (Q) in both Arabica and Robusta coffee varieties and the first-ever certified Q-Instructor in Africa with the Coffee Quality Institute.

We offer high quality and cost-effective services that support African coffee businesses to exceed their customer's expectations through sustainable high-quality coffee production and social responsibility. We have extensive work experience in the 11 Africa producing countries for the last 14 years.

We provide opportunities for other talented and skilled African and international coffee professionals

to attain and maintain these qualifications. We also collaborate with governments, organizations and institutions around the world in related areas. These include **Coffee Quality Institute; International Women Coffee Alliance; International Trade Centre, African Fine Coffee Association**, and national institutions in coffee producing countries.



Mugure Karanja



SCA - Premier Training Campus
(Specialty Coffee Association)

Empowering coffee farmers *with knowledge*

Utake Coffee has developed training to empower the most important segment of the coffee value chain: the coffee farmer. We share all our knowledge on how to improve coffee quality with local farmers.

We've done through our training partners as well as Festicoffee Cameroon, Fairtrade Africa and the leaders of 5 main coffee cooperatives in Ethiopia

Supporting youths in the coffee industry

Every year we select one young woman or man from each of Kenya's five coffee producing counties to attend the coveted global coffee qualification, the Q Grader Course at our internationally certified lab.

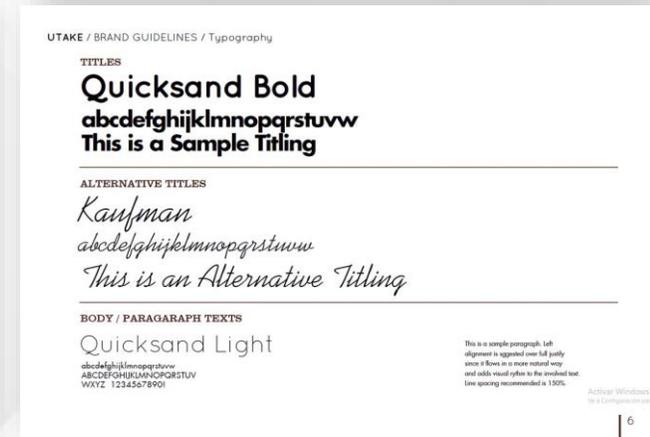
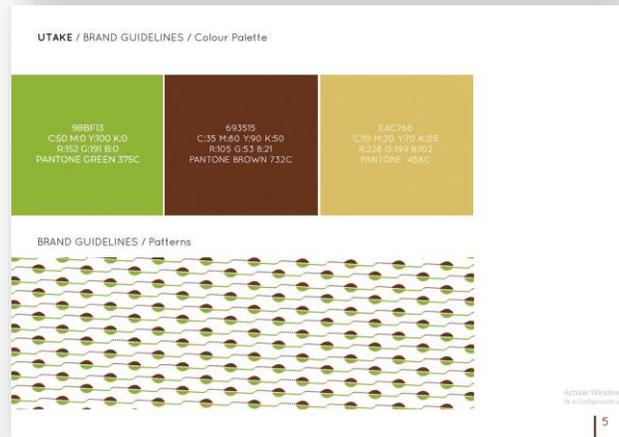
This is our way to give back, engage youth and share knowledge in the coffee growing regions.



"Just had what has got to be the world's best coffee delivered to me today. The aroma is on another level. I feel like diving into the bag LOL!! can't wait to brew..."

Mugure Karanja, Dentist, Nairobi, Kenya

Branding guidelines



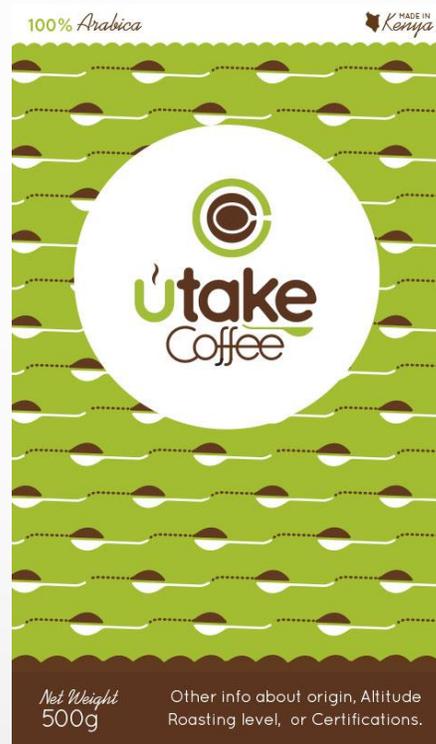
No branding guidelines

Before

After

Additional designs

Label



Apron

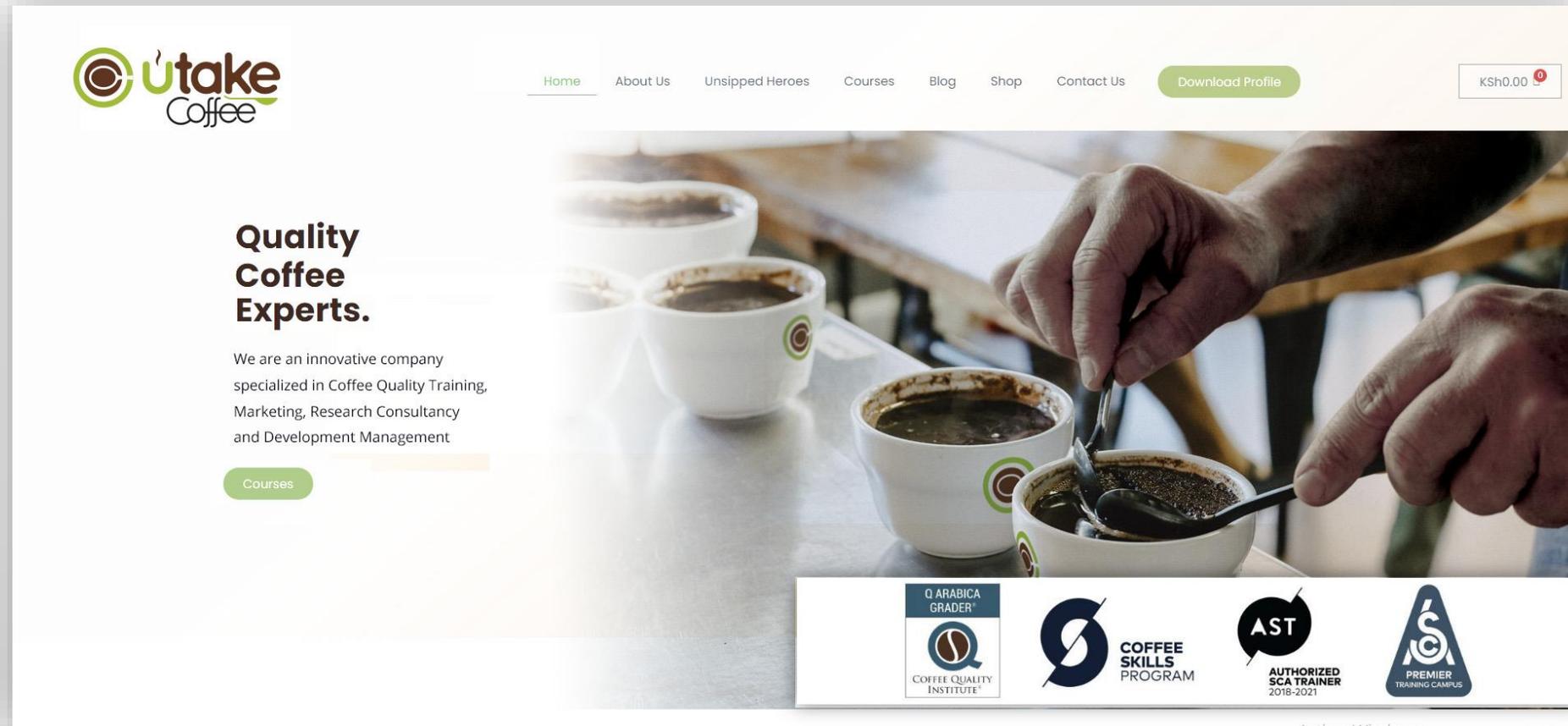


Cup



Website

We updated the existing website





KaffiKawa



Logo

They wanted to keep his existing logo and develop an aligned sub-logo for a new instant coffee product



kaffi
kawa
SIGNATURE KENYAN COFFEE

Before



KAFFI
KAWA
instant
SIGNATURE KENYAN COFFEE

After



Jowam



<https://jowamcoffee.co.ke/>

Brochure

Jowam Coffee is known for superb Arabica varieties, farmed in the volcanic soils of Kenya's central highlands.



Coffee plants in our region have just the right amount of sunlight and rainfall, which brings out the rich flavours of dark chocolate, hazelnut and molasses.

Our coffee is mostly washed and consistently cups at 85+. We roast coffee from each region separately to retain its distinct flavour characteristics. Nyeri, Meru, Kirinyaga, Kisii, Bungoma and Machakos are our regional blends.



Nyeri coffee is known as 'the heart of Black Gold Coffee' because of the intense flavour inside its slow developing, dense beans. Grown in the highlands between the eastern base of the Aberdare Range and the western slopes of Mt Kenya, Nyeri beans develop a classic Kenyan taste profile fresh fruitiness, crisp citrus, and bright and balanced acidity.

**CONTACT
JOWAM COFFEE
FOR
SUPERB KENYAN
SPECIALTY COFFEE**



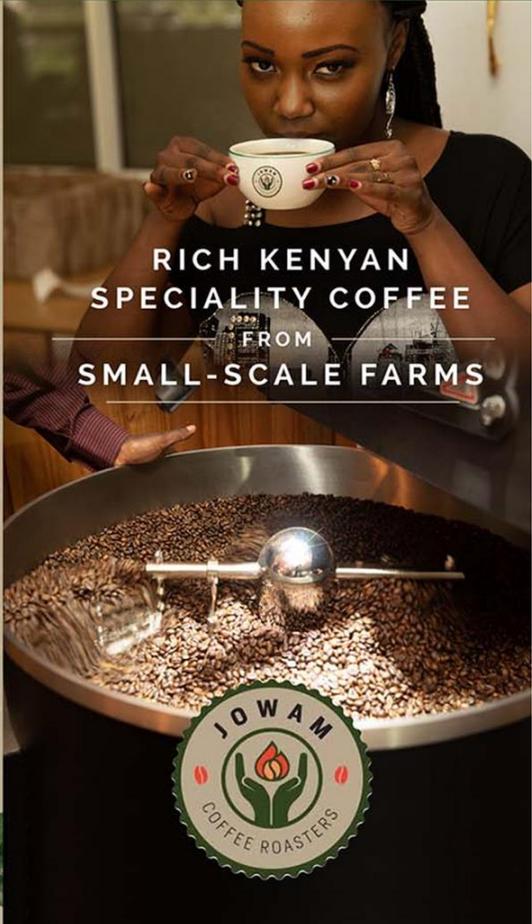
AT JOWAM COFFEE, WE WORK TO:

- > Export Kenyan and regional green coffee beans to match the specifications of each customer
- > Promote small-scale farmers by marketing their coffee and accessing a steady source of income
- > Introduce customers to Kenyan specialty coffee farms by creating one big coffee community
- > Use the latest technology to make our operations more effective and transparent



NAIROBI KENYA

coffeejowam@gmail.com
+254 0724 637 787
www.jowamcoffee.co.ke



**RICH KENYAN
SPECIALTY COFFEE
FROM
SMALL-SCALE FARMS**



No brochure

Before

After

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CONTACT JOWAM COFFEE FOR SUPERB KENYAN SPECIALTY COFFEE



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NAIROBI



KENYA

coffeejowam@gmail.com

+254 0724 637 787

www.jowamcoffee.co.ke

RICH KENYAN
SPECIALITY COFFEE
FROM
SMALL-SCALE FARMS



CONSISTENCY AND SUSTAINABILITY



Jowam Coffee was founded in June 2016 by a coffee dealer determined to create impact in the coffee industry. Since then, Jowam has become a trusted dealer and exporter of Kenyan green Arabica, globally recognised for quality assurance, consistency and efficiency.

We work directly with small scale coffee producers, which allows us to maintain a sustainable approach. Most of our farmers have 4,000 – 7,000 trees. We support them with training and access to advanced farming technologies.



EXPERTS IN GREEN COFFEE EXPORTS



Jowam Trading Coffee exports approximately 6,000 bags of green coffee from Kenya annually. We operate from our head office in Nairobi where all the coffee auctions take place.

Each week, our team roasts and cups 500 samples of coffee to assess their quality. We then take the individual auction lots and carefully blend them to the requirements of each customer. We monitor the quality and security of our coffee right up to export.



TECHNOLOGY-POWERED EFFICIENCY

At Jowam Coffee, we aim to use the latest cutting-edge technology in the warehouse and in the trade and daily operations. This helps to maintain our ethos of efficiency.

Our drivers and sales representatives will soon be equipped with handheld PCs.

We use operational software like Thinq MSP, reducing time-consuming paperwork, field expenses and outstanding sales, and increasing efficiency and transparency.

"Absolutely love it. The coffee is great and consistent in quality. My customers really appreciate Jowam Coffee, making my coffee shop stand out in serving quality coffees."

*Monica, Hoodexpressoh,
Nairobi, Kenya*



"Since we switched to Jowam Coffee here at Swahili Beach, we've experienced an increase in coffee lovers. Our staff have become more knowledgeable and skilled through training from the Jowam team. Overall, Jowam Coffee is a great experience."

*Joseph, Swahili Beach Resort,
Diani, Kenya*

THANK YOU FOR YOUR ATTENTION

For more information about the Marketing Support Programme, please send an email to:
Boulelouah@intracen.org