



SUSTAINABLE QUALITY COFFEE SOURCING



QUALITY
SUSTAINABILITY
PRODUCTIVITY

IN COLLABORATION WITH THE
RAINFOREST ALLIANCE

63'000
FARMERS
x2 SINCE 2009



82.5% FARMER
SATISFACTION
90% FARMER
LOYALTY



\$ PRICE PREMIUM
30-40% ABOVE
MARKET PRICE



+80%
OF SUSTAINABLE
QUALITY COFFEE



280'000
HECTARES
OF SUSTAINABLY
GROWN COFFEE

