



SMOKIN' BEAN



SUSTAINABLE



TRACEABLE



ENVIRONMENTALLY
FRIENDLY

The Smokin' Bean Story



Our consumers

What they want.



Our farmers

The cooperatives we
source our beans from.



Our coffee

Two blends. Always
sustainable. Always
delicious.



Your opportunity

Perfectly served in our
focus channels.

Consumer megatrends present opportunities for new brands and products

In today's global society, certain megatrends affect consumer behavior cross borders and categories



Ethical living

- Demand transparency and authenticity
- Want inspiring and engaging brands
- “Less is more” – experience over possessions



Premiumization & personalization

- Willing to pay more for better quality, personalized and convenient services
- Healthy living – wellness, mindfulness and happiness



Convenience & simplicity

- Consumers lives are busy and full of stimuli
- Want consumption to be made quick & easy
- Out-of-home is booming

Convenience, quality and sustainability are also key for today's knowledgeable coffee consumers

- **Convenience** consumer megatrend also drives growth in coffee category in Europe
- Consumers are more **knowledgeable and demanding** about coffee taste profiles, quality and sourcing
- Consumers demand for **transparency and traceability**
- Premium-priced **specialty coffees** continue to grow
- **Certifications** are helping to produce more efficiently, sustainably and higher quality coffee

What is important to consumers?



TRANSPARENT



ETHICAL



PREMIUM EXPERIENCE



Who we are

SMOKIN'
BEAN

SMOKIN' BEAN

Sustainable, traceable, environmentally-friendly coffee you can count on.

- We know coffee lovers expect the best quality whether they are on the go, in the office or at a café. Our consumers want to enjoy a great coffee and feel good about it.
- Smokin' Bean is committed to supporting transparent and ethical practices for coffee-growing communities, right from the crop to the cup, and we consider our impact on the environment at every step of the coffee journey.



Sustainable from crop to cup



Environmentally-friendly farming

Traceable & independently certified



Reduce & recycle

Material sourcing & waste management



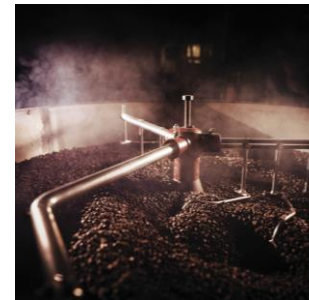
Sustainable convenience

Plant-based takeaway cups & reusable KeepCups



Ethical practices

Supporting current and next generations



Carbon-neutral roasting

At the world's first carbon-neutral roastery

Our Coffee Farming Community



Fedesi - Mexico—
(4 yr. trading)



CACSOVU - Peru (>7
yr. trading)



Ascarive - Brazil
(5 yr. trading)



ACPCU - Uganda
(>6 yr. trading)



Sol & Café - Peru (>7
yr. trading)



F. S. Ignacio - Peru (>8
yr. trading)



Aprysa - Peru
(6 yr. trading)

Sol & Café
Cooperativa de productores



Our Coffee Farming Community (Peru)



Rocel Romero Rafael
Farmer
Member of the Coop. since 2008



**Marco Antonio
Cabrera Campos**
Farmer
Member of the Coop. since 2016



**María Delelma
Carranza Mejía**
Mother of Gerardo Goicochea
Farmer/ ex. President of the Coop.



**Margarita Liset
Burga Cervantes**
Wife of Gerardo Goicochea
Farmer/ ex. President of the Coop.



Lenin Gómez from Co-op. Sol y Café and his mother, a coffee and cacao farmer



Meet Lenin, one of our Growers

From Sol y Café Co-op. in Peru

“We grow coffee for Smokin’ Bean!

We have a great relationship with the roastery.

Sustainable Agriculture is key to fighting climate change.

Certifications protect our Community of the Coffee-Loving.”

PROJECT NEXT GEN

The next generation of coffee farmers

SMOKIN'
BEAN

The challenge: How to ensure the future of coffee farming

The future of coffee relies on the future of coffee farming communities.

The average age of coffee farmers is increasing, yet it's becoming more common for the next generation to leave the family farm in search of different career paths. What does this mean for the future of coffee? It's clear that for coffee to support communities for generations to come, we must engage young people, and offer a promising future.

The demand for coffee is growing and showing no signs of slowing down. With this comes many more opportunities for the ambitious young farmer. We want to motivate young people to choose coffee and to show them that it can provide a stable and profitable future.



Project Next Gen – Helping a new generation of farmers

At Smokin' Bean we know our producers. We understand the risks and challenges faced by coffee farmers and we want to help them overcome these challenges and provide support right where it is needed. That's why we are proud to have launched Project Next Gen: a unique initiative designed to inspire young people – the next generation of coffee farmers.

Invest in equipment and training for young people

- 24 young adults selected, at least 50% female representation
- Either coop members or children of members and technicians

Enable the improvement of coffee quality

- Training on wet coffee processing
- Specialty coffee cupping
- How to increase quality

Ongoing learning and development

- Transfer learning to 180 co-operative members through field schools
- Five participants selected to become Q-graders, and hired in the quality control team





**CLIMATE
NEUTRAL**

MEASURE
REDUCE
OFFSET

NOW

Sustainable coffee roasting



Meet Eduarda, Our Roaster

Head of Coffee & Quality at Matthew Algie – the
world's 1st Gold Standard Carbon Neutral Roastery



Smokin' Bean is hand-roasted with care
Only small batches of fresh coffee

**SMOKIN'
BEAN**



Our Coffee

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BEAN

Signature Blend

100% Arabica

Medium roast

Triple certified

FT, Organic, RA

Origins

Peru: Sol Y Café, CACSOVU/Ubiriki, Frontera San Ignacio, Chirinos, Aprysa

Mexico: FEDESI & Cafemex

Profile

Bright fruit & vanilla notes on the nose, grain and caramelized sugar sweetness on the palate with burst of ripe citrus fruits acidity; medium body with thick texture and long juicy aftertaste.



**SMOKIN'
BEAN**

Rocha Blend

Arabica-Robusta blend

Fair Trade certified

Medium-dark roast

Origins

Peru: Sol Y Café, CACSOVU/Ubiriki, Frontera San Ignacio, Chirinos, Aprysa, Aprocoyce

Brazil: ASCARIVE

Uganda: ACPCU

Profile

Dark chocolate on the nose followed by roasted almond on the palate; full body with low acidity and thick texture with bittersweet treacle finish.



**SMOKIN'
BEAN**



Where we are

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BEAN

Focus channels for our consumers



**Retail &
Convenience**



Workspace



Education



**Cafés &
Restaurants**



Retail &
Convenience

Coffee to Go

Great coffee & engaging modern brand

Coffee systems:

- Coffea Enjoy (150 cups/day)
- Coffea Prof. Plus (180 cups/day)
- Coffea Dynamik (250 cups/day)

Furniture & POS with an artisan look & feel

Supplementary products: Tea, topping, chocolate

Benefits:

- Differentiation
- Higher sales & profit margin
- Happy & loyal consumers

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Workspace

Workspace

Coffee is a top perk for employees

Attractive brand with a strong sustainability & traceability record

Two blends to fit any employer budget

Top quality & complete solution: Coffee systems for all consumption needs

POS: crockery

Complementary products:

- Complete tea range (Pure Tea, Suki Tea)
- Non-dairy milk
- Topping, chocolate & Irish cappuccino (Pure Fine Selection)



**SMOKIN'
BEAN**



Education

Education

- Shares the same values:
Social & environmental responsibility
important to young consumers
- Top quality & complete solution:
 - Coffee systems
 - Complementary products
 - Artisan look & feel
 - Full range of POS

**SMOKIN'
BEAN**

CAFÉS & RESTAURANTS

Appealing brand story for consumers and baristas
Two different coffee profiles for delicious coffee specialties

POS:

- Crockery, Keep Cups
- Menu boards, light signs, etc.

Supplementary products:

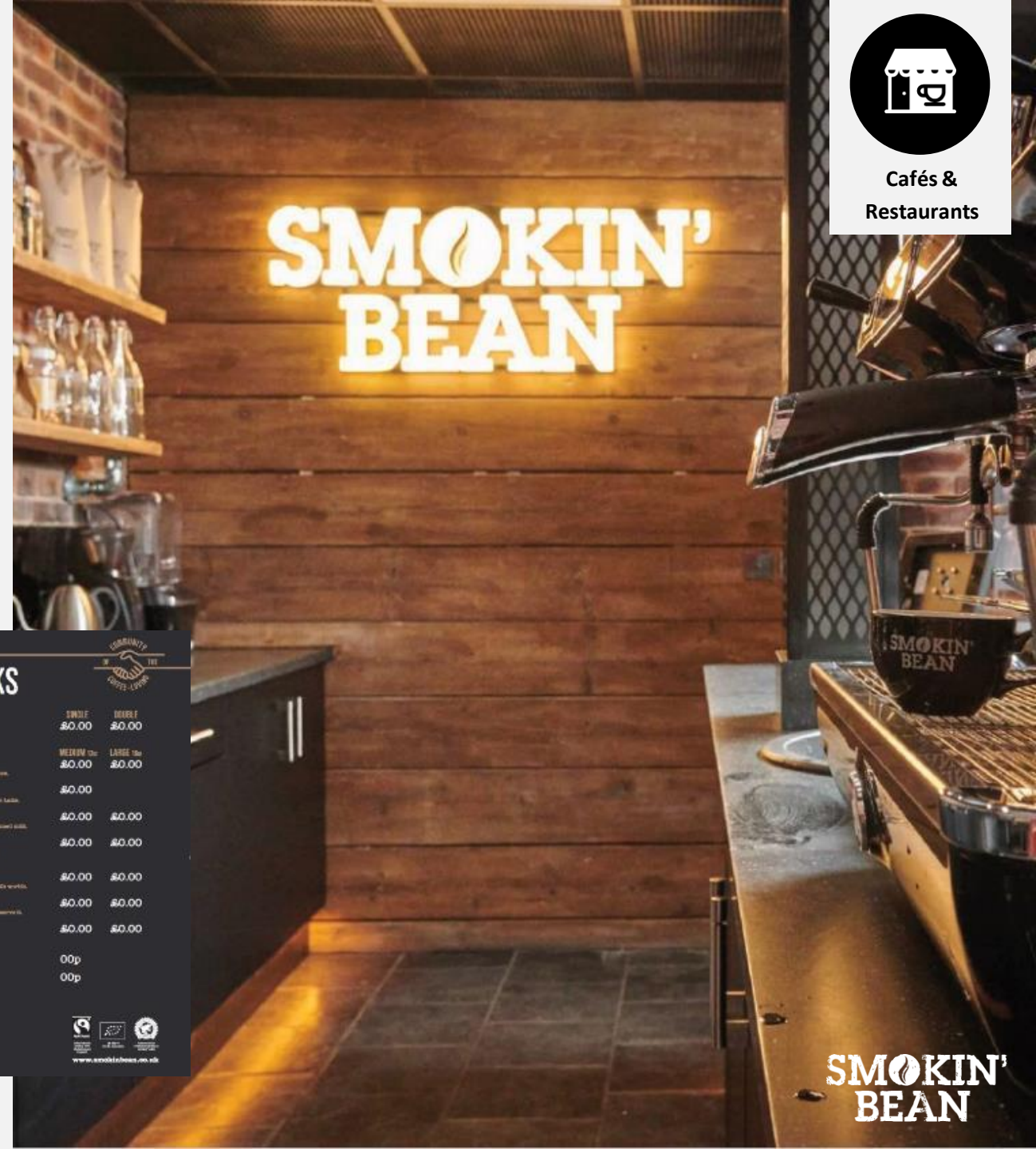
- Complete tea range
- Non-dairy milk
- Smoothies & Syrups (DaVinci)
- Recipes for summer and winter drinks

Café design



HOT DRINKS	
Espresso <small>Dark, dark and intense.</small>	<small>TWILE</small> \$0.00 <small>DEBILT</small> \$0.00
Americano <small>Espresso and water with an essence.</small>	<small>MEDIUM</small> \$0.00 <small>LARGE</small> \$0.00
Flat White <small>The ultimate, smoother variation of the Latte.</small>	\$0.00
Cappuccino <small>Espresso topped with a cloud of steamed milk.</small>	\$0.00 \$0.00
Caffè Latte <small>Espresso and steamed milk with a light coating of foam.</small>	\$0.00 \$0.00
Caffè Mocha <small>Espresso and chocolate (the best of both worlds).</small>	\$0.00 \$0.00
Hot Chocolate <small>Rich, smooth and hot drink. This dessert is.</small>	\$0.00 \$0.00
Tea <small>suku</small>	\$0.00 \$0.00
Shot	00p
Fluffing	00p

www.smokinbean.co.uk



Cafés & Restaurants

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Visibility & tools for different channels

Coffee-to go unit

- Furniture
- Coffee machines
- Ancillary equipment



Crockery

4 cups & matching saucers

- Espresso
- Flat white
- Cappuccino
- Latte



POSM

- T-shirts
- Aprons
- A4 frames
- A-boards



Plant-based to go cups

in 3 sizes*



Glass KeepCups

A more sustainable choice for coffee to go

Layouts

for local adaptation

- Menu boards
- Loyalty cards
- Digital screens
- Posters



SMOKIN' BEAN

* For all non-EU and the following EU markets: RO, BG, HU, HR, PL, CZ, EE, GR, FI, DK, SE, NL

Thank you



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www.smokinbean.co.uk



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