



Cafédirect brings 'real coffee' taste to Freeze Dried

10 July 2009: Following the success of its best selling Machu Picchu Roast & Ground coffee, Cafédirect has created its new freeze dried product from the award-winning¹ Machu Picchu coffee beans. These beans are 100% Arabica, the highest quality grade of coffee bean grown, and are cultivated high in the Peruvian Andes.

Nicola Pearson, Head of Marketing at Cafédirect says, "With Machu Picchu Freeze Dried we are really adding value to this category, meeting a growing consumer desire for provenance. We wanted to offer consumers a premium quality single origin freeze dried product and it was a natural extension to move our biggest selling roast and ground product into this category. It offers a completely new, distinctive taste experience in instant coffee and creates an opportunity to bring café-style flavour and product delivery to an everyday occasion. Given the success of our current Machu Picchu products we expect interest from brand loyalists as well as attracting new consumers."

In blind taste tests conducted by a leading independent research company, Machu Picchu Freeze Dried outperformed the market leader in gourmet instant coffees. The taste is sumptuously rich with hints of nutty, dark chocolate. It is smooth and well-balanced with the delicate aromas of premium Arabica coffee. The flavour is the result of being grown in high, remote valleys which have their own particular soils and microclimates. At altitudes sometimes in excess of 2,200 metres, the farms are some of the steepest in the world and hostile for modern machinery, so all the beans are handpicked

"This launch will not only grow the instant category but also give consumers the confidence to explore and develop into roast and ground coffees for special occasions or for relaxing on a Sunday morning," says Pearson.



The overall market for premium Instant Coffee is putting in a strong performance with value up 15.8%² and volume up 12.1%². Cafédirect is the largest brand in Fairtrade hot beverages and has a 29.6%³ value share of the total Fairtrade Freeze Dried Coffee market.

“We are committed to growing the category through innovation and offering the best possible tasting products. By nurturing the skills and passion of coffee growers we receive the best beans and coupled with expert roasting we have a great tasting product in Machu Picchu Freeze Dried,” says Pearson.

The launch of Machu Picchu Freeze Dried follows hot on the heels of two new speciality teas and a complete redesign of the Cafédirect portfolio. A new national press and digital advertising campaign is currently running as part of the £3 million brand relaunch.

Sources:

1: In the 2008 Great Taste Awards, Machu Picchu fresh ground coffee was awarded a coveted Gold star in recognition of its premium taste and quality.

2: Nielsen Homescan 52 w/e 14 June 2009

3: AC Nielsen Total Coverage MAT w/e 16.05.09

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Grower Quote

“I like what I do. I’ve been growing coffee for 23 years so I can say proudly that I am an expert in coffee farming. I am dedicated to producing excellent coffee!”

Alejandro Perez Holguin, coffee grower, COCLA, Peru

Awards

- Eight Cafédirect products won Gold at the 2008 Great Taste Awards, more than any other hot beverage company, Fairtrade or otherwise.
- A recent independent coffee taste test in Which? Magazine rated Cafédirect’s coffee higher than non Fairtrade coffee.

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- In a survey of 2,000 global brands Cafédirect ranks No. 1 as the most recommended brand (Source: Millward Brown, March 2007).
- Combining taste, price, ethics, and availability, Teadirect tops the Fairtrade Tea category: New Consumer Magazine, February 2008

Notes on Cafédirect plc:

- Growers play a key role in every aspect of Cafédirect, from governance to product design. They own shares in the company and have two directors on the Board. We buy directly from our growers, a unique process amongst Fairtrade companies pioneered by Cafédirect.
- Together with our grower partners, we share a passion for producing the best quality teas, coffees and drinking chocolate. Our latest is the premium Teadirect Gold.
- Cafédirect was founded in 1991, predating Fairtrade in the UK by three years and was the first coffee brand to carry the mark. With a turnover of £22.3 million (2007/08), Cafédirect is the UK's largest 100% Fairtrade hot drinks company, the 5th largest coffee brand, and 7th largest tea brand.
- Cafédirect's work has directly improved the lives of 1.4 million people in developing countries by partnering with nearly 250,000 smallholder growers through 39 grower organisations across 13 developing countries.
- Over the last five years, Cafédirect has invested more than £3 million in its grower partners, representing more than half of the company's profits, and has paid more than £7.5 million above market prices for its raw materials.
- Supporting sustainable development, Cafédirect pioneered a minimum price for Fairtrade tea, and rewards growers for quality and organic produce.
- We actively support farmers to convert to organic production and 1/3 of our range is organic. We encourage producers to utilize traditional farming methods that respect the environment, including minimising pesticides use.
- Cafédirect's range of delicious 100% Fairtrade coffees, teas, and hot chocolate is available in major supermarkets, independent retailers, Oxfam shops, Traidcraft mail order, and the Cafédirect online store, as well as thousands of food service venues, such as hospitals, universities, schools and hotels. They are also available in Ireland, Hong Kong and Singapore.
- To learn more about Cafédirect visit www.cafedirect.co.uk.

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