



BOCCA.

Empowering people with knowledge on coffee

Our journey began nearly two decades ago in Ethiopia when our founder Menno stumbled upon a hillside of beautiful coffee trees ripe with red cherries. It was love at first taste. Menno vowed then and there to introduce it back home – help the farmers he'd befriended to get an organic certification– and make them benefit from their hard work by paying what they actually need to develop the highest quality of coffee.

But there's more. Menno understood from the beginning the strong link between supporting these coffee farmers, bringing home the best quality coffees and teaching people about coffee: their personal coffee taste, making coffee, and especially the long journey coffee has to travel before ending up here.

At Bocca we believe that giving people a full coffee experience and taking them on a journey into the world of coffee, is key to create coffee ambassadors. This journey starts at how coffee is being made and reaches up to discovering and tasting your favorite coffee. Empowering people over here with knowledge and inspiring stories from origin countries shows them what impact they could make by drinking our coffee.

Together with Trabocca - importer of the majority of our coffees and with the same founder - we are in the best position to actually work on a stronger coffee supply chain. As a team we are able to make close connections between coffee producers, our partners and their customers, the end consumers. This is where our magic happens.

Our unique sustainability position

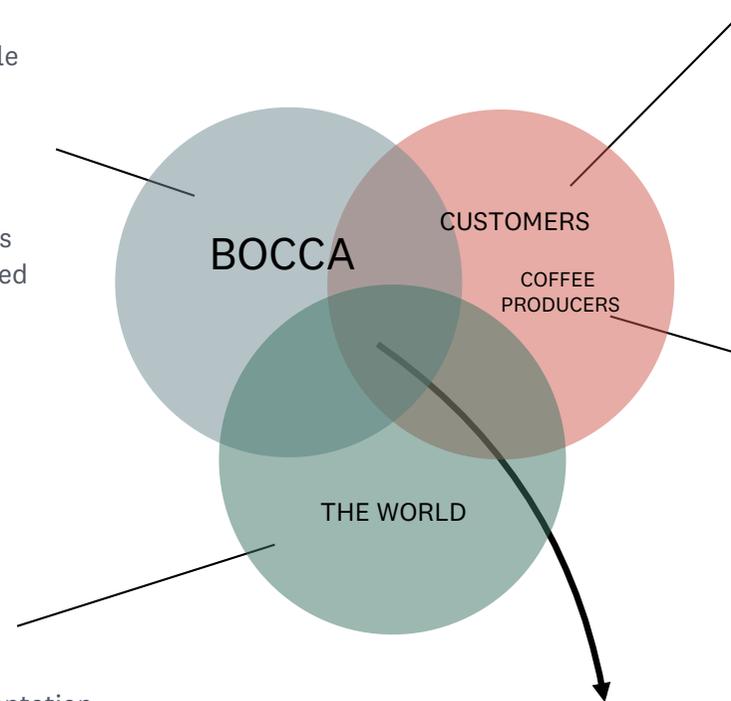
Important insights from the world around us we take into account:

What matters to us:

- Innovation is one of our key values. We are curious and we have an unstoppable urge to know more. What comes after 'the very best'?
- Knowledge exchange and empower people to have their own impact.
- Connoisseurship - the idea that coffee is something to be appreciated and enjoyed
- Always delivering unparalleled quality (coffee and in service).
- Working towards long term & trusting relationships.

Needs of the world at large:

- Improved working conditions
- Living wages
- Fair and transparent pricing & distribution
- Environmental protection
- Climate change mitigation & adaptation



Customers (B2B clients and their customers and employees, the end consumers) are increasingly looking for:

- Experience (non-material experiences enrich life) and knowledge.
- Transparency (in pricing and where coffee comes from).
- Involvement (in improving coffee farming and communities in origin) in an easy way.
- Long term & trusting relationships with suppliers/brands.

Coffee producers

- An income that helps them improve the quality of coffee and improve their standard of living and that of their families. A better future for their children.
- The ability to invest in their businesses, in education, and in their surroundings.
- Learn better processing and growing techniques.

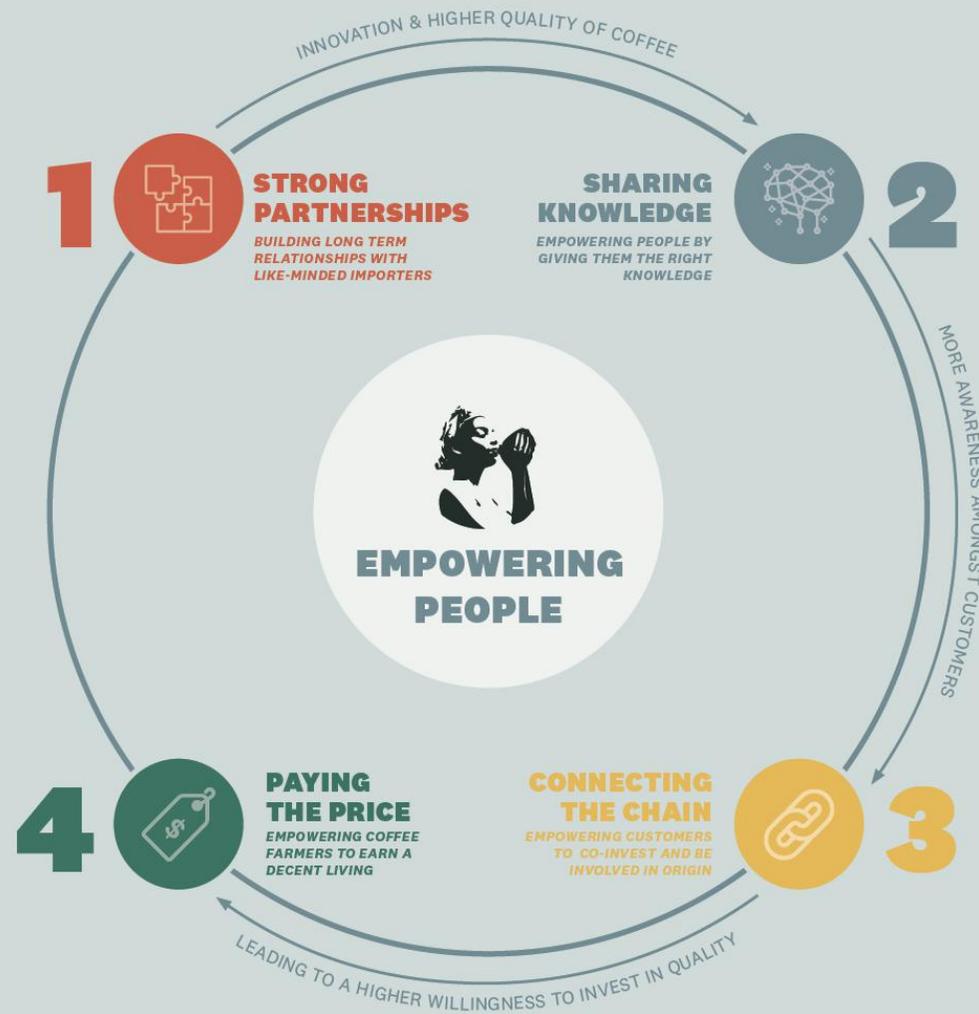
Empower people by sharing knowledge, all for a better and more equal coffee industry.

NOT SUSTAINABILITY. BOCCA.

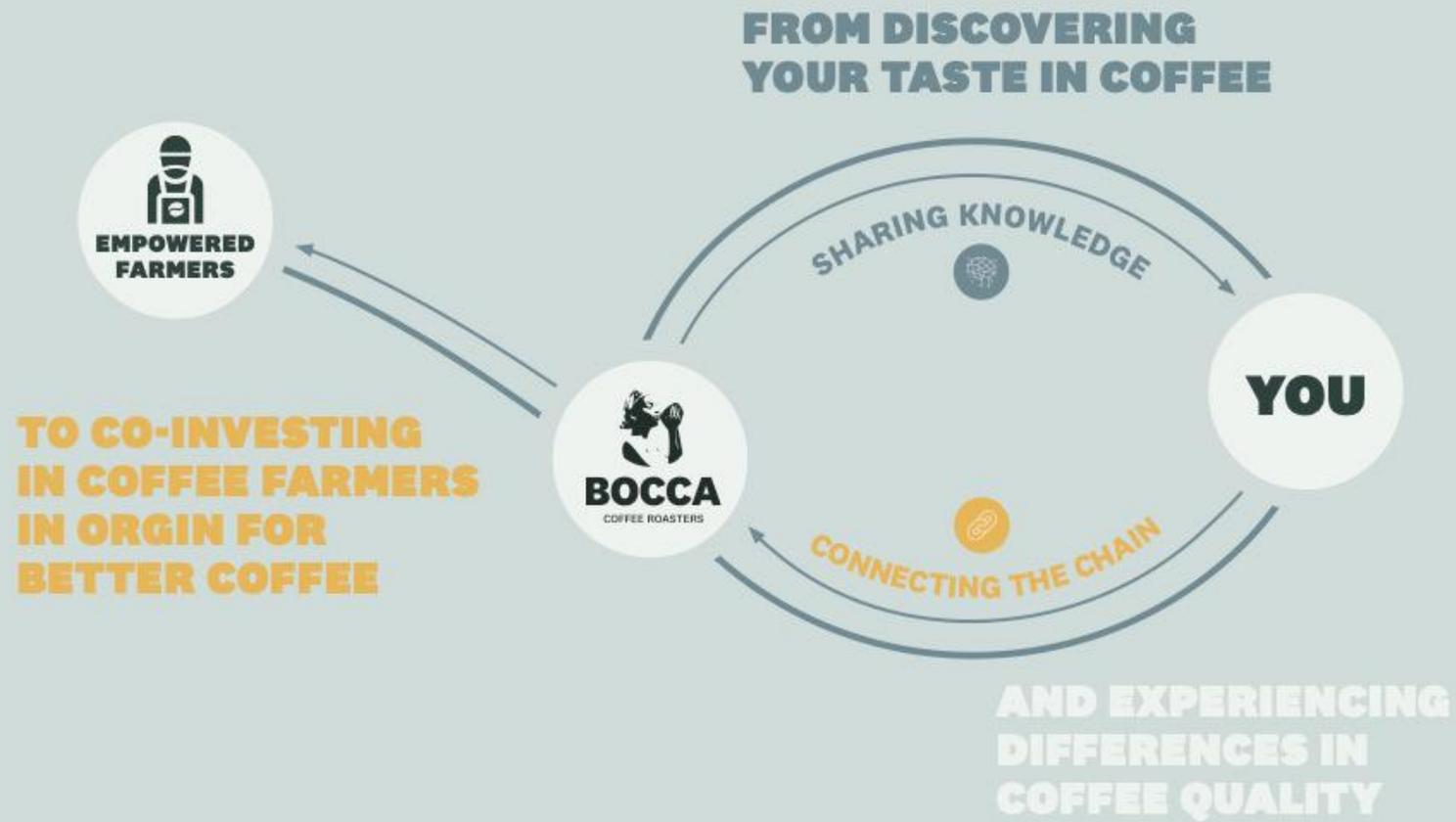
There are many beautiful words for sustainability in coffee. Fair trade. Direct trade. Fair chain. Just to name a few. But we have been in the coffee industry long enough to know that all that matters in the end is what you actually do. The real impact you leave behind.

We may be a coffee company, but we are in the relationship business. We are about people first. We want to empower and connect people - at home and in origin: farmers, partners and customers. Because we believe this is the only way to make real change happen.

Together, in a partnership.



What does this mean for you?





1. STRONG PARTNERSHIP(S)

Goal: building long term relationships with like-minded importers

Bocca Coffee is founded and still guided by Menno Simons in 2001. In 2003 he also founded Trabocca, a trading company that is selling the highest quality green coffee to specialty roasters, such as Bocca, worldwide. He has been working in the coffee field for over 20 years. While setting up the first organic coffee supply chain from Ethiopia, he has been working closely with the producers and together with them worked on coffee quality programs, such as 'Operation Cherry Red'. Bocca buys coffee from this project, which enables farmers to invest in improving the quality of their coffee.

90% of our coffee comes from Trabocca. Having in place a partnership like this, is the only way to work with coffee producers on the highest quality coffee and the highest quality of life of the farmers. Directly and on an every day basis.

It is this partnership that enables the Bocca team to meet the producers of many of our coffees personally. If possible, we travel to countries of origin or we invite coffee farmers to come to us, either to our roastery or to our Espresso bar & School of Coffee. Our travels teach us what is happening in origin. These stories we share with our customers,

The other importers we work with share our values about quality coffee and quality of life. Like Trabocca, they regularly deal with farmers and exporters, arrange shipping, deal with containers, and take on much of the risks associated with coffee buying. The importers send samples of green coffee to the roasters (Bocca). We then cup the samples, buy bags of coffee from the importer and roast to order.

Introducing specialty coffee in the Netherlands

What is specialty coffee? The specialty coffee association (SCA) scores coffees on a 100-point scale. Coffees that score 60 points or above are considered commercial-grade; at 80 points or above, they are graded as "specialty". These exceptional coffees are often the product of specific microclimates and soils, production practices, and careful processing (the removal of the coffee cherry flesh from the beans).

Bocca played an important role in giving shape to the specialty coffee market in the Netherlands. Before we entered the market in 2001 there were hardly any specialty coffees available in the Netherlands. Now consumers can choose between a wild variety of specialty coffees from all around the world.

Bocca has been chosen Best Artisan coffee Roaster Europe in 2014 and has won several other prizes for its progressive espresso bar and experience center. In 2018 Menno Simons has been awarded with the prize for 'Best Entrepreneur of Amsterdam'.



2. SHARING KNOWLEDGE

Goal: enabling people to discover their personal taste and grow involvement

To change the current coffee industry, we first need to invest in sharing (coffee) knowledge. **When people know more about coffee, their personal taste and our journey, their involvement grows as well.** We focus on offices, restaurants, hotels, sports clubs, schools and universities, besides consumers. Innovation is our key value, we always stay at the forefront and are extremely curious to know more. Therefore, as a team, we highly invest in our knowledge about speciality coffee and try to share this as much as possible.

Our goal is to bring across that coffee is a quality product and something to be appreciated, enjoyed and worth investing in. It is about sharing the story behind the cup. This story is created by producers, importers, roasters, our customer and their baristas. By the entire coffee chain. This story explains why a coffee is distinctive, why a consumer can taste certain notes, and why high-quality coffee takes so much work. As part of this philosophy we have been the first third wave artisan coffee roaster in the Netherlands.

We help our customers to explore the depth of enjoyment and preference of coffee. When needed, we train them to work as a professional barista and we hope to involve them in our sustainability projects.

This has a positive impact in coffee origin countries and we believe coffee can change lives over here as well. Therefore, we also engage with community development projects in the Netherlands (Rufegee project).

First third wave coffee roaster

Bocca has been the first third wave artisan coffee roaster in the Netherlands, setting an example for other roasters in the country in making coffee a luxury product. The third wave means coffee is considered as an artisanal food, like wine, rather than a commodity.

*Back in the 1960s coffee consumption began to grow. Coffee became widely accessible. This marked the first wave, The second wave came with an increase in the quality of coffee. Companies like Starbucks started running coffee shops.. The third wave is about **appreciating** a quality product.*

Where the first wave in coffee was about consumer access to coffee, the third wave is about the importance of every actor in the supply chain (producer, importer, roaster, barista, consumer). It's the result of everyone's hard work.



3. CONNECTING THE CHAIN

Goal: empowering our customer to co-invest (and make impact)

Our importers, and especially Trabocca, know best what coffee producers need to improve their business. That is why we co-invest in tangible and feasible projects that directly help coffee farmers improve on quality and yield, and innovate in sustainable farming practices. From new drying beds to schools for children of the coffee farmers.

We are, together with our importers, the linking pin between coffee producers and customers, both business and individual customers. We contribute to changing the industry by sharing true stories about coffee, while keeping it commercial and beneficial for our customers as well.

Being transparent and sharing stories with them on where our coffee comes from and what actually happens in origin, makes them more involved. **This way we can mobilise our customers to invest in good coffee together with us on the long term.**

In this reality, our customers have co-invested in the Suke Quto school project and via us supported the coffee quality project Operation Cherry Red in Ethiopia. Both projects have been initiated by Trabocca - importer of the majority of our coffee and with the same founder.

Our customers are part of the coffee chain too. **They are no longer outsiders and can really play a role of importance.** And we help to facilitate this.





4. PAYING *THE PRICE*

Goal: empowering coffee farmers to have a decent way of living

There are big questions facing specialty coffee sellers and buyers. Prices paid for green specialty coffees often don't cover the full cost of production, let alone support thriving livelihoods for farmers and their families. Even the minimum prices farmers get from Fair Trade are in many cases not sufficient.

This takes away the opportunity for farmers to invest in their business and to keep up-to-date on sustainable farming practices. And it demotivates young coffee farmers to seek a future in coffee. They are leaving en masse to cities to find jobs outside the coffee industry.

At the same time, coffee is one of the most vulnerable crops to the effects of climate change. Rising temperatures, drought, changing weather patterns and new diseases and coffee pests are making many key coffee-growing areas less suitable for coffee production.

The effect? The quality and quantity of coffee are at stake. This shows we should never take coffee for granted. Therefore we want to contribute in building a strong and equal coffee industry.

We believe there is only one price of coffee: the price farmers need to cover the full cost of production and to live a decent life. **What *the price is*, varies per region. Per farmer even. It is this price we aim to pay for our coffee.**

And we only work with coffee traders that share this vision.



The coffee chain

Before you can enjoy a good cup of coffee, coffee beans have to travel a long distance. We work on making sure everyone in this coffee chain is able to earn a decent income.

TREAT THE EARTH LIKE HOME

We follow the five guidelines below to take care of the environment as much as we can:

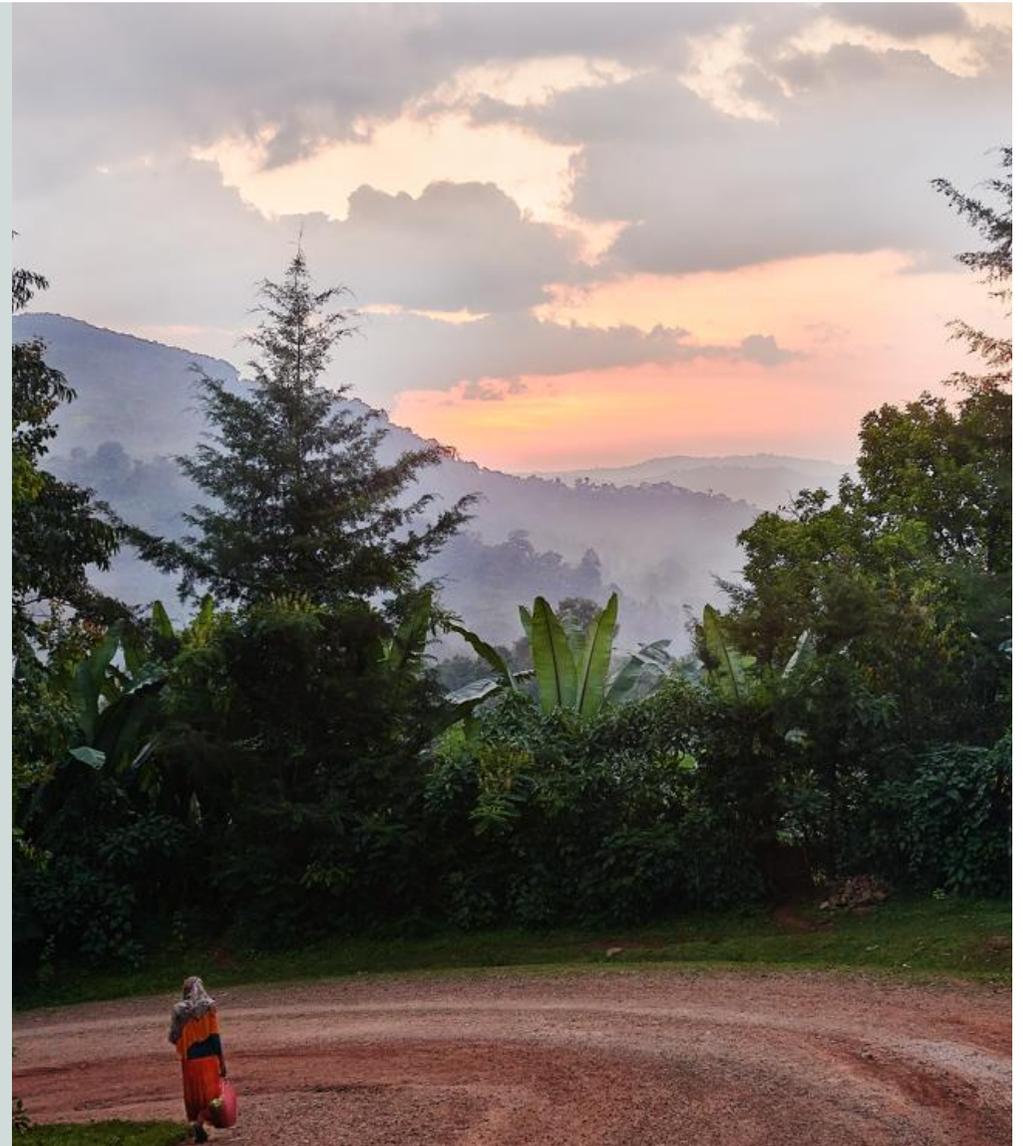
#1 We keep on innovating in the packaging of our coffees. Right now our packaging is made of plastic (instead of foil) and recyclable if put in a plastic bin.

#2 Reducing waste is something we keep exploring. From the interior of our Espresso bar (made with recycled materials) to the jute bags our coffee is transported with to the milk we use for our coffees.

#3 We use state-of-the-art and energy efficient roasters and espresso machines. Like our LORING roaster that helps us realise a gas saving of 80%.

#4 We believe in growing coffee organically and with respect for the planet and its soil. But we do not always believe in organic certification. Therefore we only buy organic certified coffee in some origins, like in Brazil. Right now, 4 of our 7 year round coffees are organically certified. Bocca is SKAL certified.

#5 We keep the amount of kilometres our coffee has to travel as low as possible. Of course we prefer sea freight over air.



“Travel isn’t always pretty. It isn’t always comfortable. Sometimes it hurts, it even breaks your heart. But that’s okay. The journey changes you; it should change you. It leaves marks on your memory, on your consciousness, on your heart, and on your body. You take something with you. Hopefully, you leave something good behind.”

Anthony Bourdain

Organic

- Bocca is SKAL certified and sells coffees under the Organic label because we believe this contributes to sustainable ways of growing coffee.
- Organic coffee is grown without the use of pesticides and fertilizers.
- In many coffee-producing countries organic farming techniques are often already used, simply because there is no money for pesticides or because this way of farming is natural for them. Organic certification might however be too expensive for these farmers.
- **In this reality, many of our coffees are organically grown, but not organically certified.**
- The Organic label says nothing about the quality of the coffee.

At bocca we know how our coffees are grown. This way we can determine for each single coffee whether it meets our requirements and philosophy. All our coffees, both with and without the organic label, are of high quality and grown with respect for people and nature. As you would expect from bocca.



Fair trade

- Fair Trade guarantees a fixed market-level minimum price to coffee producers, no matter how low the commodity market goes.
- Fair Trade also focuses on securing minimum wages and healthy working conditions for coffee farmers.
- However, minimum wages are often not enough for farmers to make a decent living. And becoming Fair Trade certified demands a financial investment as well.
- Fair Trade may exclude farmers who work according to fair trade principles (or even better) and also deserve appreciation.
- **Therefore we go beyond fair trade**, working towards better quality together with our farmers.

We work together with farmers towards better quality - quality of coffee and quality of life. We look at the circumstances of every single coffee buy, and base our pricing decisions on that.



THE IMPACT WE HAVE MADE

1 STRONG PARTNERSHIPS

20+ years

We have 20+ year specialty coffee experience in the origin countries.



We visit our coffee producers on an annual basis - or they visit us - to share insights and stories from our end of the coffee chain.



We have been the first Third Wave Artisan Coffee roaster in the Netherlands, setting an example for other roasters in making coffee a luxury product.

90%

90% of our coffee comes from 1 supplier: Trabocca.

2 SHARING KNOWLEDGE



We opened an espresso bar, coffee school and training center at Kerkstraat, Amsterdam, where people can taste our coffees and teas; follow a workshop or barista training; experience what Bocca is about; and more important, what coffee is all about.

2422 people trained

Within the Bocca School of Coffee we offer high-quality education on coffee - and tea - by offering several workshops (basic espresso, filter, tea, latte art). Since 2016 we trained 2422 people. This is almost 7 people a day!



We work with The Refugee Company (TRC), providing barista training to refugees to connect them to Dutch companies and support them setting up their own business.



Every business customer that chooses to serve Bocca is kindly asked to send its team to follow a professional training on making coffee, latte art, workflow, hospitality and setting grinders.

3 CONNECTING THE CHAIN



We share the full story of all coffees and the farmers who have made these in factsheets and videos online and in our training.



Numerous customers have invested in community & coffee projects in origin via Bocca.



We have bought coffee from the Operation Cherry Red project in Ethiopia. The farmers in this project have together received a bonus of €100.000+ to invest in the quality of their coffee.

€5000

We have invested more than €5000 in the Suke Quto school project in Ethiopia.

4 PAY THE PRICE

56%

On average we paid 56% above the Fair Trade minimum in 2017.



This equals an additional USD 534,000 for our coffee growing community.

THE IMPACT WE HAVE MADE

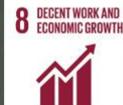
CONTRIBUTING TO GLOBAL GOALS

We directly contribute to 5 out of 17 Sustainable Development Goals:



1 NO POVERTY

Economic growth must be inclusive to provide sustainable jobs and promote equality.



8 DECENT WORK AND ECONOMIC GROWTH

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Responsible Production and Consumption.



15 LIFE ON LAND

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.



17 PARTNERSHIPS FOR THE GOALS

Revitalize the global partnership for sustainable development.

TREAT THE EARTH LIKE HOME



Where possible, the interior of our EspressoBar, School of Coffee and Training Center have been made with recycled materials.



Our packaging is made of plastic (instead of foil) and therefore recyclable if put in a plastic bin.



4 out of 7 of our year-round coffees are organic certified.



Our coffee is roasted with energy efficient roasters. With our LORING roaster (the first in the Netherlands) we achieve a gas saving of **80%**.

Where our coffee comes from



THE BLEND
Lemon | Caramel | Date



GUSTO
Milk Chocolate | Honey | Berry



BOMBITA
Chocolate | Caramel | Spicy



EASY RIDER
Chocolate | Hazelnut | Smooth



SOUL MATE
Dark Chocolate | Nuts | Sweet



ETHIOPIA
Peach | Floral | Bright



DECAF
Dark Chocolate | Nectarine | Molasses

APRIL. Tea

We started April. because we felt the need to create a tea brand that is attached to the origin of the product as well. We love to drink tea that is defined by taste, by quality. We therefore focus on real leaf and natural tea. Our range is constantly evolving from season to season, year to year.

We only work with tea producers that share our values on high quality products and on taking care of people and nature. 80% of our tea comes from producers we have worked with from the very start – and directly from origin.

Our teas contain no chemicals or artificial ingredients and are all EU compliant. Which is very special in the world of tea.

We believe that tea is grown, not manufactured. April. is all about quality and sharing knowledge and educate people about Tea!



NOW IT'S YOUR TURN. HOW?



1. Discover your own taste in coffee.

Join us for our [Coffee Basic Course] at the Bocca School of Coffee in the Kerkstraat, Amsterdam. Here we will take you on a journey in the world of coffee, so you can taste what coffee is really about.



2. Co-invest in one of our coffee projects

At Bocca you are an indispensable part of the coffee chain. With us, you can co-invest in a better, more equal and high quality coffee chain. Select one of our special projects.

OUR COFFEE PROJECTS

Support one of our coffee projects - in origin or here in the Netherlands.



SUKE QUTO SCHOOL PROJECT

Invest in future generations in the community of your favourite coffee from Ethiopia: Suke Quto.



FIGHTING LONELINESS OVER A CUP OF COFFEE

Did you know that 90% of elderly people in the Netherlands is looking for someone to have a cup of coffee with?



THE REFUGEE COMPANY

Discover what coffee can do for refugees in the Netherlands.



**Let's build a better and
more equal coffee
chain together.**