



Press Release

Roasting coffee in Ethiopia means more value for the country

From November 2010 Perfetto - Karstadt stores in Germany will exclusively distribute the Ethiopian Solino Espresso. It is the first coffee that is grown, roasted and packed in Ethiopia. This helps to create qualified jobs and the salary level increases.

Until 2008 a 30% custom duty was charged for roasted Ethiopian coffee. For green coffee there was never any custom duty. Therefore coffee was always roasted in Germany. The coffee growing countries were excluded from the value adding process of roasting and packaging.

Currently green coffee trades at 1,90 - 2,90 Euro / KG in Ethiopia. Roasted and packed coffee trades for 6,70 - 8,90 Euro / kg. Ethiopia therefore directly benefits from this higher value.

"For a qualified coffee roaster or printer I can afford to pay 3 times more than for a non educated worker who typically earns 20 Euro / months", says Theodros Zerihun, co-owner and General Manager of the Solino Roaster and Printer in Addis Ababa.

Solino Espresso is made from the most special coffee types: Harar, Yirgacheffe and Sidamo. The beans are roasted at low temperatures for over 22 minutes and are immediately packed after. The long Ethiopian culture of coffee roasting guarantees a perfect quality and taste.

"Just to pay the coffee farmers a little bit more money is not enough. Over 90% of all East Africans are farmers and a bad harvest has immediate consequences for the whole country. Only the creation of new qualified professions will really help to develop the country", says Felix Ahlers, initiator.

The Solino project is described as a positive example in the new book "Black Woman, white country", from Waris Dirie. The German based company FRoSTA frozen food supports the project.

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Store locations Perfetto Feine Kost by Karstadt: www.perfetto.info.

Photos

- Coffee roasting in Addis Ababa
- Coffee packaging in Addis Ababa
- Container shipment from Addis Ababa
- Solino Packshot 200g
- Solino - Logo

(Photos can be printed free of charge)

Hamburg, October 21, 2010