

# **Premiere in Europe: Direct import of roasted Ethiopian coffee**

## **Coffee project helps the African country to participate in the value adding process**

**Ethiopia shall benefit more from the sales of its excellent coffee: for the first time, Ethiopian arabica coffee, roasted and packed in the country, is directly imported to Europe. The project is supported by the Ethiopian Women Exporters' Association ([www.ethwea.org](http://www.ethwea.org)) and FRoSTA, a leading European frozen food producer.**

For years European countries have only imported green raw coffee with no duty-tax. For roasted coffee there has always been an import duty of 30%<sup>1</sup>. This import duty has finally been cancelled in 2007. Nevertheless, leading European coffee roasters show no interest in importing coffee that is roasted and packed in Ethiopian.

However, exporting roasted coffee is a crucial goal for the Ethiopian economy, to participate more vigorously in the value adding process of coffee production. It would also make ecological sense: coffee loses 25% of its weight during the roasting process. The transport to Europe would therefore save energy and improve the CO2 balance.

Ethiopian arabica coffee is considered as one of the best coffees in the world. The small village "Kaffa" is known as the birthplace of coffee. The pure arabica highland coffee of Ethiopia is famous for its special quality. The roasting process has a long tradition and the country has the highest local consumption rate of all coffee producing countries in Africa. Everywhere in Ethiopia you can drink excellent coffee.

SOLINO is therefore introducing for the first time a coffee that is fully grown, harvested, roasted and packed in Ethiopia. This coffee will be sold in Europe on [www.solino-coffee.com](http://www.solino-coffee.com) and in the FRoSTA-Bistro in Hamburg. Additional shops in Europe will follow. The supplier of the coffee is a small roasting company in Addis Ababa, the capital of Ethiopia. The coffee is a blend of Harar, Yirgacheffee and Sidamo coffees. The coffee trees grow in the upper Ethiopian mountain regions in the rainforest. SOLINO coffee is dark roasted at low temperatures. The coffee is extremely low in acid, intensive and aromatic. It is perfect for Espresso and Cappuccino.

The purchase of this coffee helps Ethiopia to develop. Qualified jobs are created and people learn how to market a finished coffee product to the export market. Well known "Fair-Trade" programs guarantee higher wages for farmers but they do not help Ethiopia to create new qualified jobs and to lower the dependency on agriculture. The profit of this project is fully reinvested in Ethiopia. Investments are planned for the modernization of the packaging line and for educating people in the areas of sales and marketing.

More information and royalty free photos about this project can be found at [www.solino-coffee.com](http://www.solino-coffee.com).

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<sup>1</sup> As a result of this custom duty policy European industries became leading coffee exporters. Today Germany is the 4<sup>th</sup> largest coffee exporter in the world, while Ethiopia only exports green coffee beans.