



B2B Initiative Update

Pauline Tiffen

1st April 2022

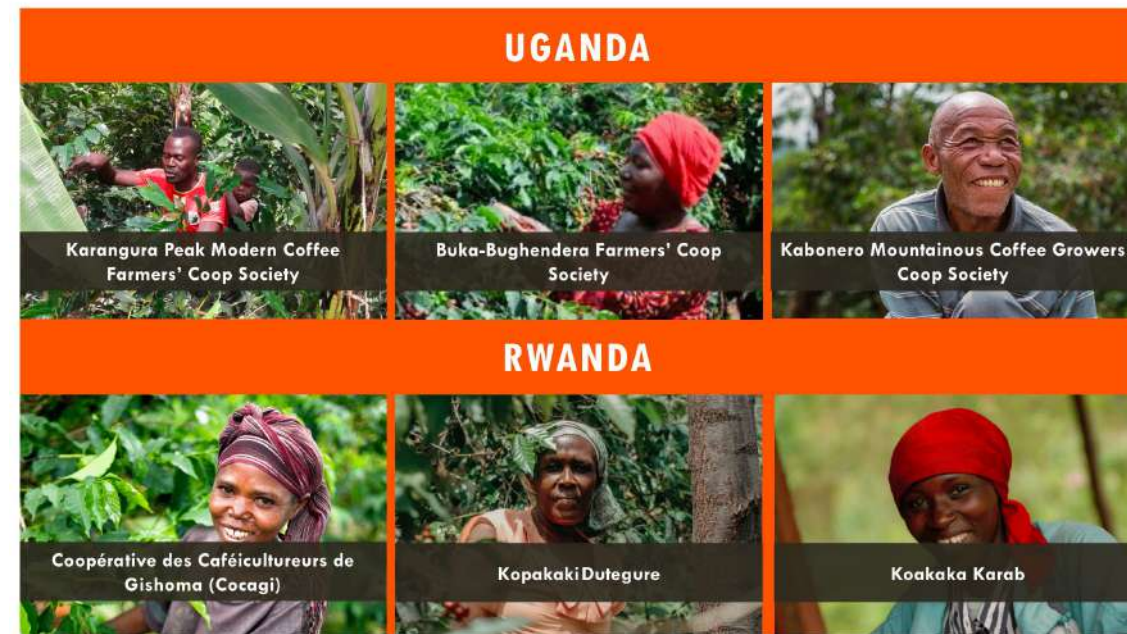
**B2B
COFFEE**

Transparency.
Dialogue.
Respect.

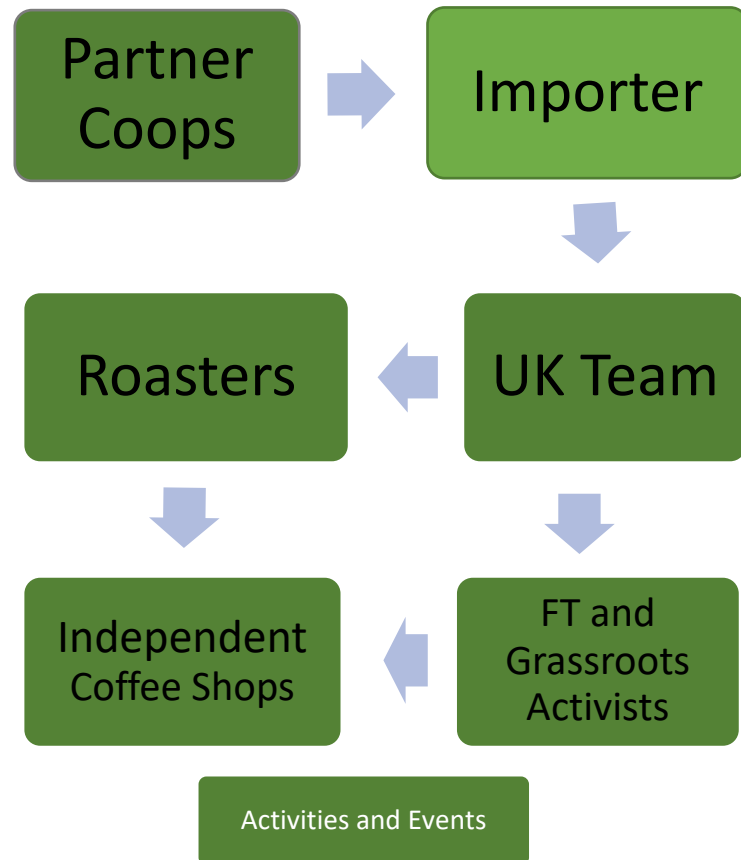
B2B Initiative Aims

- New more inclusive model of direct trade between local business networks here, and...
- Small holder farmer coops and networks in Uganda and Rwanda

Aim: Lasting relationships, building fair and climate resilient supply chains between farmers, roasters and coffee shops and coffee lovers



B2B Initiative Pilot 2022



PILOT VOLUMES ARE SMALL BUT OUR AIMS ARE BIG

1. To build our team
2. To test the roasters as target market
3. To learn how best to communicate
4. To engage activists and coffee shop owners in our story

B2B Partner Coffee Coops

Koakaka

Cocagi

Kopakaki

Kabonero Mountainous

Karangura Peak

Buka Bughendera



A lot has happened since.....

South-East



Gizem Gergin,
Jack Hosgood,
Paddy Van
Zwanenberg

South-West



Pauline Tiffen, Alisha
Cooper

Scotland

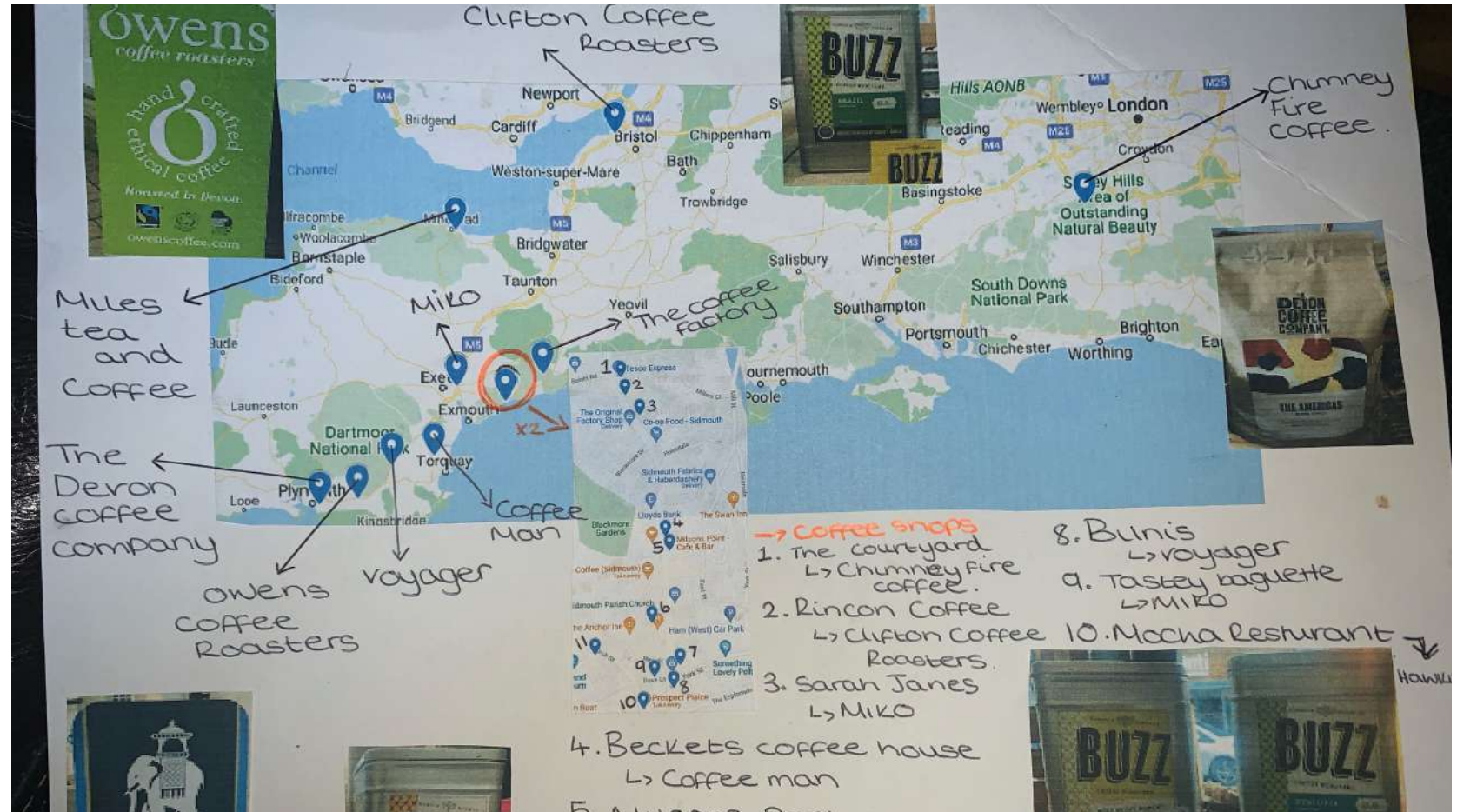


Martin Rhodes, Kiera Wilkins,
Adam Kolei, Shana Lord

We have a team – of staff and volunteers – including many of you who have been a terrific help!

What have we been doing.....?

Mapping the connections between independent roasters and independent cafes in our towns!



Our pilot is kicking off.....

- 60 bags of Rwandan Coop Coffee arrived in the warehouse last Monday (13/3/22)
- The Ugandan Coops 60 bags coffee arrives in May



We are approaching the independent roasters in our three regions now with samples and coaxing them to....

1. Taste the coffee - cup some samples
2. Buy some bags to test and promote in local cafes
3. Get to know the farmers online at farmer-roaster events scheduled May-June and July
4. Join our new B2B community!

We are building our network.....?

- SFTF Hosted Roaster roundtable in Scotland
- The whole team met (face to face) visited independent roasters and cafes in Brighton/Hove
- We will participate in the Glasgow Coffee Festival 7/8 May

What shall we aim for in the South West!?





And we have a new name.....

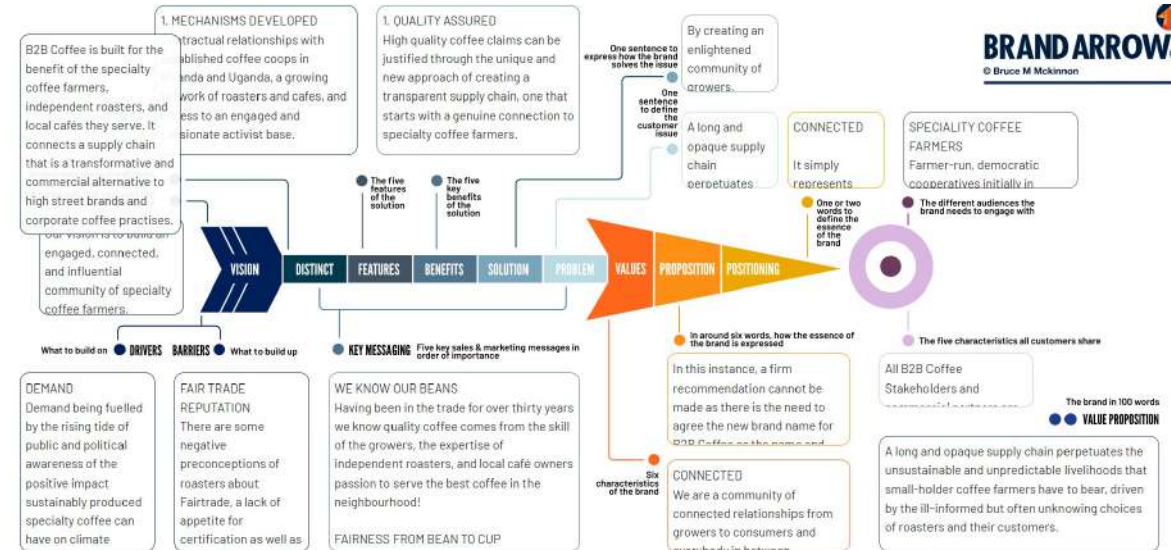


Name: The Alternative Coffee Co

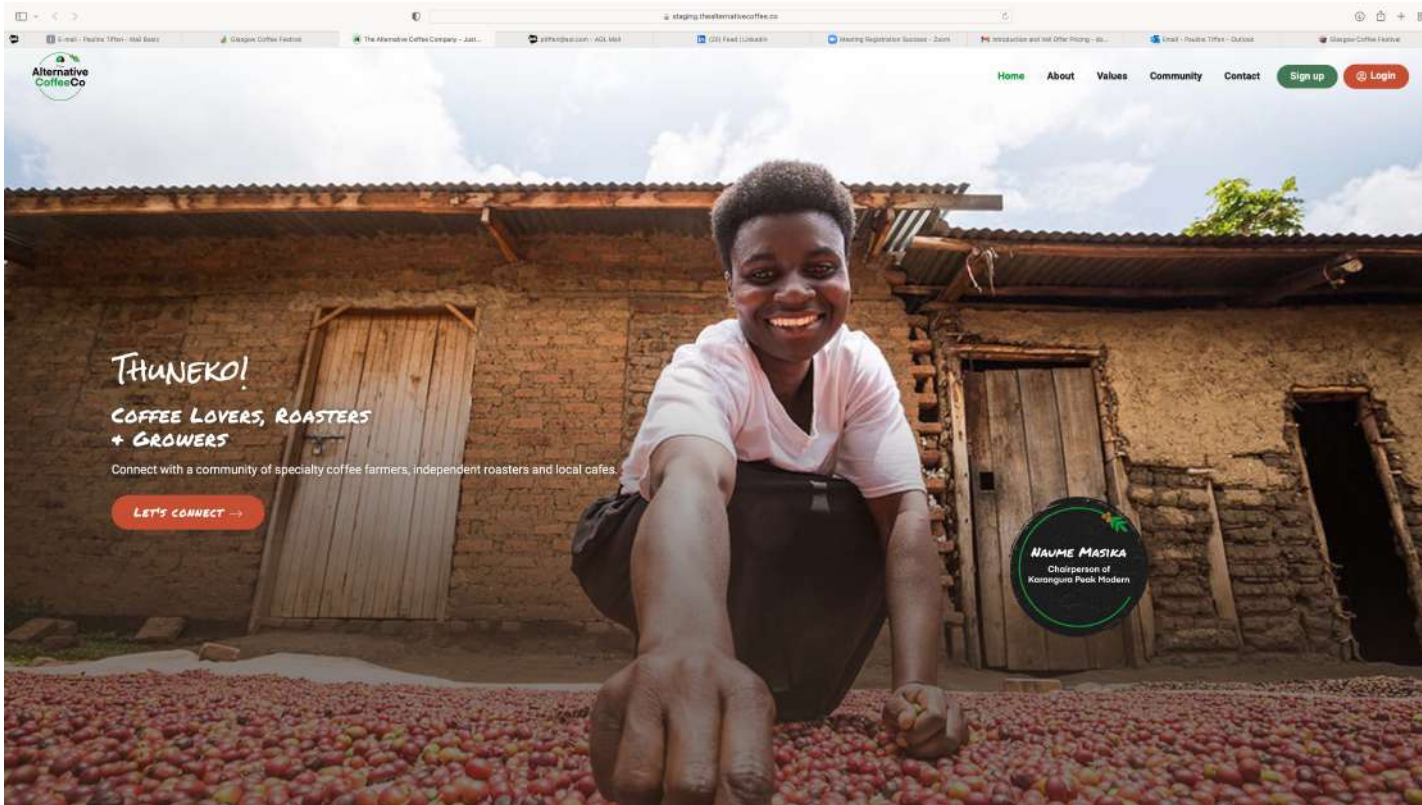
Logo:



Brand Strategy: to show where we fit in the chain and how we aim to support roasters and cafes and coffee lovers who care about people and planet!



And a website under construction.....



“Our vision is to build an engaged, connected, and influential community of specialty coffee farmers, independent roasters, and local cafés.

By applying fair and sustainable trading practices, this community will transform the coffee trade, equip small-holder farmer cooperatives to succeed, and provide a meaningful market differentiation for coffee roasters and cafés in the UK.”

[SNEAK PEAK HERE!](#)