



coffeeRoots.

ROOTED IN QUALITY

coffeeRoots is an award-winning coffee roaster and hot beverages manufacturer, supplying private label clients globally from its IFS-certified factory in Belgium.

OUR CORE MANUFACTURING ACTIVITIES

Coffee

- Coffee beans
- Ground coffee
- Flavoured coffee
- Dolce Gusto compatible capsules
- Nespresso compatible capsules

Instant coffee

- Flavoured & non-flavoured freeze-dried coffee

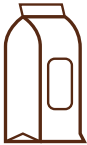
Tea

- No-drip t-sticks

Cocoa

- Flavoured & non-flavoured cocoa solutions

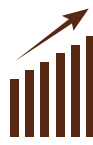
OUR PRODUCTS COME WITH AN EXCEPTIONAL SERVICE LEVEL



Packaging development



Branding guidance



Sales analysis

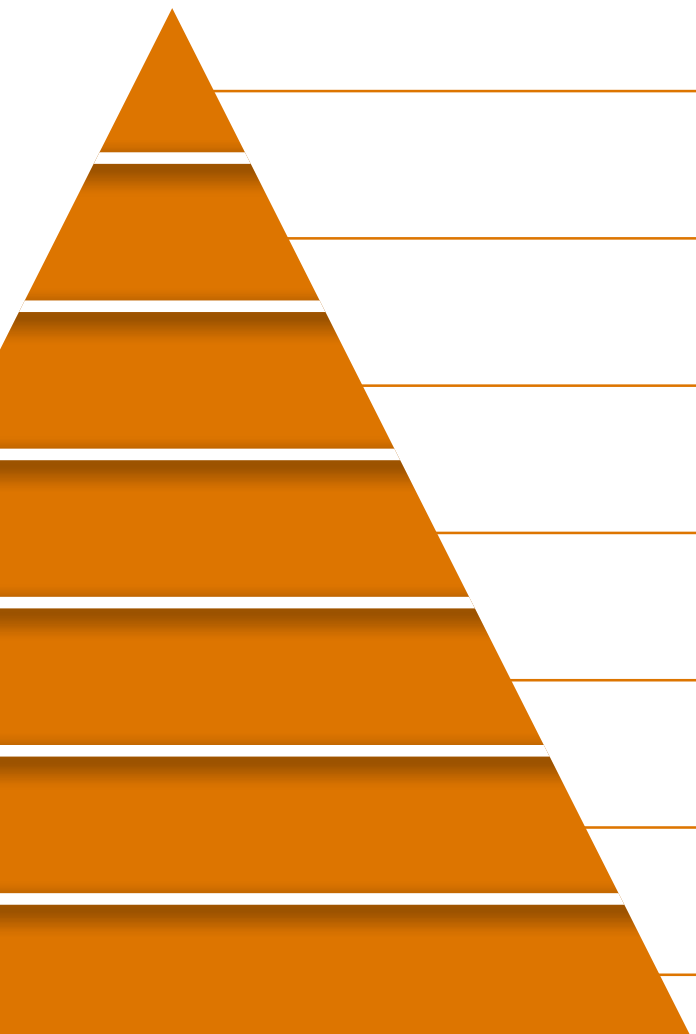


Retail trend sharing



Innovation updates

WE GO THE EXTRA MILE FOR YOU!



Protection

- Financial strength
- Supplier discretion
- ...

Support & Availability

- Private label launch guidance
- Materials management
- Forecasting & sales reporting
- ...

Innovation

- New ingredients
- New packaging
- New production methods
- Understanding consumers
- ...

Speed

- R&D processing time
- Production lead times
- Material lead times
- ...

MOQ

- Materials commitment
- Order commitment
- ...

Quality

- Production environment
- Ingredients selection
- Packaging selection
- Client support
- ...

Price

- Matching my positioning?
- Matching my volume?
- ...



DO YOU KNOW THE HISTORY OF COFFEEROOTS?

1907



The first coffee & tea shop opens in Antwerp, Belgium. Known as 't Koffiemoleken, the business soon grows into the city's largest quality coffee roaster.

1980s

Further industrialization brings economies of scale, and the roasting activities move to a larger facility in the center of Antwerp. While packaging machines are automatic, the company still roasts according to artisanal methods.

1990s



Supermarkets take the place of the smaller mom and pop stores, creating the need for larger private label volumes. In line with demand, roasting capacity is ramped up after moving to an industrial zone on the outskirts of Antwerp.

2014



developed Katusha coffee. One year later, the team experiences its most successful season.

coffeeRoots becomes an official partner of the UCI Cycling team Katusha-Alpecin with a specially

2010



After a century of marketing its coffee locally, the company rebrands itself as "coffeeRoots". The brand envisions the management's ambitions to manufacture innovative private label products for the world. The new international name accompanies the launch of a sales office in China. The same year, four shops open in Shanghai.

Production lines for flavoured cocoa, ethnic (Turkish) coffee, flavoured coffee and T-sticks are launched.

2004

On the other side of the European continent, a new chain of premium coffee and tea shops opens under the brand "Cantata". An international strategic alliance is struck, and high quality coffee exports to Russia grow at speed. Meanwhile, private label becomes of strategic value to retail growth strategies in Europe.

2015

Carrefour Belgium wins the prestigious PLMA's International Salute to Excellence Awards in the Hot Beverages category with its Earl Grey T-stick. The product is one of the innovative private label tea solutions introduced and produced by coffeeRoots.

2016



compatible capsules in private label. The product becomes an absolute bestseller of unseen quality, entering the shelves of various high profile retailers as far as South Korea.

coffeeRoots becomes one of the first companies in the world to manufacture Dolce Gusto

2017



The international success leads to further greenfield investments. All activities move to a brand new 6000 m2 production facility. The IFS-certified factory has some of the most innovative private label packing lines for the coffee and tea industry in Europe.

2019



coffeeRoots -now a CO2 neutral roaster- continues its innovation path with greater respect for the environment. The company launches a high-end range of eco-friendly Nespresso compatible capsules with organic coffee. The compostable capsules are the first in the world with oxygen barrier. Together with its ever stronger client base, coffeeRoots makes yet another leap forward in making the single-serve market less dependent on plastic or aluminium.

2018



company increases its presence in Western Europe with over 30 shops in France and Belgium.

Cantata, the partner entity in Russia, now dominates the luxury coffee and tea retail category with over 300 outlets. The

LET US WRITE HISTORY TOGETHER. COME PARTNER WITH US!

TALK TO US,
WE ARE LISTENING!



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