



NEW REALITIES FOR THE COFFEE SUPPLY CHAIN AFTER THE CRISIS

**Andrés Valencia
Café de Colombia Representative
for Asia-Pacific Markets**



The post crisis coffee market

- Consumers drinking more coffee at home
- New convenient and easy/fast to prepare coffees
- More coffee sales through fast food channels
- Private labels
- Strategic alliances and JV's to enhance market penetration and distribution



In the post crisis supply chain management becomes crucial

- 1 • Enhanced Vision: from farm to roasters
- 2 • Selling Coffee and services
- 3 • Less risk for Federation
- 4 • Less coffee in stock
- 4 • Supporting our concept of fresh Coffee



Coca-Cola

日本コカ・コーラ株式会社



Challenges and opportunities

Challenges

- Value of Colombian Coffee
- Price Volatility
- Coffee output
- Diversity of suppliers

Opportunities

- Ethical trade & CSR
- Private labels
- Emerging markets
- Product innovation



Muchas gracias



Café **BuenDía!**
by Juan Valez.



Buendía