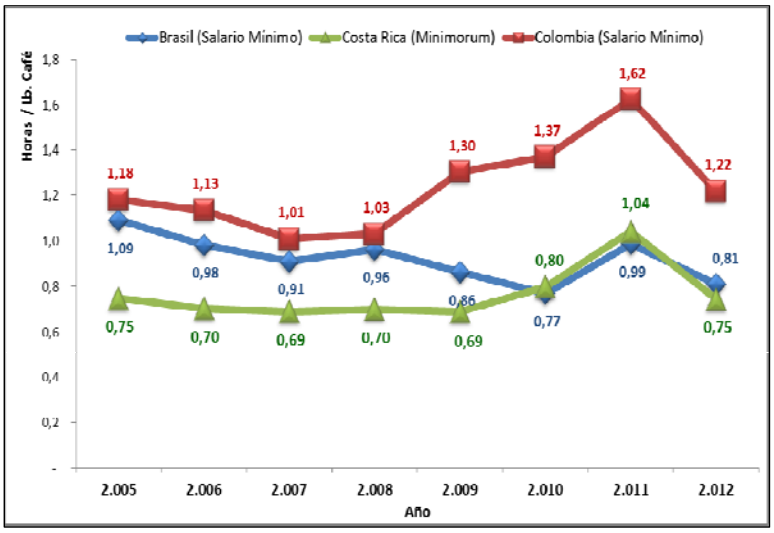
Toma Café: promoting a new dynamic in Colombia's coffee category

The Colombian coffee market

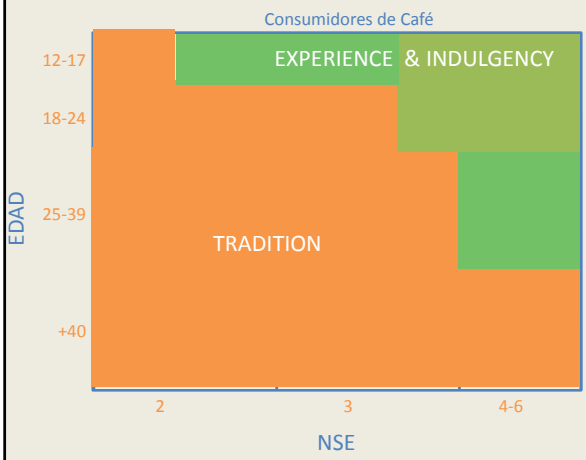
- Coffee = national pride
- High in-home penetration
- High concentration of brands
- High competition of substitutes
- Low knowledge of preparation techniques
- Emerging specialty segment
- Strong presence of traditional shops (60% coffee mkt)
- Low per capita income with prices historically increasing above min salary
- Increased import levels
- Rooted myths around coffee and health

Brasil, Costa Rica & Colombia, working hours of min. Salary needed to buy a lb of r&g coffee , 2005 a 2011



Toma Café – JJ 2012

Our consumer



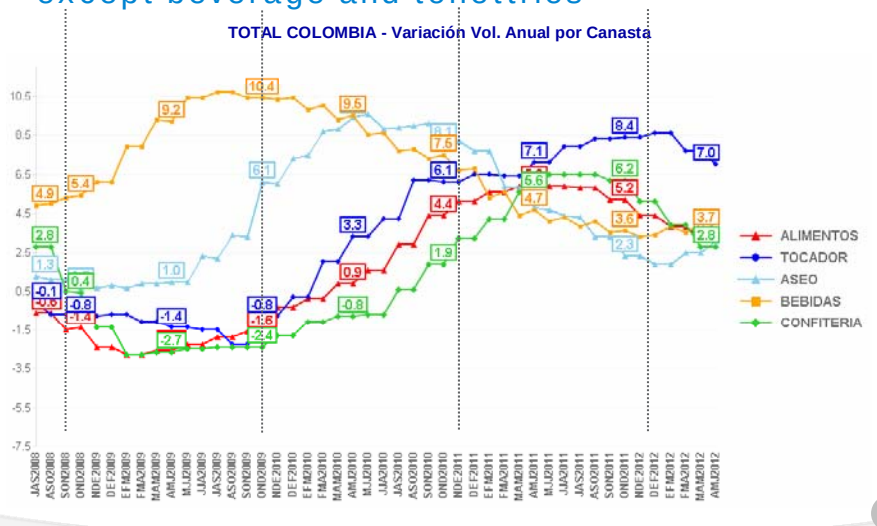
Traditionals:
- increase cup concentration

- expose to versatility: iced
coffees, capuccinos, etc.

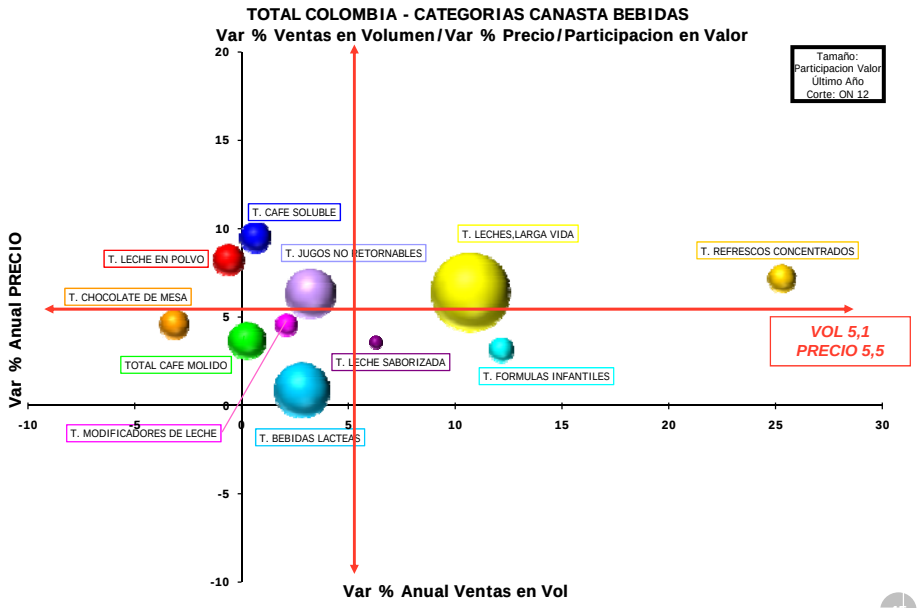
Young:
- increase frequency
- adress substitutes and health myths.

The current situation

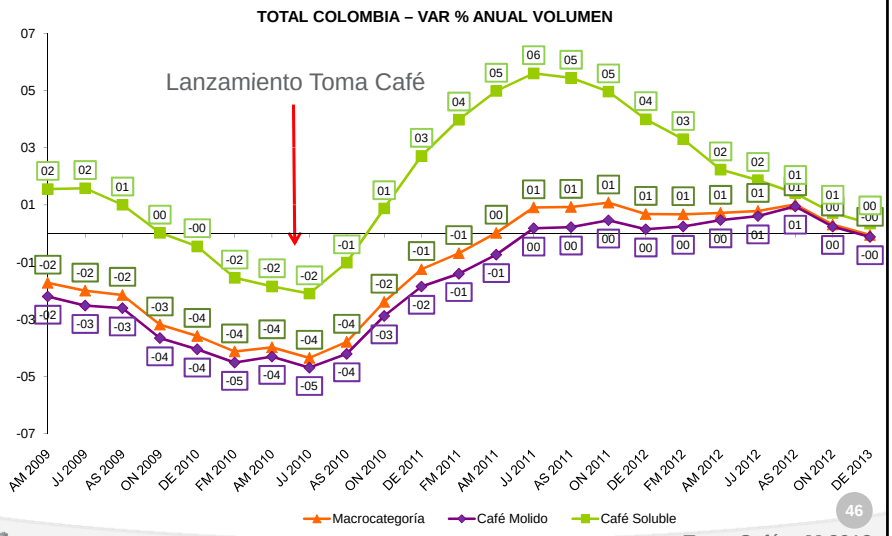
General decrease in growth for all categories except beverage and toilettries



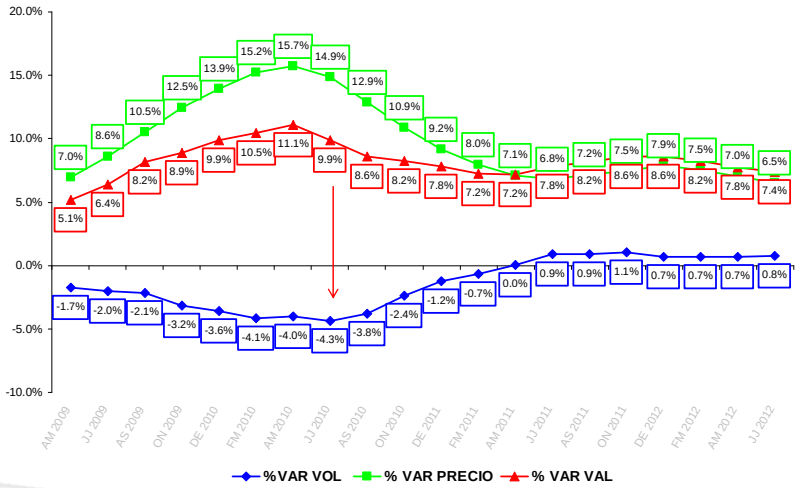
Dynamic competition and growth



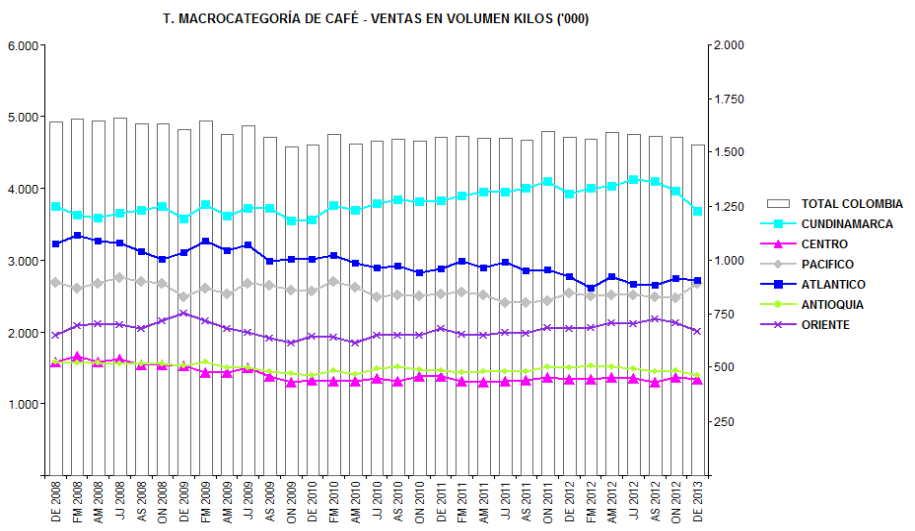
we have recovered 4 volume points and continued with consistent 1% growth for 2 consecutive years. 2013 starts flat.



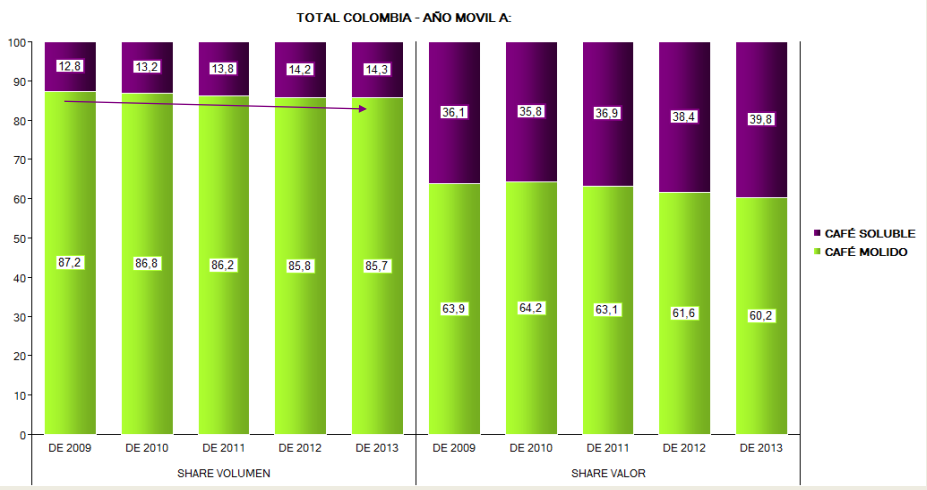
Growth is stable although prices have been increasing over the food price index



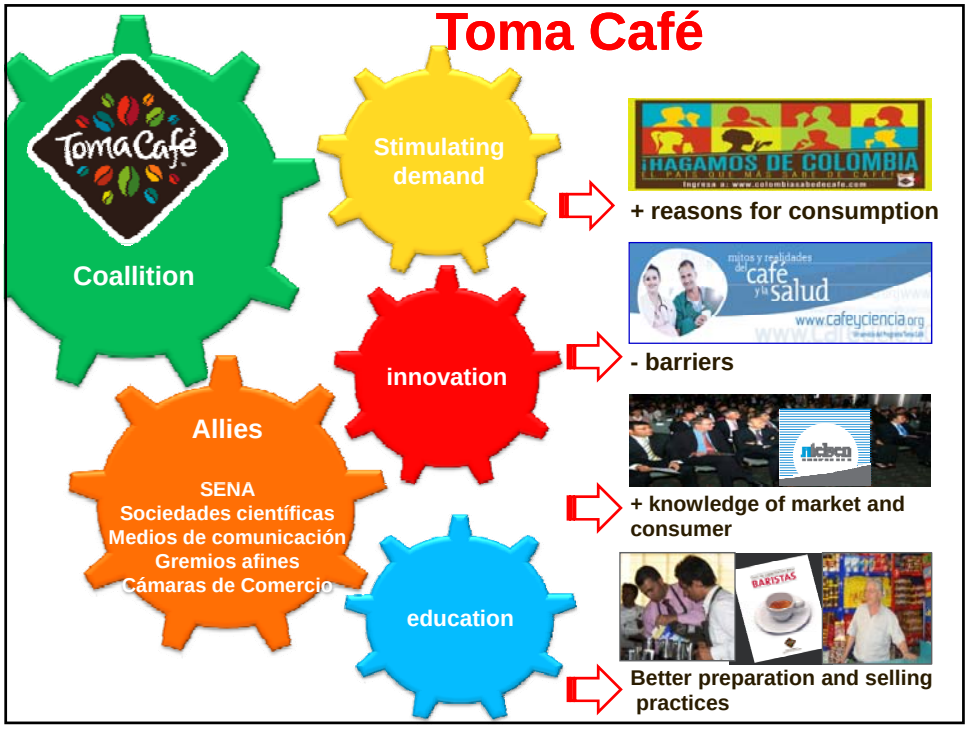
Centralization is evident when looking at regional consumption



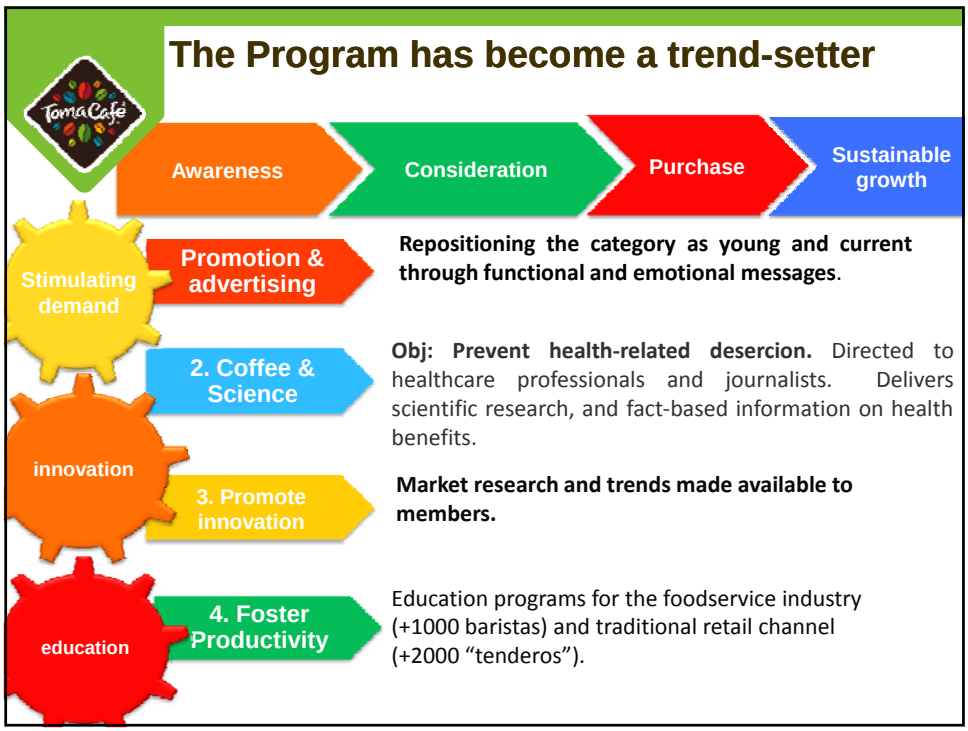
Regardless of recent deceleration, soluble coffee continues to gain share



Toma Café



The Program has become a trend-setter



Advertising & Promotion

2010-2011

2012-2013

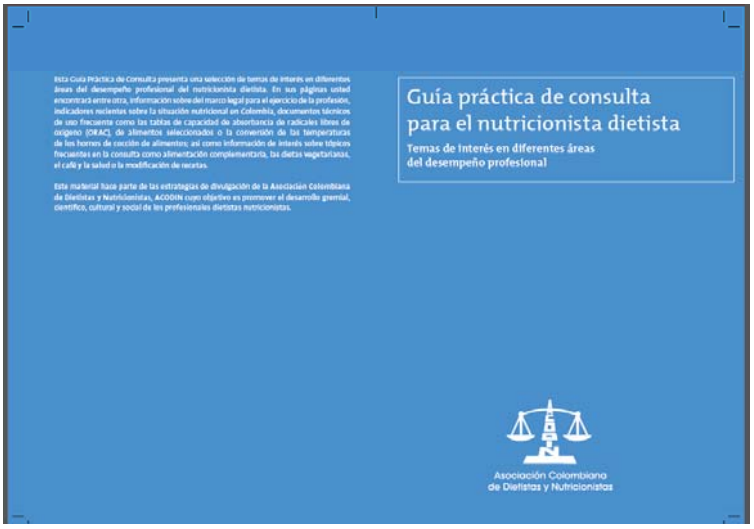
We should know more about coffee… shouldn't we?

Appealing to knowledge as a way to evidence coffee versatility.

Coffee & Science

Colombians mention health as one of the main reasons to abandon or not return to the coffee category.

Becoming a credible source of information



Making sources available for healthcare professionals

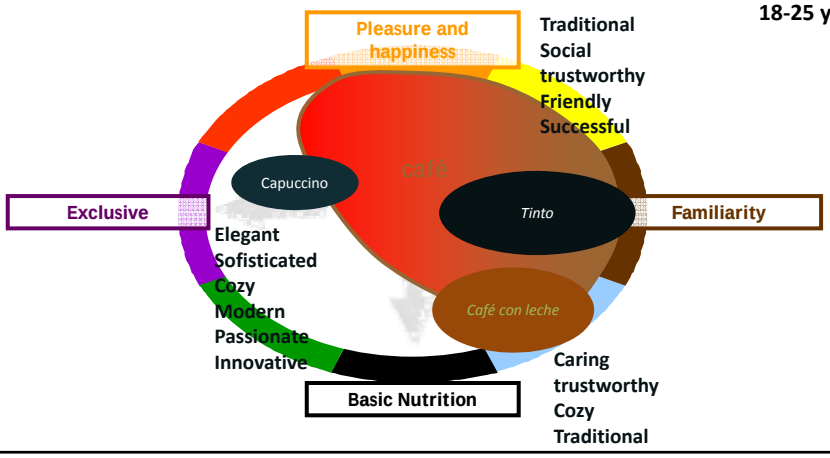
AÑO	CONGRESOS MÉDICOS	ASISTENTES DIRECTOS	CIUDADES	TOTAL MÉDICOS ENFERMERAS
2010	6	1.300	4	8.000
2011	13	3.625	6	6.000
2012	9	3.080	9	6.000

Fostering Innovation

Market research – trendwatching

Cofee for Young Colombians

Synovate: Contextual Consumer Landscape
18-25 yrs

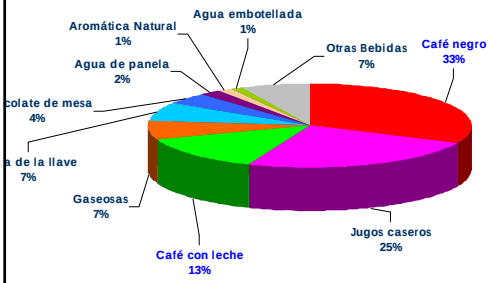


Educating to promote productivity

- 33 trained instructors from SENA & Fenalco
- 1020 coffee preparation professionals
- 2000 traditional shop-owners trained

There is evidence of positive changes in consumption habits

Café oscuro + Café con leche **46%**

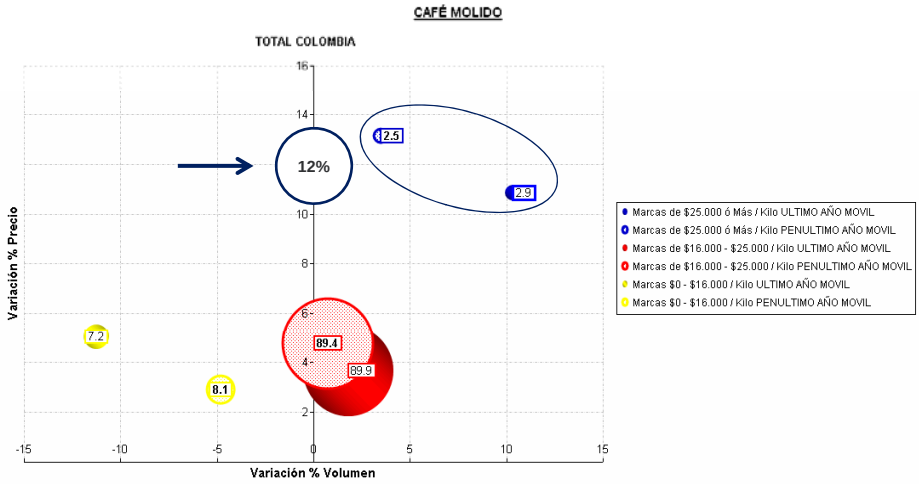


Share de bebidas (%)

Base: Total consumidores (1.392)

- 79 % - 82% Increase of in-home penetration
- 22% al 28% Growth of homes that drink different types of coffee
- 8,1% growth of average cup size for r&g from 148 ml to 160 ml and 9.3% growth for instant.
- Decrease in health as reason to leave the category.
- Slight increase of consumption at lunch time
- Increased out of home cunsumption.

We are starting to witness an interesting dynamic: the premium category grows at a double digit rate



Our main challenges continue to be:

- Refreshing the category's image: from dull and adult to young and hip
- Tackling health myths and concerns
- Improving preparation standards both in and out of home.
- Evidencing coffee versatility: + occassions, + preparations


¡HAGAMOS DE COLOMBIA
EL PAÍS QUE MÁS SABE DE CAFÉ!