Café de Colombia: Evolving with the emerging consumption trends

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Today Colombia is one of the most well-known origins for coffee. It wasn’t always this way...

- During the late 50’s the price of Colombian coffee went from $0.85/lb to $0.45/lb due to an excessive supply of coffee in the world market.
- Only 4% of consumers recognized Colombia as a coffee origin.
- Roasters dominated the market and they tended to hide origin in order to gain more flexibility in blends.

Awareness of Colombia as a coffee-growing country

Colombia had an excellent product but nobody knew about it. The need for a differentiation strategy was evident.
The road towards origin differentiation...

- 1960 - Creation of the Juan Valdez Character
- Make sure consumers demand Colombian coffee
- Industry would assure distribution by offering 100% Colombian coffee brands
- 1980 - Colombian Coffee ingredient brand strategy
- A new segment in the coffee category was created: 100% Colombian coffee
- Successful Push-pull strategy

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As from the 90’s the category changed. Colombian coffee needed to become relevant for different price points and occasions

Our strategy needs to take into account:

- Occasion
- Different Needs
- Location

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To satisfy consumers that wanted more than just quality

- New generations have greater access and interest for more information about the products they consume.

- Globalization also generated a niche of more conscious and demanding consumers.

- Origin became an increasingly important differentiation tool.

- More diverse product categories: Consumers want more options with different value propositions.

Our brand architecture and strategy needed to evolve.

Just one ingredient brand will not do the job to communicate the options Colombian coffee has.

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Our new Juan Valdez has helped to reposition Colombian coffee in the Specialty category

Generating demand for Colombian coffee at different price points and consumption occasions

- 100% Colombian
- Specialty
- Premium
- Mainstream
- Value

Generating industry demand for specialty coffees from Colombia at higher prices

Specialty coffee sales
Additional value transferred to producers (accumulated)

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Innovation is key to an ever evolving experience

Using Federation’s infrastructure we can now create a stronger link to origin with consumers with traceability technology

Protected Geographical Indication

Virtual Trips to the origin

Specialized tools - Beantrack

Where is your coffee from, really?

- Interactive tools placed in Juan Valdez Coffee Shops to know and appreciate their coffee
- Allows connoisseurs to know the specific origin of the Colombian coffee by entering Beantrack ® code in the package
Supporting traceability with Beantrack ®

- Interface powered by the producers traceability system
- Friendly navigation specially designed for consumers
- Tool for coffee amateurs interested on deeper knowledge regarding coffee origin

See www.juanvaldezcafe.com

Virtual Trips to origin

- Virtual trip where the "traveler" can discover the origin of its coffee, departing form his/her own house.
- Edutainment tool that explains how the geographic and environmental factors affect coffee attributes

- Consumers friendly navigation
- A Virtual experience similar in concept to a winery tour- Why this coffee is special and different –
- See: www.cafedecolombia.com/la_tierra_del_cafe/regiones_cafeteras/narino
As producers, our challenge is to make the origin relevant to consumers. Centered on the coffee grower, his/her efforts and our values and identity.

An Authentic Origin Experience

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Thanks

For further information please visit our websites:

www.federaciondecafeteros.org
www.100porcientocafedecolombia.com
www.cafedecolombia.com
www.juanvaldez.com