

## ROBERT PAULIG ROASTERY

# THESE COFFEE TRENDS IMPACT YOUR BUSINESS

A strong brand is important. So is consciousness and transparency.  
But quality is king when it comes to actual purchase decisions.



### Quality is king

A decision on where to go and what to have is usually a matter of quality.



### Sustainability is key

The guests prefer sustainable coffee that's traceable all the way to the farm.



### Brand power is crucial

A decision on where to go and what to have is usually a matter of quality.

# THE THIRD WAVE OF COFFEE IS HERE

We're in the middle of a paradigm shift towards more focus on craftsmanship, micro-roasting, attention to details and pure love for coffee.



## 1st wave

### 20th century

- Bulk filter coffee
- Supermarket brands
- From unexplored novelty to functional commodity



## 2nd wave

### 1990s

- Customised espresso drinks
- Conceptual chain brands
- From functional commodity to lifestyle and culture



## 3rd wave

### 2000s

- Artisan coffee
- Micro-roastery brands
- From lifestyle and culture to craft and awareness

# THIS IS WHAT THE CONSUMERS WANT

To attract people who want to experience the new wave of coffee you should make sure to check the following boxes.

- True premium products
- Unique taste profiles
- Variety of coffee origins
- Cultivated production processes
- Passion and attention to details
- Recommendations from experts
- Interesting story telling

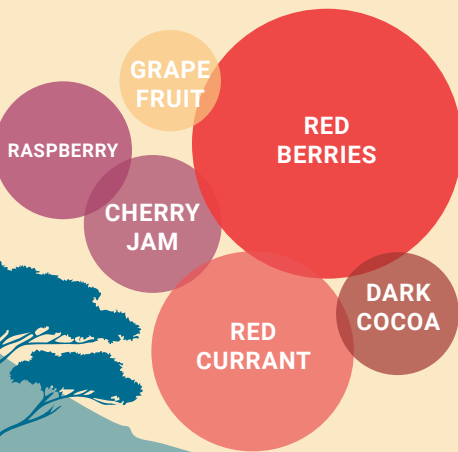
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ROASTERY

# HARVEST NO. 2 IS NOW AVAILABLE!

The land of a thousand hills provides ideal conditions for cultivation, and this specialty-grade coffee draws its character from the volcanic soil of Kayumbu. A burst of red berries meets sweet cherry jam and a hint of grapefruit. It's a celebration of terroir and sensory delight for those who seek more in every cup.

*Try it now while this limited batch lasts!*

## KEY SENSATIONS



COUNTRY: Rwanda  
 AREA: Kayumbu  
 ALTITUDE: 1.756 m.a.s.l.  
 VARIETY: Bourbon  
 SCA SCORE: 84.58  
 CROP: 2024-2025  
 PROCESSING: Washed  
 ROAST: Medium (2/5)  
 PREP: Filter coffee  
 AVAILABILITY: Limited edition, OOH only

## BY SERVING TASTE OF HARVEST YOU SURE WILL:

- Offer a limited top-class option that sparks interest and desire.
- Stay relevant and pamper your pickiest guests.
- Piggyback on a powerful concept to elevate your brand.
- Be the place that serves the best coffee right now.

Product name	Paulig nro	KPL/ME	CODE
Taste of harvest Kayumbu, Rwanda	65759	300	