



Juan Valdez®



**Welcome to
Juan Valdez**
100% Premium Colombian Coffee



Juan Valdez[®] Café

100% Premium Colombian Coffee



About us

In 2002, the National Federation of Coffee Growers of Colombia, a non-profit organization representing 540,000 coffee growing families, commissioned the Juan Valdez® brand to develop different businesses around the world to generate value for Colombian coffee growers. Since then, the Juan Valdez® brand has been present in all types of sales channels: Speciality stores, retail, HORECA and online. We have a clear purpose: Captivate the world with Premium Colombian Coffee generating value for Colombian coffee growers.

Today, the Juan Valdez® brand proudly can be found in hundreds of coffee shops and retail stores around the world. Our stores give you the opportunity to experience the unique flavors and aromas of Colombian coffee, where the farms producing it apply social, economic and environmental principles guaranteeing the fair treatment of workers and the responsible management of natural resources.

We represent the quality, values and traditions of Colombian coffee, where every cup sold helps to support Colombian coffee growers and their families.

**100% Premium
Colombian Coffee**

Business Channels

We distribute 100% premium Colombian Arabica coffee, handpicked, according to the traditions of more than 540,000 Colombian coffee-growing families.

Through our allies, Juan Valdez offers a wide range of coffee products for different consumption moments: sustainable - unique blends - unique origins - single serve options - premium freeze dried"



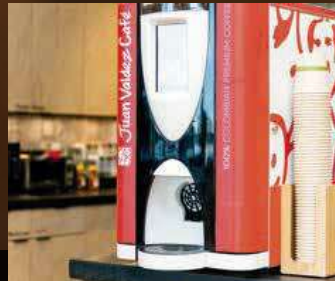
Coffee Shops

More than
500
Juan Valdez Café
in 17 countries



Retail

More than 11,000 POS
in 33 countries.



Corporate Clients

More than 200 B2B agreements
worldwide with Airlines, hotels,
restaurants and offices.



E-commerce

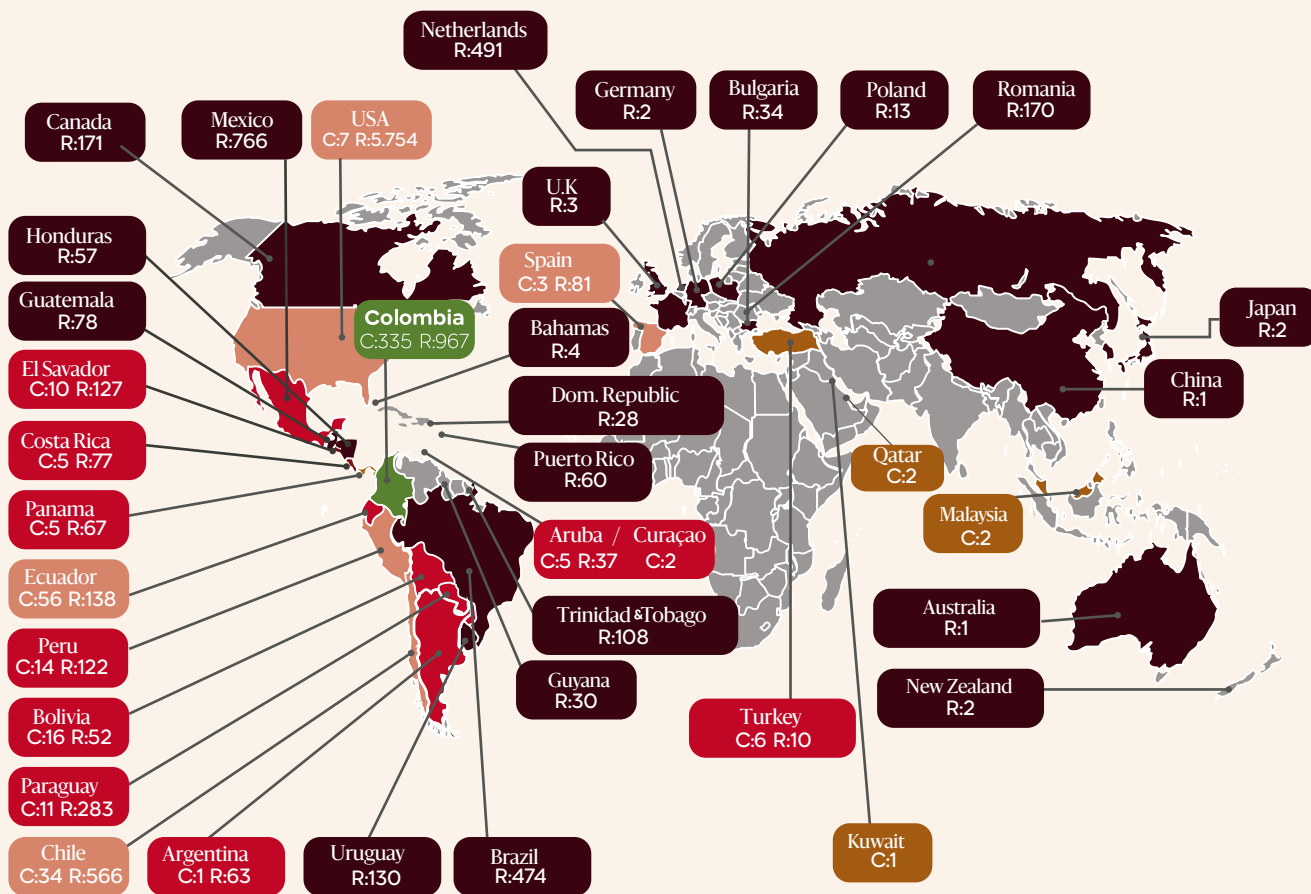
More than 20 countries with
online presence





Juan Valdez around the world

Presence 2023



Joint Venture
Shops + retail

Only Shops
Only Retail

Colombia
C: Coffe Shops
R: Retail points of sale

E-Commerce
27 Retail.com
17 Market places
10 Juan Valdez online stores

Markets with current
international retail and
store presence

38

Our Stores

Our specialized coffee shops reflect all the elements of the Colombian coffee culture. They are ideal spaces to socialize, work, rest, and above all to enjoy the best 100% premium Colombian coffee.

Our baristas represent values of Integrity, "Colombianidad" and service to offer our clients a unique experience. Through the Franchise model, Juan Valdez seeks to reach more and more new countries, offering its business allies all the knowledge, technical support and quality of Colombian coffee in order to develop the brand at an international level.



Turkey



Qatar



Argentina



Chile

More than 335 coffee shops in Colombia and more than 156 in:
Argentina, Aruba, Bolivia, Chile, Costa Rica, Curaçao, Ecuador,
El Salvador, Kuwait, Malaysia, Panama, Paraguay, Peru, Qatar,
Spain, Turkey, USA.



ExpoDubai



Corporate Clients / B2B



Hotels



Restaurants



Offices



Distributors



Airlines and Cruises



Vending



Some of our clients

Hotels

 **Marriott** **HYATT**


INTERCONTINENTAL
HOTELS & RESORTS


SHERATON

Coffee bar

Johnson & Johnson **P&G**

DIAGEO  **EY** Building a better working world **DDB°**


ANDI

Offices

wework


CINE COLOMBIA

HBO®

MeadJohnson
Nutrition


GEOPARK



British Embassy
Colombian

Airlines & Cruises

spirit®  **LATAM**



E-commerce

Online store: juanvaldezcafestore.com



Tactics:

- Subscriptions
- Coffee Quiz
- E-gift cards
- Blog

Marketplaces / Retail.com

Buyers and sellers from different parts of the world offering and demanding products like a traditional market.

amazon

Walmart

JD.COM



Last Mile Delivery

Transportation of goods from the nearest distribution hub to the final destination, such as homes or businesses.

Rappi

Uber Eats

DiDi Food



Our Certifications



USDA

Verifies that farms or handling facilities comply with the organic regulations of the U.S. Department of Agriculture and allows producers to sell, label and represent their products as organic.



**Organic Food
Ministry of Agriculture
and Rural Development**

Accreditation by the Ministry of Agriculture and Rural Development for our Juan Valdez Organic coffee in Colombia.



CO-BIO-141

Accreditation for our Juan Valdez Organic coffee following European Union standards.



**Rainforest
Alliance**

Promotes collective action for people and nature. It amplifies and reinforces the beneficial impacts of responsible choices, from farms and forests all the way to the supermarket check-out.



Kosher

Verifies that the ingredients, production process including all machinery, and/or food-service process complies with the standards of the benchmark of religious Jewish law.



HALAL

Applies to the food, cosmetic and pharmaceutical sectors and attests that a product is manufactured in full compliance with the precepts of Islamic Law, that it does not include any "forbidden" components.
























Our Portfolio





Cup Profiles Roasted Coffee

	Mild	Balanced	Strong	Ideal for Espresso
Sustainable Coffees 		 Organic  Mujeres Cafeteras	 Finca	
Premium Selection 		 Colina -----  Cumbre Decaffeinated	 Cumbre	 Volcan
Single Origin 	 Nariño	 Huila  Antioquia	 Caldas  Sierra Nevada	
	 Cauca	 Cundinamarca	 Valle del Cauca	
	 Tolima	 Santander	 Paisaje Cultural Cafetero	



Sustainable Coffees

Our sustainable coffee line highlights the work of coffee growers that carry out 100% organic practices on their farms and contribute in an organized and responsible manner to society.



Organic

Acidity:



Fragrance: Intense



Body: Medium



Flavor Notes: Fresh and wild



Harvested by coffee growing families that have embraced the principles of ecological agriculture, under the highest standards. This coffee promotes the care of the environment and the best guidelines for the production of a certified coffee.

Benefits:

- Support of Colombian coffee growers
- Use of renewable resources
- Restriction of genetically modified plants and animals
- Transparency in labeling
- Free of chemicals and fertilizers

Harvested by Colombian coffee families working under the Rainforest Certified code of conduct. It's a beverage with great character and prominent herbal notes.

The farms that produce this coffee implement social, economic and environmental principles to ensure the fair treatment of workers and the responsible management of natural resources.

The Rainforest Certified label guarantees that this coffee was grown under standards that protect both workers and the environment.



Finca

Acidity:



Fragrance: Intense



Body: High



Flavor Notes: Herbal Notes





Mujeres Cafeteras

Grown and harvested by the hands of women coffee growers, this coffee has a balanced profile with blackberry and sweet caramel flavor notes.



Acidity:



Low



Fragrance: Intense



Body: High



Flavor Notes: Balanced with Blackberry and Sweet Caramel notes.



Premium Selection

A team of experts selects coffee beans from different areas of the country, these beans are profiled, roasted and blended to guarantee the best quality and diversity of flavor. In this line you will find mild, balanced, strong and decaffeinated coffees.



Colina

Acidity:



Fragrance: Intense

Body: Balanced

Flavor Notes: Peach, White Chocolate.



Cumbre

Acidity:



Fragrance: Intense

Body: Medium

Flavor Notes: Semi-dry grapes, Cocoa and tea.



Volcan

Acidity:



Fragrance: Very Intense

Body: High

Flavor Notes: Sweet Caramel, Cocoa.



Cumbre Decaff

Acidity:



Fragrance: Intense

Body: Medium

Flavor Notes: Sweet plum, raisin.



Single Origin Coffees

These coffees are produced in a specific region of Colombia, showing the diversity of flavors that characterizes each coffee producing department. We divide the producing zones according to the type of flavor that you will find in each region. Harvested coffees at higher altitudes tend to be milder and those at lower altitudes tend to be stronger.



Tolima

Acidity:



Fragrance: Intense

Body: Medium

Flavor Notes: Strawberry, Blackberries.



Nariño

Acidity:



Fragrance: Citrus

Body: Medium

Flavor Notes: Lemon, Panela sweet.



Cauca

Acidity:



Fragrance: Intense

Body: Medium

Flavor Notes: Ripe Tangerine, Cape Gooseberry.



Antioquia

Acidity:



Fragrance: Intense

Body: Medium

Flavor Notes: Panela, Red Plum, Red Apple.



Santander

Acidity:



Fragrance: Intense



Body: High



Flavor Notes: Chamomile Tea, Brown Sugar, Chocolate



Cundinamarca

Acidity:



Fragrance: Mild to Sweet Vanilla



Body: Medium



Flavor Notes: Orange, Honey, Vanilla.



Huila

Acidity:



Fragrance: Sweet Fruit



Body: Medium



Flavor Notes: Ripe Orange and Sweet Caramel.



Sierra Nevada

Acidity:



Fragrance: Intense



Body: Medium



Flavor Notes: Panela, Red Plum, Red Apple.



Valle del Cauca

Acidity:



Fragrance: Intense



Body: Medium



Flavor Notes: Toasted Malt, Sugar Cane Honey.



Caldas

Acidity:



Fragrance: Intense



Body: Medium



Flavor Notes: Sweet Caramel, Ripe Plum.



Freeze-Dried Coffees

This coffee has been subjected to a dehydration process at low temperatures, which allows the aroma and flavor notes to preserve.



CLASSIC



CHOCOLATE



**VANILLA &
CINNAMON**



**CLASSIC
DOYPACK**



HAZELNUT



DULCE DE LECHE



DECAFF



Drip Coffees

An innovative, and at the same time, artisanal method that does not require machines and can be used by at any time.

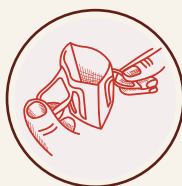


Steps To Open



1. Break

Tear the bag.



2. Open

Identify the sides and pull.



3. Place inside the cup"

Place in the cup.

Preparation

1. Slowly add hot water (180 ml) to boiling point over the drip coffee.
2. Wait 10 to 20 seconds, and repeat the process until the base of the drip touches the water.
3. Hold the drip bag for one minute and then discard it.

Note: One bag of drip coffee has 10 grams of coffee, it is recommended to use 180ml of water for an ideal cup of coffee.

Brand Sustainability

Juan Valdez is committed to achieve better social and environmental practices by generating shared value in every stage of its value chain, and this commitment has been ratified since 2021, when the company was certified as B Corp. The certificate is achieved through the assessment of five business dimensions: Governance, Community, Employees, Customers and Environment.

Governance

Highlights the actions focused on the company's mission, ethics, responsibility and transparency, how the company has a triple bottom line impact for its stakeholders.

Objective: Generate shared value for coffee growers, shareholders, consumers, workers and suppliers, with sustainability at the core of the business model.

Community

Relationship with suppliers and the company's involvement with the community, with respect to its operating environment.

Objective: Focus our shared value on the relationship with Colombian coffee growers "Amigo Plan Caficultor" and through the value chain with initiatives such as "Inclusive Purchasing".

- +1.500 beneficiaries
- 14 departments
- +90.000 Kg of green coffee bought



Mujeres Cafeteras



9 Associations & 1 buying point



7 Regions

Cauca, Cundinamarca, Huila
Tolima, Risaralda and Valle del Cauca



72.676 kg green coffee (2017-2021)
(Programmatic differential price)



+800 Beneficiaries



Certified



Corporation



Employees

100% of our employees are covered by life insurance, health insurance, education and training. We highlight our inclusive employment program along with our ally Best Buddies Foundation, which has been promoting the participation of people with intellectual disabilities in the labor market.

- +68 participants in Colombia

Environmental

Climate Change Mitigation and Circular Economy.

Reusable cup: With the Reusable cup's strategy on coffee shops, we seek to reduce the consumption of single-use cups through the use of the Juan Valdez® branded cup or any cup owned by the consumer.

Repair and redesign of furniture: Under the slogan "We reuse as much as possible", we seek to reduce the extraction of raw materials, as well as post-consumer landfill disposal, extending the life cycle of the furniture through actions such as repair and remanufacturing.



Circular Economy "Don't Break the Cycle": We are committed to R&D to close the loop and reduce the amount of waste that is annually sent to landfills, by working with local recyclers, raising awareness with customers, and training our employees.



7 AFFORDABLE AND
CLEAN ENERGY



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



17 PARTNERSHIPS
FOR THE GOALS



Customers

Evidence of 100% coverage of a formal guarantee for all products in the portfolio, as well as methodologies created by a third party to assure quality of all products and services. We also monitor customer outcomes and well-being including a formal program to incorporate customer studies and feedback into product design to reduce negative effects or increase perceived positive effects.

Internationalization of the Strategy

We are focusing our efforts on developing an international governance framework of sustainability and shared value for our global operation. For this reason, it will be of tremendous value to partner with like-minded organizations and clients, willing to share common agendas on sustainability and to bring new ways of achieving our Strategic Goal.





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