

# Shared Value

## Case study:

### MaxiCoffee

**MaxiCoffee**



“Human and social development is at the heart of MaxiCoffee’s DNA, history and corporate culture. As coffee experts, we are committed to bringing people together around our passion while respecting the environment and bean producers,,

→ Christophe Brancato ,  
CEO of MaxiCoffee



#### Social need

Coffee is one of the most popular beverages around the world and embodies, for most people, an essential part of the morning routine. Its consumption requires a colossal production of beans, estimated to be 172 million bags in 2021 (i.e. 10.3 MT) mainly produced in South America, South-East Asia and Africa. Coffee has become global and is produced by two types of players: large, well-structured farms and cooperatives on one side and small farmers on the other side. The latter are mostly located in the world’s poorest regions, hence highly vulnerable to economic variations (and notably price volatility) and climate change consequences.

#### Shared Value business

**“MaxiCoffee’s mission is to share its expertise and create moments of discovery and togetherness.”**

MaxiCoffee is the first importer of specialty coffee in Europe, in particular through the Cafés Lugat brand. In this context, MaxiCoffee guarantees fair wages for farmers, certifies product traceability and ensures and promotes sustainable social & environmental practices

#### Initiatives

- **Build strong partnerships**  
Implementation of long-term relationships with independent coffee producers (currently 29) with a win-win mindset (Fair Trade): MaxiCoffee agrees to purchase at constant prices for several years while producers commit to producing qualitative, traceable beans sustainably.  
Key actions:
  - Premium prices for producers undertaking an organic conversion of their lands and not yet certified
  - Promote organic best practices, for example in Honduras to the 700 members of the COSMA cooperative or in Nicaragua with small producers involved in reforestation programs
  - Promote diversity with old or endemic varieties of coffee beans, better suited to each micro-region
  - In Colombia, Elkin Guzman’s farm "El Mirador" is an example of integrated agriculture experimenting production

#### KEY FIGURES

##### Headquarters

Gardanne, France

##### Long-term coffee supplier contracts

29

##### Daily clients served

2 M

##### Employees

1500

##### Sales in 2020e

235 €M

##### Main SDGs



- without phytosanitary products
- Ensure all suppliers and third parties have implemented a responsible policy

→ **Develop and communicate on organic and sustainable products**

- More than 1 out of 5 products in MaxiCoffee's product range are labeled organic and Fair trade
- Launch of a proprietary organic brand roasted in France in 2019 named "Green Lion". Producers are selected on a Fair trade basis to develop 6 different coffee types. The brand experiences a great success with over 600 tons sold in 2020.
- Promotion of organic and Fair trade products and brand on the MaxiCoffee website

→ **Constantly innovate by developing sustainable solutions from beans to cups**

In 2020, MaxiCoffee started collaborating with Transoceanic Wind Transport (TOWT) to bring one ton of Colombian organic and fair trade coffee to France via sailing boat, an initiative to import coffee with zero greenhouse gas emissions.

Already using recycled plastic boxes to transport coffee, MaxiCoffee will implement the use of recycled denim bags for the transport of coffee to their roasting site in the frame of the "The New Denim Project" from 2020 onwards. This packaging created without chemicals saves 20,000 liters of water per kilogram of recycled material.

**Conclusion**

MaxiCoffee is an expert company in the world of coffee, having the conviction that it is as an inexhaustible source of human and social development. MaxiCoffee shares its knowledge and contributes each day to help build the relations necessary to further this development.

MaxiCoffee's presence in numerous upstream and downstream activities in the world of coffee reinforces its know-how by offering synergies to its clients, collaborators and partners. It is its humanist beliefs and synergies that make its value propositions so unique.

