

#BEANTHERE



No. 2 In the footsteps of coffee: Our actions towards the bright future of coffee



Meaningful moments
since 1876



100% sustainably
sourced coffee



Paulig roasts every 100th
coffee bean in the world



Around the world

Where does coffee grow?

Our seven biggest coffee countries are located in South and Central America, Africa and Asia. Get a closer look at these fascinatingly different coffee countries.

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Blog

365 days in the steps of coffee

Our Sourcing Manager Anna Vänskä spent a year traveling in the coffee origin countries. Take a journey of tastes with her.

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Interview

People behind the package

Hundreds of professionals work with coffee in our roasteries. Get to know the different roles behind the coffee package.

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Case

Lighting up the darkness

Can used coffee grounds be used to light a festival? Read more about the innovative environmental actions carried out in the Baltics.

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Editorial

Meaningful coffee moments brighten up everyday life

Due to our long history and quality products, most people know us and our products. Even so, we don't want to rely on our past merits, but look to the future with curious minds.

EVERYTHING STARTS FROM COFFEE LOVERS

At Paulig, coffee lovers are key to everything. We want to know and understand the people who enjoy our products.

Although coffee is enjoyed around the world, flavour preferences and consumption patterns vary greatly, even in our main market areas, the Nordic countries and Russia. We listen to consumers closely and receive feedback and ideas through a variety of channels.

FAMILY-OWNED COMPANIES AT BOTH ENDS

Coffee in itself is an incredible product, and very interesting to work with. When I visited several coffee farms in Costa Rica in late 2017, I gained an entirely new perspective on the coffee chain. At the farms, I was able to see with my own eyes how much work coffee farming requires and the amount of different work phases it takes for the coffee to end up at our roastery.

Coffee farming is a way of life, passed on from one generation to the next. The majority of coffee is grown on small family farms, with passion. The thought about a family-owned company at each end of the coffee chain brings a smile to my face.

GOOD FLAVOUR IS THE MOST IMPORTANT THING

On a global scale, we are the little big operator of the world of coffee. We buy every hundredth coffee bean produced in the world and want to take good care of them. We have the opportunity to make a positive impact with our own choices and operations. We want everything we do to leave a good taste behind.

By the end of 2018, all of our coffee will be either certified or sourced through our partnership programmes. This goal has been achieved with cooperation and long-term work.

TOWARDS THE NEXT 140 YEARS WITH INNOVATIONS

One of Paulig's values is Stay Curious. This value summarises what it takes to create something new, to grow and develop. Without curiosity and a will to think and do things differently than before, you cannot create anything new. At the same time, it's good to remember that there is power in partnerships – you cannot do everything by yourself, nor should you.

Partnerships play a key role in our sustainability work. We are one of the founding members of the International Coffee Partners initiative that supports coffee farmers to improve their crops through good farming practices while protecting the natural resources in the origin countries. In addition to our own partnership programmes, we are working with the Coffee&Climate initiative that supports coffee farmers in adapting to climate change.

For me, one of the greatest things about coffee is how it brings people together. At work, you can take a breather and exchange thoughts over a cup of coffee while, at home, it can be a peaceful coffee moment when reading the paper on a weekend morning. Coffee is ideal for both calming down and refreshing.

The future Paulig will continue to be present in people's coffee moments, be they part of a routine or a celebration. How people will drink their coffee in another 140 years remains

to be seen. The most wonderful aspect of it all is to be part of this journey, building a direction for the bright future of coffee.



Lenita Ingelin
Managing Director, Paulig Coffee



A family company since 1876

Paulig roasts every 100th coffee bean in the world

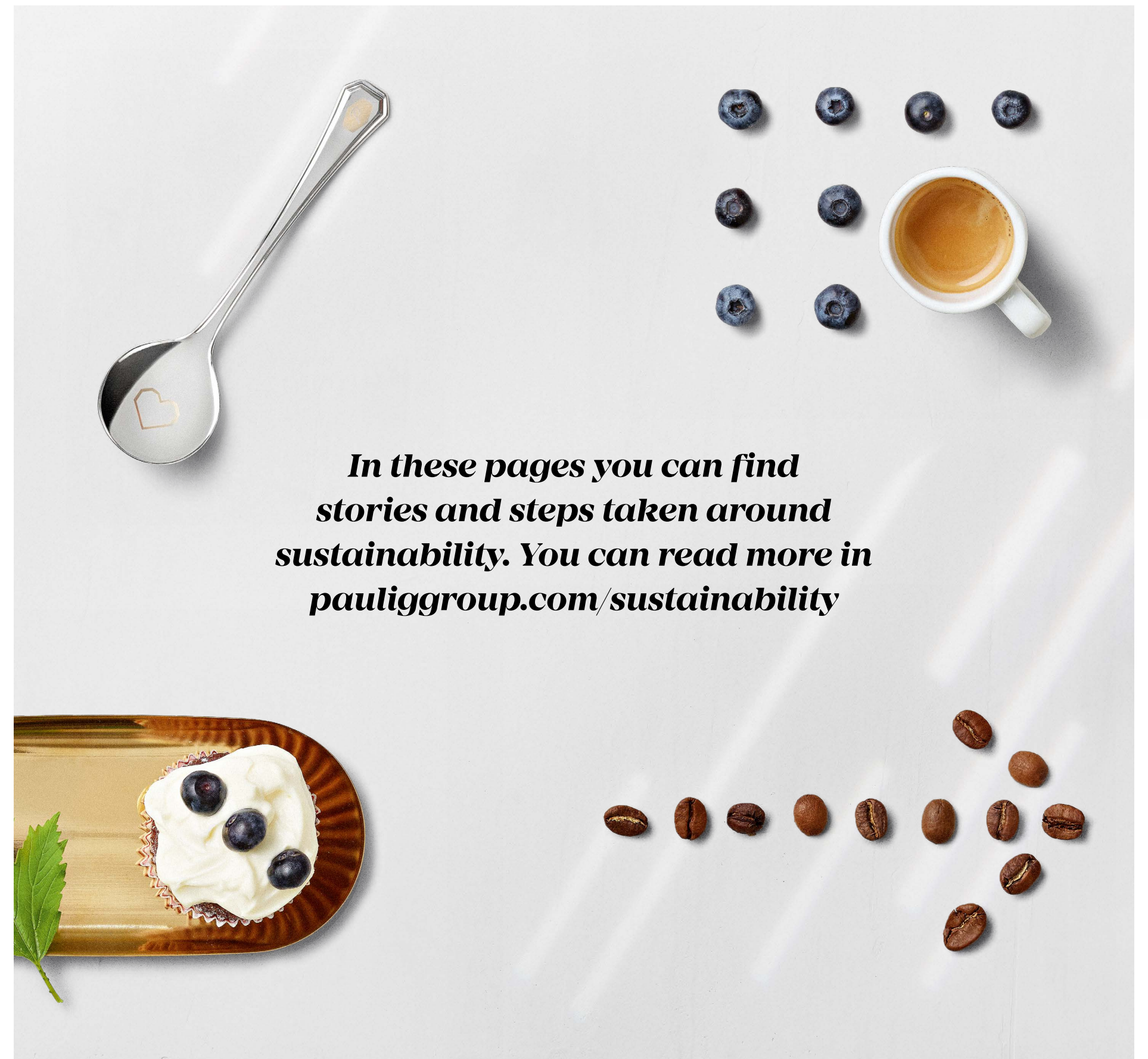
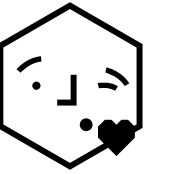
We are the largest coffee business in Finland and part of Paulig Group, the international food and drink industry family business. We create meaningful coffee moments. Our largest market areas include Finland, the Baltic countries and Russia.

We buy approximately one per cent of all coffee production in the world, around 60 million kilos of sustainably sourced coffee, every year. Every 100th bean in the world travels to be roasted in our roasteries located in Vuosaari and Paulig Kulma in Helsinki, the village of Tolkkinen in Porvoo, Finland

and Tver in Russia. Vuosaari is the largest roastery where approximately 100 million coffee packages are roasted cleanly with biogas every year. Our strong brands include for example Juhla Mokka in Finland, Classic in Baltic countries and Russia and Presidentti in our all market areas.

Sustainable development concerns everything we do. With more than 140 years of experience, we know that great taste and quality can only be achieved through responsible operations. We take care of the entire process from the coffee-producing countries and farmers' working conditions to the cup of coffee in the consumer's hand.

Get to know us better:
pauligroup.com



In these pages you can find stories and steps taken around sustainability. You can read more in pauligroup.com/sustainability

WHERE DOES COFFEE GROW?

Every year, we buy approximately one per cent of all coffee produced in the world, around 60 million kilos sustainably sourced coffee. Our seven biggest countries are located in South and Central America, Africa and Asia. Read on to get a closer look at these fascinatingly different coffee countries.



Brazil

THE WORLD'S BIGGEST COFFEE-PRODUCING COUNTRY

- Brazil is the world's fifth-largest country by area and an astonishingly massive coffee country with coffee plants as far as the eye can see. Up to 55 per cent of Paulig's beans come from Brazil.
- The taste of the high-quality Brazilian arabica coffee derives from beans ripened by hot, sunny days. Sweetness and nuttiness are key words when it comes to this coffee. Brazilian coffee has a soft flavour and it is easy to blend with other coffees.
- Even though we tend to connect the image of large industrial coffee farms with Brazil, in reality, 75 per cent of the country's coffee producers are still small-scale family farms.

Colombia

COFFEE FARMING IS THE SOURCE OF LIVELIHOOD FOR HUNDREDS OF THOUSANDS

- When you travel to Colombia, you can immediately sense that you are in a coffee country. Coffee farming is an important industry, estimated to employ around 800,000 people directly and more than 1.5 million people indirectly.
- The coffee culture in Colombia is marked by awareness and importing coffee from other countries is prohibited. Colombian coffee is robust and, at its best, richly aromatic, containing an acidity with notions of berries.
- Colombia produces coffee almost throughout the year, whereas many other countries harvest their coffee crops only once a year. In addition to the main harvest, most regions have an interim harvest called "mitaca", which also helps level the year-round production. The farms in Colombia are small, with an average size of approximately two hectares.



Vietnam

THE COUNTRY OF THE STRONG AND SMOKY ROBUSTA

- Vietnam is currently the second largest coffee producer in the world, the largest being Brazil. A vast majority of the produce consists of robusta beans, which Paulig uses to bring character to espresso coffees, for example.
- Coffee production is focused around the highlands in the central parts of the country in the Dak Lak and Lam Dong provinces. Most producers have small farms, ranging from less than one hectare to slightly larger than that. Only a fraction, five per cent, of the farms are large farms covering several hundred hectares. Most large farms are managed by the state.
- In Vietnam, coffee is traditionally enjoyed with condensed milk. The coffee can be thick and really sweet. Culturally, however, Vietnam is still a country of tea lovers.



Nicaragua

FARMING PRACTICES ARE PASSED DOWN FROM ONE GENERATION TO THE NEXT

- Nicaragua has produced coffee since the late 1800s. Coffee remains an important Nicaraguan export and its significance for the country's economy is great.
- Large bean size and a soft, sweet taste are the characteristic of Nicaraguan coffee. This Central American coffee has a very balanced flavour, and the level of acidity is pleasant and mellow.
- Most of this coffee is cultivated in the north, near the border with Honduras, in the mountainous areas of Matagalpa, Jinotega and Segovia.



Guatemala

MICROCLIMATES PRODUCE UNIQUE COFFEE VARIETIES

- Coffee farming in Guatemala started in the 1870s, and it has been an important agricultural export ever since. Guatemala's several microclimates and volcanic soil, rich in nutrients, create excellent preconditions for farming coffee. The mountainous regions in central and western Guatemala produce good and unique coffee varieties.
- You can detect elegant and sophisticated elements and even hints of cardamom in a top batch of Guatemalan coffee. Rather than strong or powerful, the flavour is stylish and elegant.
- Guatemalans do not consume a lot of coffee. High-quality coffee is exported. As in many other countries of origin, filter coffee in Guatemala is enjoyed with sugar from small dishes the size of an espresso cup.

Kenya

THE AFRICAN STAR OF COFFEE COUNTRIES

- Kenya is traditionally a tea country, and doesn't have a strong coffee culture of its own. Even so, Kenya is a large coffee-producing country. A majority of the coffee is produced on small farms of one or a few hectares.
- Kenyan coffees are characterised by notions of berry, such as blackcurrant, as well as a succulently jam-like acidity. They are strong, nuanced coffees that leave no one cold. Even in small amounts, Kenyan coffee adds character to coffee blends.
- Kenya is characterised by producer communities' large share of production. The share of the producer communities is around 60 per cent of the entire production. Approximately 600,000 farmers in total produce coffee in Kenya.



Ethiopia

THE CRADLE OF COFFEE

- Ethiopia is currently the sixth largest coffee producer in the world. Ethiopians enjoy coffee and drink about half of the coffee produced in the country.
- There is a strong range of flavours in Ethiopian coffee. The coffee includes the delicate aromas of flowers, for example. At its best, you can taste fine notions of jasmine and green tea and flower blossoms in the coffee.
- In Ethiopia, the birthplace of coffee, the coffee culture is deeply rooted. An Ethiopian coffee ceremony is a communal event where everyone from the nearby region is invited. Ethiopians enjoy popcorn or roasted nuts with their coffee, and have several small cups of coffee at a time.



FAIR TRADE FINLAND / PHOTOGRAPHER NAOD LEMMA

Around the world

LIFE ON A COFFEE FARM

Have you always wondered what life is like on a coffee farm? Read about a farmer's working day during the busiest time of the year – the harvesting season.



The sun rises and the cock crows to mark the beginning of a new day. The day of a coffee farm usually begins early in the morning. Many farmers keep farm animals – such as cocks, hens, goats and sheep – as a source of additional income. Often the farms also cultivate something else in addition to coffee, such as bananas or corn.

The family eats breakfast together. After breakfast, the children head off to school and the parents toward the coffee plantations.

Did you know that coffee farmers themselves do not necessarily drink coffee all that much? Coffee is a valuable raw material and most of it is exported.



The day ahead is long, since everyday life is at its most hectic during harvest time. The picking of the ripe red coffee cherries marks only the beginning of a process consisting of a number of phases before the beans are ready to be sold.

The harvest time varies according to the coffee country's geographic location, for example. Therefore, coffee is harvested somewhere on the planet on every day of the year. In Brazil, for instance, harvesting begins in April, whereas in Kenya, the picking of the main harvest will not begin until the end of the year. The harvesting takes about four months. Harvesting can begin once the coffee cherries have ripened to a deep red or yellow colour.



The lunch break arrives at midday. Farmers often eat their lunch at the plantations, particularly if the farm is not right next to their home.

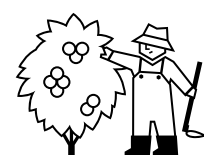
Depending on the country and production region, the coffee is picked either by hand or machine. Manual picking is typical in Africa, Colombia and Central America, and particularly in areas where coffee plantations are mostly located on steep mountainsides and cherries ripen unevenly. In Brazil, mechanical picking is possible due to level plantations located on plains and evenly ripening harvests.



The day is drawing to a close, but it's not over yet. This is because the picked coffee cherries must still be processed. This can be done in a number of different ways: the dry or wet method or the semi-washed method. The different methods of processing produce coffees of different texture and flavour. The most important thing, however, is the careful treatment of the beans and the use of only high-quality coffee cherries.



At dusk, it is time to get back home and have dinner with the family. Working days can turn out to be long during the busiest harvesting season. The coffee plantations have been tended carefully for months and now this labour is bearing fruit. Due to the nine months it takes for coffee cherries to ripen, many farmers think of the coffee as if it were their own baby and the regard for the raw material on the farms is in a league of its own.



Read more about the coffee origin countries: paulig.com/en/sustainability

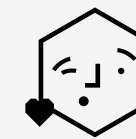


Fact



WHAT DO WE MEAN BY THE TRACEABILITY OF COFFEE?

Can you take a peek to a coffee's country of origin by drinking a cup of it? Can the contents of a Paulig coffee package be traced to the other side of the world? Where does the journey of coffee start from and who farmed my coffee?



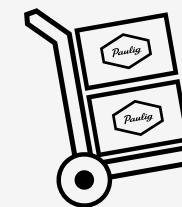
COFFEE CONNOISSEURS

Some 2.2 billion cups of coffee are enjoyed in the world every day. The effects of a Paulig coffee moment are visible in the value chain of coffee and extend all the way to the countries of origin. We support the livelihood of farmers and develop the well-being of local communities participating in the repairing of school buildings, for example, or by securing the availability of clean drinking water in the area. All Paulig coffee is sustainably sourced and traceable at every phase of the chain – all the way from plant to cup.



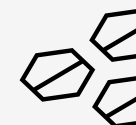
SHOPS, CAFÉS AND RESTAURANTS

Paulig coffee can be bought in shops, cafés and restaurants. All of our sold products include an EAN code, production date and a production batch ID. These details provide exact information on when the product was made and by which machine. The date of the packet is an indication of the coffee's recipe or, in other words, which beans were used to make the product.



WHOLESALE

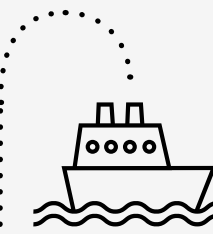
Coffee's journey to shops and other sales outlets passes through wholesalers. All of Paulig's deliveries and the orders of central warehouses are saved in information systems, due to which they are easy to track.



ROASTERY

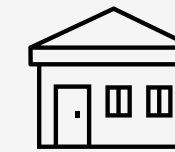
Every 100th coffee bean in the world travels to us for roasting. The Vuosaari roastery receives around 2,500-3,000 containers of green coffee every year, and approximately 60 million kilos of sustainably sourced green coffee is delivered to all of our roasteries in a year. To ensure first-class quality and flavour, eight different sensory evaluations are done at different phases of the chain.

Paulig has its own roasteries in Vuosaari, Paulig Kulma and Tolkkinen in Finland and in Tver, Russia. Altogether almost 600 professionals work with coffee every day.



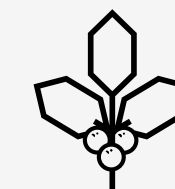
TRANSPORTATION

The journey of coffee beans in the country of origin includes many different means of transportation, from donkeys to pickup trucks, as well as roads winding from high up in the mountains down to the plains, as the coffee is transported from the plantations to the processing facilities or purchasing stations. Once the coffee has been processed, the route is smoother, given that the beans are shipped to Paulig's roasteries by sea, via Europe. The entire journey takes about four to eight weeks depending on the country of origin and route.



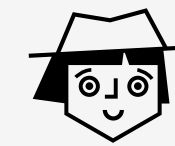
EXPORT COMPANY

Export companies are our important partner in ensuring and developing sustainability and quality. The export companies procure their coffee mainly from smallholder farmers and farmer communities. In the country of origin, the coffee is loaded into the container either in a single large bag or as separate 60 kg bags. One container can hold approximately 20 tonnes of coffee, which is transported to Paulig once the approval of shipment has been issued, following a taste and quality test.



PROCESSING OF GREEN COFFEE

The coffee treatment, or processing of green coffee, facilities get the coffee from local farms or farmer communities. In the process, the flesh of the coffee cherry is removed with different methods.



COFFEE FARMER

We visit coffee farms regularly, and during these visits the farmers, proud of their own work and interested in the coffee chain, want to hear which product the coffee cherries they have grown have ended up in. Traceability and the journey of a bean are therefore of interest at both ends of our value chain.

Coffee's traceability all the way up to an individual farm requires a lot of work, since the farms that grow coffee are often small family farms from which the beans are forwarded in small batches, sometimes consisting of only a couple of bags. When necessary, it is nevertheless possible to trace a coffee all the way back to farmer communities or even back to individual farmers who deliver coffee to Paulig Kulma, for instance.



ANNA VÄNSKÄ & 365 DAYS IN THE STEPS OF COFFEE

“SUSTAINABILITY WORK MEANS UNDERSTANDING THE EVERYDAY LIFE OF A COFFEE FARMER”

Peru, Costa Rica, Honduras, Nicaragua, Guatemala, Tanzania, Uganda, Kenya. It feels incredible that a whole year has gone by in the footsteps of coffee. I returned home in August, thrilled by all that I'd had the chance to experience and learn. I had started my journey a year before, filled with curiosity. I had a deep-seated urge to gain a better understanding of what takes place in coffee's countries of origin before it is shipped to Finland.

My work had taken me to many of the countries of origin before, but I'd never had the chance to participate in the everyday life of farmers to this extent, to work on the farms myself and to talk with the farmers: How do they feel about their work? What kinds of thoughts and wishes do they have in terms of the future? How do they ensure the high quality of coffee? How could we develop the cooperation between coffee farmers and other parties in the entire value chain for the bright future of coffee?

HUNDREDS OF VISITS TO FARMS AND MANY MEANINGFUL COFFEE MOMENTS

I already miss numerous things from the countries I visited. The crisp mountain air and early mornings in Costa Rica, for example, when the agronomist and I jumped in the car at sunrise and headed off to a farm. During the working day, I got an introduction to different farming practices and their development as well as the principles of quality assurance. I also had a chance to cup a lot of different coffees. When I stayed with the coffee farmers, I sometimes led the family's children in their play and at other times made breakfast and took part in other daily chores.

I learned a lot about the cultures of these countries, but above all, professionally, of the various ways to farm and process coffee as well as how to secure the financial profitability of coffee farms. How can the aromas of coffees farmed in different areas - or even in adjacent farms - differ so much from each other? I learned so many new things over the year that it left me with plenty to process for quite some time. Over the year, I visited over a hundred farms and enjoyed dozens of cups of coffee together with the coffee farmers.

HOW IS SUSTAINABILITY ENSURED IN PRACTICE?

Sustainability is ensured by a number of different ways in coffee's countries of origin, from the selection of partners to the development of traceability and agreements. All of Paulig's partners are committed to our Code of Conduct.

Over the year, I explored the possibility of establishing Paulig's farmer communities in the countries I spent time in. The quality of the coffee produced in a community must always meet Paulig's quality requirements. Together with our local partner company, we also need to be able to support the entire community and individual farmers in such a way that coffee farming in the area will continue to be profitable. I also participated in the sustainability assessments carried out at coffee farms and processing facilities.



Understanding the reality of coffee farming and the value chain is an important part of sustainability work. It allows us to allocate our resources in better ways in the future.

The coffee chain works hard for sustainability these days. This makes me happy. It's especially rewarding to see an individual farmer's development in the quality and productivity of the coffee. However, there is still plenty to do. The way I see it, the most important thing is to first make the farming profitable for the farmers, so that they are left with resources to develop other important aspects of sustainability.

So, what surprised me the most over the year? People's attitude towards life. And the amount of work done on the coffee before it is ready to make the journey to Finland.

LIQUORICE ICE CREAM AT LAST!

I'm back in Finland now. During my journey, I found myself missing my family and friends the most. And, I have to confess, liquorice ice cream! Routines as well, though, given that, for a year, there was no such thing as a routine working day.

From all the countries I visited, what I wanted to bring back with me to Finland was an armful of positive attitudes towards life and a sense of community. The year proved to me that we do not need great wealth to be happy. I am filled with a deep sense of gratitude.

The past year changed me a lot, and was supposed to, too. Sustainability work is never finished, and I will continue my work in Finland, in cooperation with the origin countries.



10/8/2017

PERU

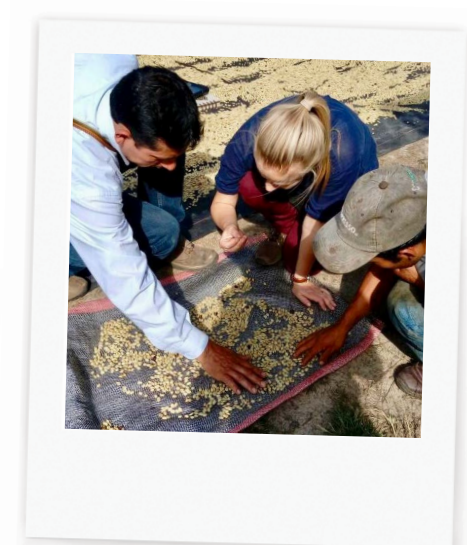
Morning coffee at Finca Santa Rosa coffee farm in Villa Rica, Peru. Coffee always tastes particularly good at a coffee farm.



26/8/2017

PERU

Assessing the quality of coffee processing in Peru. Counting the number of beans damaged in the mill.



17/11/2017

NICARAGUA

At a school in Nicaragua. The welcome from children at the San José de la Luz school in northern Nicaragua was moving. A joint project by Paulig and our partner Mercon resulted in the implementation of a clean-water system for the school.



22/11/2017

COSTA RICA

Torrential rain in Costa Rica. A tropical storm cut a swathe through Costa Rica and rerouted river flows. A tree trunk set across the river helped us to get to the coffee farm.



30/11/2017

COSTA RICA

A training session for coffee farmers in Costa Rica. Farmers discussing how to improve the profitability of coffee farming with our partner Volcafe.



15/2/2018

HONDURAS

In Honduras, we had the opportunity to give coffee roasted at Paulig Kulma back to its farmer in Comayagua.



10/4/2018

GUATEMALA

With farmers in Guatemala. We picked up coffee samples from women farmers. The price of coffee is based on its quality.



9/5/2018

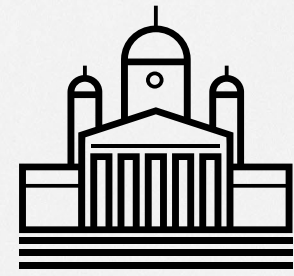
TANZANIA

A smallholder coffee farmer separates the skin of the cherry and the fruit pulp that surrounds the coffee beans with a manual mill at the foot of Kilimanjaro in Tanzania.



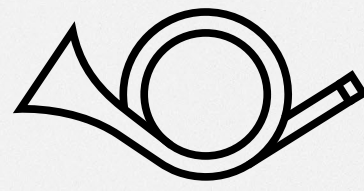
Acts for the bright future of coffee

Sustainability and listening to coffee lovers have been the cornerstones of our operations throughout Paulig's 140-year history. On this opening, you can read about some acts for sustainable development – since the company's establishment until this day.



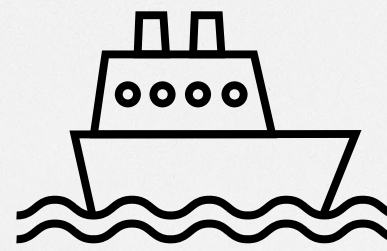
1876

Paulig's story began in 1876, when Gustav Paulig established his own company in Helsinki, Finland.



1924

The postman brought an insight. The question that a merchant from the Åland Islands sent us on a postcard in 1924 led to an innovation: we began selling our coffee in consumer packages.



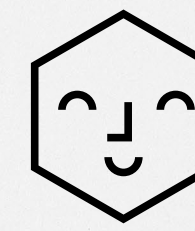
1927

Back in 1927, Eduard Paulig made a nearly six-month trip to South and Central America. Today, we visit coffee farms and suppliers regularly.



1931

In 1931, we introduced ground coffee to the market. To ensure freshness, we were the first in Europe to include date codes on our coffee packages.



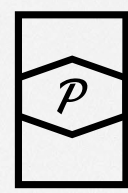
1971

Our consumer service has discussed all things coffee with coffee lovers since 1971.



1980

Paulig Coffee Institute was established in 1980. Nowadays, the Paulig Barista Institute initiates over 4,000 coffee industry professionals every year into the secrets of high-quality coffee.



1994

In 1994, we removed the cardboard casing from our coffee packages. This decreased the amount of packaging material per package by almost 70 per cent.



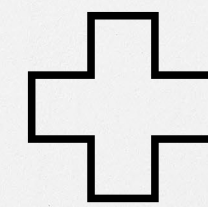
2001

Together with four other family-owned companies, we are a founding member of the International Coffee Partners. The initiative has supported the livelihood of coffee farmers and worked to protect nature and natural resources since 2001.



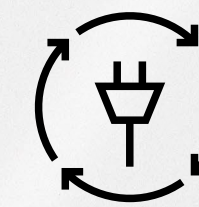
2003

We published our first Sustainability Report in 2003. Over the years, we have grown into an international food company which reports on sustainability according to GRI standards on an annual basis.



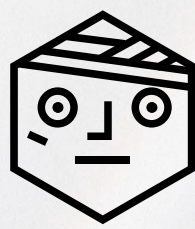
2014

Children and youth are the most important target group of charity for us. In 2014, we donated 1.5 million to the construction project of the New Children's Hospital in Finland.



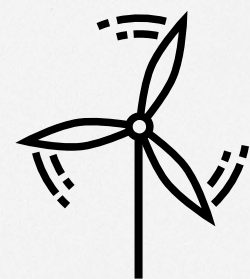
2015

Since 2015, all of our coffee in the Vuosaari roastery has been roasted with biogas.



2015

Our roastery in Tver, Russia, has not experienced a single occupational accident since June 2015.



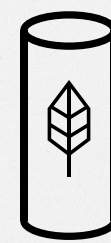
2017

The Vuosaari roastery in Finland has used 100% renewable energy since 2017.



2018

Innovative Mode Cold Brew joined Paulig. The company donates money to a project which secures the availability of safe drinking water in an area of Africa from which the product's coffee beans originate.



2018

In the spring of 2018, we launched the plant-based Frezza coffee beverages. These vegan drinks combine UTZ certified espresso with a rich oat or almond drink.

100%

2018

Sustainably sourced: All of Paulig's coffee is either certified or sourced through our partnership programmes.



2019

Juhla Mokka, the coffee loved by all Finns, will turn 90.



2025

All of our coffee packages are made of renewable raw materials.

PEOPLE BEHIND THE PACKAGE

1. András Koroknay-Pál

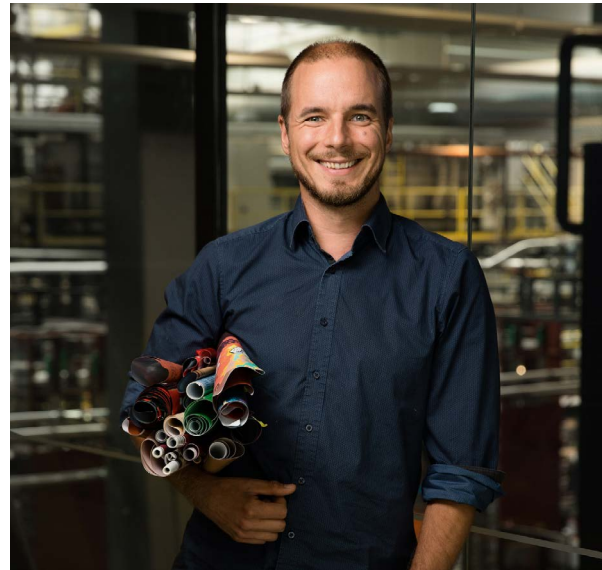
RESPONSIBLE FOR SOURCING



"My work involves a lot of communication with people in the countries of origin, given that my team and I are responsible for all of Paulig's sourcing including green coffee, packaging materials and traded goods. My work gives me the chance to see coffee's entire journey from plant to cup, and I'm involved in building and maintaining sustainability in the whole chain and cooperation with the farmers. We have helped nearly 100,000 coffee farmers through our partnership programmes."

2. Eirik Kronlöf

COORDINATES PRODUCT DEVELOPMENT



"We in product development are tasked with transforming ideas into concrete products. I work primarily on package development, which means that I test the functionality of new packaging materials with packaging machines, for example. The best thing about my work is collaboration with various in-house parties, from marketing to production, and the creativity, which sometimes gets loose during my free time as well. To mention a recent example, I developed a laptop rucksack made of the bio-based Paulig Mundo coffee packaging laminate."

3. Sampo Latvakangas

ROASTS BEANS



"I began working as a roaster at Paulig Kulma in the summer of 2016. Before that, I worked with coffee as a roaster and barista while I was studying food sciences. My work allows me to dive into the core of flavours. The quality control of already roasted coffee and the search for and tasting of new interesting coffees is as, if not even more, important than roasting."

Paulig's plant in Vuosaari produces some 100 million coffee packets a year. I roast about 100 kilos of coffee a week in our micro roastery in the centre of Helsinki."

4. Alexey Grigin

PRODUCING COFFEE



"I currently work as a process operator at the production facility in Tver and my daily duties include two important processes: roasting and grinding coffee. Through my work at Paulig I have got to know the real taste of coffee and learn how to distinguish various flavors. One of the most important things for me is being a part of one team, as we all are constantly growing and developing, striving for excellence, exploring great taste and, of course, following the "Consumer First" approach is a priority in our daily work. I'm very proud to be a part of Paulig."

5. Kati Randell

REDESIGNS AND DEVELOPS PAULIG PACKAGES



"I head the strategic packaging development at Paulig. In practice, this means that my job is to figure out how we can make our coffee packets increasingly ecological as well as user- and production-friendly. My work is varied and challenging, involving even a little myth busting at times. At the moment, my most important task consists of ensuring that we reach our target for 2025, when all of our packages will be made of renewable raw materials. The best thing about my work is the cooperation with great co-workers and solution-oriented suppliers."

6. Paulig's Paula, Maija Niemi

ON A JOURNEY OF FLAVOURS

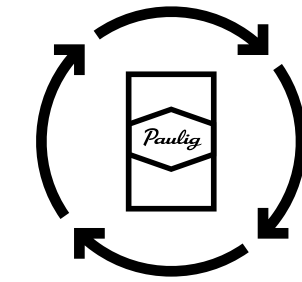


"In my work I have many interesting opportunities to have adventures in the exciting world of coffee. It could be said that I'm an explorer and guide to the world of coffee. I lead people into the world of the latest trends, fun coffee experiments and interesting encounters. Paula is where it's happening. On social media, you can follow my adventures particularly on Instagram @pauligin_paula and on Paulig's YouTube channel. Did you know that Paulig has selected its Paula ever since 1950, always for a few years at a time?"



A COFFEE PACKAGE HAS THE IMPORTANT TASK OF PROTECTING THE VALUABLE RAW MATERIAL FROM LIGHT AND OXYGEN

ALL OF PAULIG'S COFFEE PACKAGES



CAN BE RECYCLED AS PLASTIC WASTE

DID YOU KNOW THAT YOU CAN MAKE MANY THINGS, SUCH AS BAGS, OUT OF USED COFFEE PACKAGES?



IN THE SPRING OF 2018, PAULIG MUNDO GOT A NEW PACKAGING MADE FROM 45% RENEWABLE RAW MATERIALS

THE NEW PACKAGE'S CARBON FOOTPRINT IS 10% SMALLER

OUR GOAL IS FOR ALL OF OUR COFFEE PACKAGES TO BE MADE FROM

100%

RENEWABLE MATERIALS BY 2025

LIGHT TO THE DARKEST TIME OF THE YEAR

In the Baltic countries, we created a perfect cycle for coffee: first we enjoy coffee as a drink together, then we produce energy from used coffee grounds. Finally, the leftovers are used as a soil fertiliser. Together with her team, Marta Piigli, responsible for Paulig's Out-of-Home business, was involved in the creation and development of new eco-friendly solutions.

In 2018, Paulig collected 10,000 kilos of used coffee grounds for the Vilnius Coffee Festival. The energy produced from these grounds was used for the festival's lighting. At the same event, Paulig's take-away cups were systematically collected and recycled for producing construction materials. During the festival, 40 kg of used take away cups were collected. Coffee grounds were also generated to energy for festival guests, who could charge their mobile phones with it.

"We aimed to demonstrate how much we can achieve with small changes in our procedures," says Piigli.

A year before Paulig's Lithuanian team intended to light the Christmas tree at the Christmas market of Kaunas with the help of coffee grounds, but the project was so successful that the energy generated from the coffee was enough to light the entire Christmas market. "It was great to discover how enthusiastically both consumers and businesses participated in this. Instead of the projected 6,000 kilos of used coffee grounds, we collected a total of 15,000 kilos of the grounds over a month. This surpassed all of our expectations," says Piigli.

The collected grounds were used in the production of renewable energy, after which the grounds were further reused as a fertiliser.

THE PLANTS OF RIGA'S BOTANICAL GARDEN FERTILISED WITH COFFEE GROUNDS

In 2018, Paulig opened a pop-up café in the Botanical Garden of the University of Latvia in Riga, and asked customers to bring over their used coffee grounds. The grounds were used to fertilise the plants and will continue to be used in future projects examining the effect that coffee grounds have on the soil and plants.

"We also have a project underway in which the energy produced from used coffee grounds is donated to an Estonian SOS Children's Village," says Piigli.

Small everyday choices have an impact, and we want to encourage everyone to adopt as low-energy habits as possible in their home kitchens as well. You should only make the amount of coffee you plan to drink at any one time and turn off the coffee maker as soon as the coffee is ready.



Thanks to long-term and goal-oriented sustainability work, Paulig was recognised with a silver Sustainability Index medal in Latvia in May 2018.



Interview

COFFEE INVITES YOU TO EXPERIENCES

Karoliina Mäkelä is a seasoned professional of the coffee business who has worked with coffee for two decades. A self-confessed coffee nerd, Karoliina has had the privilege of watching the development of the coffee culture from the ringside seat.

WHO ARE YOU AND WHAT DOES YOUR WORK AT PAULIG FOCUS ON?

I'm Karoliina "Karkki" Mäkelä, a training expert at the Paulig Barista Institute. I've worked with coffee for twenty years, 15 of them at Paulig. My job description is diverse to say the least: I hold an average of three training sessions on coffee every week, at the Vuosaari roastery or at Paulig Kulma. In addition, I develop recipes, prepare training sessions, write blogs, maintain the course shop of the Paulig Barista Institute and keep in touch with my international colleagues, among other things.

The labelling of professional cleaning agents meant for coffee machines is also one of my areas of expertise!

HOW DID YOU END UP WORKING WITH COFFEE?

I'm a restaurant professional by education and I've worked in cafés and restaurants. In 1999, I noticed a job advertisement for baristas. I applied for the job and was hired by the Modesty Coffee Shop which, at the time, represented a novel café concept in Finland and in which Paulig was closely involved as well. In 2000, I also competed in the first Finnish Barista Championship.

And I've remained on this path: coffee is such a versatile subject that it provides you with an endless amount to learn and experiment with. I'm also something of a coffee nerd, because I'm interested in everything involving a microscope and pipettes. The acid composition of coffee and water's impact on the flavour of coffee are my own professional passions.

YOU'VE WORKED WITH COFFEE FOR 20 YEARS. WHAT HAS CHANGED IN THE COFFEE CULTURE DURING THAT PERIOD OF TIME?

When I was at the start of my career, a coffee experience in Finland consisted of a cup of coffee and something traditional served on the side - that was it. There wasn't the kind of culture of connoisseurship and a willingness to experiment around coffee that there now is.

The coffee culture in Finland has changed a lot over the past few years. Before, people used to drink coffee mainly at home, but nowadays coffee is bought on the road to an increasing degree. Coffee lovers also expect more from both the ingredient itself and the environment in which they drink their coffee. The origin of coffee is also something to which people in all of our markets pay an increasing amount of attention.

COFFEE AND WATER ARE CLOSE TO YOUR HEART. WHY?

Water's role in the preparation of coffee cannot be exaggerated - after all, over 98 per cent of a cup of coffee is water. Fresh, good water has almost no taste or smell, but its quality and composition have a really significant impact on the flavour of the coffee. If the water is for example soft - which is a sign that it lacks certain minerals - the aromas of the coffee do not necessarily come into their own.

In many countries, the filtering and optimization, to some degree, of water is starting to be fairly common. There are ne-

vertheless products with which the modification of water can be taken quite a bit further. For example, you can add various mineral mixes to distilled water, after which its composition will be optimal for the preparation of coffee.

In a home kitchen, the most important thing to remember is to always make your coffee from fresh, cold water.

WHAT'S THE NEXT HOT TREND IN THE WORLD OF COFFEE?

The careful and passionate preparation of coffee is gaining more traction internationally. Although Finns love coffee, we haven't yet taken the most out of it to make the most out of it at home nor outside home.

Beverage and food trends emphasize the appreciation of private coffee moments, naturalness, healthiness and plant-based ingredients. These trends will gradually become permanent aspects of coffee culture - sustainability is another good example of this.

WHAT DO YOU SEE AS VALUABLE IN THE COFFEE CULTURE?

I hope that coffee will never lose the position it has in people's lives, both in their everyday lives and celebrations. Coffee is served at christenings, weddings and funerals. And if people want to spend time together, they invite their family and friends over for a coffee. This is something I would not like to see a change in.



Take a break

BREAK IS REFRESHING AND ADDS EFFICIENCY TO A WORKING DAY

Paulig offers workplaces tasty coffee solutions. The advantages of these solutions include first rate quality and a knowledge of the taste preferences of Finnish coffee drinkers. Sustainability aspects have also been considered – all the way from plant to cup.

The hectic nature of working life is familiar to many of us. Your calendar is filling up with meetings and, in the rush of it all, taking a break may seem difficult.

“Working life was not as hectic a few decades ago as it is today, and people had more time to take small breaks while working. Today, in contrast, it may feel like there’s no time for a break. Several studies emphasise how important it is to recover from the stress of working days and to take small breaks in the middle of them,” says **Taina Aittasalo**, Marketing Manager of Paulig Professional.

Coffee and coffee breaks provide us with an excellent reason to take a breather in the middle of a working day – to stretch our legs and exchange a few words with co-workers, talking shop or about something else altogether.

“Solutions to problems can often reveal themselves after a break. And what could be better than to enjoy a cup of excellent coffee during your break?”

CAFÉ-STANDARD TREATS FOR BREAKS

For many of us, the first thing that springs to mind from workplace coffee is a traditional coffee maker with a glass pot. As an alternative to this, Paulig offers premium-quality coffee maker solutions which allow for the preparation of a variety of espresso-based beverages alongside filter coffee.

“Thanks to our own research department, we know the taste preferences of Finnish coffee drinkers and how they’ve changed over the years. We also know what kinds of coffee moments Finns spend outside their homes, which allows us to offer them versatile coffee experiences at workplaces,” says Aittasalo.

Paulig’s strong brand and own roasteries are also important aspects to many of our customers. Quality coffee makes employees feel appreciated.

“The feedback we’ve received from our customers suggests that some people no longer drink their morning coffee at home, because the coffee at work is so good. It’s also

a joy to be able to serve tasty coffee beverages to visitors. They give a good start to negotiations,” says **Jarmo Ojala**, Key Customer Account Manager.

“Coffee from a vending machine doesn’t automatically mean bad coffee anymore. In our machines, the coffee is ground from beans and some of the machines use fresh milk. This means that you can get café-standard coffee from a vending machine at work.”

The high quality is not limited solely to the raw material and vending machine. All of Paulig Professional’s machine technicians completed a Specialty Coffee Association (SCA) course in the autumn of 2018, following which they have the skills necessary to notice taste defects, for instance, in customers’ machines.

SUSTAINABILITY ATTRACTS INCREASING INTEREST

Paulig’s coffee solutions consider sustainability throughout the service model, from the sourcing of coffee beans to the energy efficiency of the machines and the use of biogas in coffee roasting and maintenance vehicles.



“Many of our customers are pleasantly surprised by the way in which our coffee solutions consider sustainability,” says Ojala.

“For example, the maintenance and servicing of Paulig Professional already has 10 biogas vehicles in its use in Finland, and in the near future, nearly all servicing vehicles will be switched to biogas.”

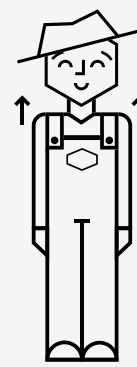
Increasing the appreciation of coffee and reducing waste are key factors from the perspective of sustainability.

“One cup of coffee requires about 40 beans, which many farmers collect by hand. When coffee is made with a traditional coffee maker, studies indicate that roughly a third of the coffee is poured down the drain, since people are not sure how long it has been sitting in the pot. This is a waste of the coffee farmer’s hard work. Vending machine coffees do not have this problem: the machine makes only the amount of coffee consumed,” says Aittasalo.

“Paulig’s coffee solutions consider sustainability throughout the service model, from the sourcing of coffee beans to the energy efficiency of the machines and the use of biogas in coffee roasting and maintenance vehicles.”

REFRESH YOUR BODY AND MIND

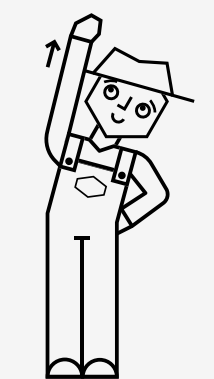
Many of us spend the most part of our workday in front of the computer or sitting at meetings. While your coffee is being made, it is good to get the body moving and heart pumping. Like this:



1. Stand up straight with your hands hanging at your sides. Lift your shoulders to your ears, keep them there for a moment and then lower them slowly. Repeat a few times.



2. Cross your arms and straighten them in front of you. At the same time, round your back as much as you can. Straighten your back slowly and repeat a few times.



3. Put your right hand up, bend to left and stretch up and left so that you can feel a stretch in your side. Repeat to both sides for a few times.

And you are done! Now you can grab your coffee and enjoy a well-deserved break.

Happiness

**What are the best moments of the day made of?
We asked Paulig employees what makes them happy –
take a peek at the answers below.**

For me, it's a slow weekend morning spent with a newspaper and a big cup of good coffee. At home, with the cat in my lap, having coffee from my beautiful, favourite cup!

Good food enjoyed outdoors makes me happy. Nothing tastes better than a cup of campfire coffee after a long hike.

Happiness is grinding coffee beans on a Saturday morning and waking up the rest of the household while doing so.

I was happy last weekend when my child wanted to learn how to make coffee to be able to surprise me with a fresh cup of it one day.

I love travelling. I'm especially fond of sitting in local cafés in Paris and New York. Unrushed coffee moments like these also give you the chance to watch passers-by and the world turning.

My everyday luxury consists of being able to drink a large cup of Café Parisien coffee with warm milk every morning when I arrive at work.

Happiness is an unrushed meal with family or friends.

What makes me happy is...

Coffee recipe

GROOVY COLD BREW LEMONADE

This bubbly cold brew lemonade will brighten even the cloudiest of days.



1. Put lots of mint and the juice of one lemon/lime wedge in a glass (300 ml).
2. Half-fill the glass with ice.
3. Add lemonade and cold brew coffee.
4. Garnish with lime or lemon slices.
5. Enjoy!



• 1 dl cold brew coffee

+



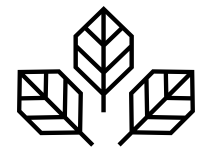
• 1.5 dl lemonade

+



• Lemon/lime wedge

+



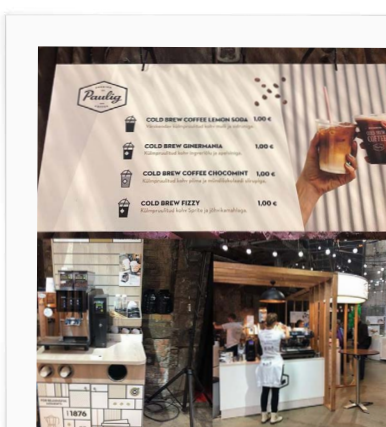
• Fresh mint

FOLLOW US ON SOCIAL MEDIA

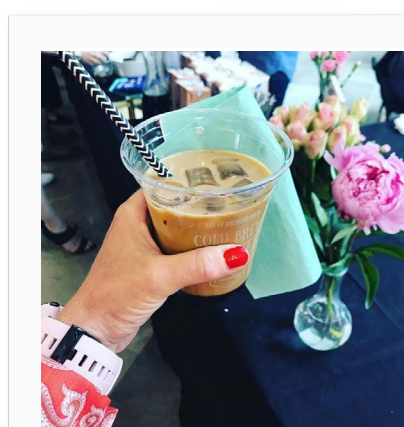
#mypaulig #munpaulig



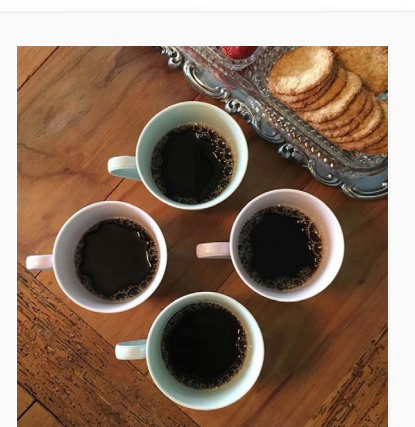
Third Annual DIY Roast Challenge was a success!



Tallinn Coffee Festival :) Proud and happy to see great work!



#dayofgoodcoffee #beantthere #munpaulig #coldbrew



It's coffee o'clock!

