

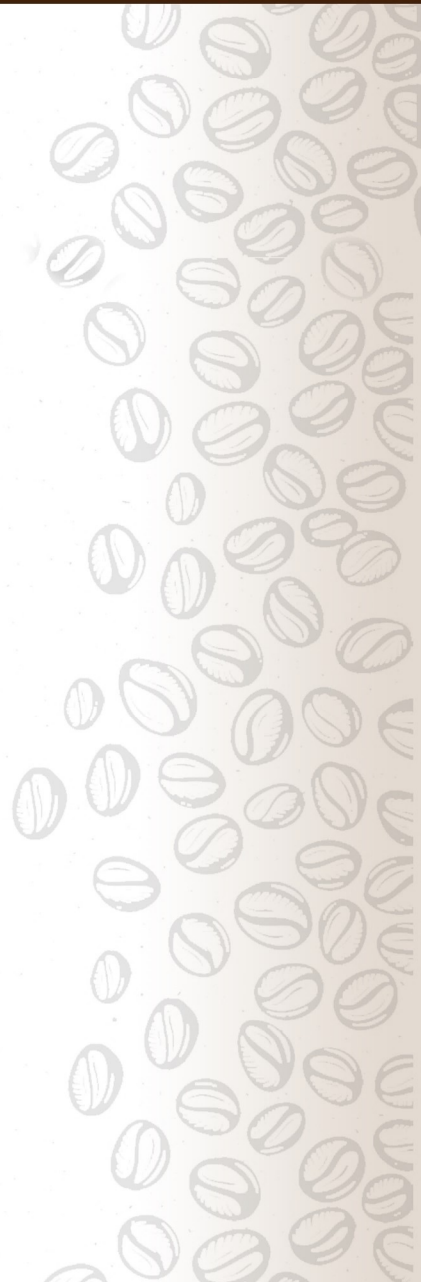


LUCY
Ethiopian Coffee Exporter



COMPANY PROFILE

“ORIGIN OF COFFEE.
ORIGIN OF MANKIND”



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1. HISTORY

Brought up so close to coffee, in the city of Hawassa, the capital of a region where one of the finest and internationally sought-after coffee is located, made an impression on the then young Birhan Tedla, founder and CEO of Lucy Coffee. Initially, Birhan worked alongside exporters in Ethiopia as a link between the farmers and the exporters, gaining extensive knowledge about the business along the way before deciding to fully embark in the industry himself. He started his company with the dream of restoring the value of Ethiopian coffee back to where it once used to be.

Our brand name captures the fact that Ethiopia is the origin of two magnificent things: Mankind and Coffee. Lucy or “**ሉሲ**” is the oldest recorded- 3.2 million years old- fossil skeleton of a human ancestor. When Khaldi, the legendary goatherd discovered Coffee around 850 AD. in the region of Kaffa, Coffee became our second Lucy. And this marvelous bean went on to become a cherished part of our culture ever since.



2. VISION, MISSION



VISION

Our company has bold aspirations of becoming an international industry standard in the coffee export business through implementing pioneering approaches in every aspect of our work.



MISSION

Each day we strive endlessly to do a remarkable job in all the 4 pillars of our work: Quality, Speed, Safety, and Customer Service!



3. NOWADAYS

Lucy Ethiopian Coffee is an independent coffee export company based in Addis Ababa, Ethiopia. We have been working in the coffee industry for several years as a family-based business. We cater to a diverse set of clients from the USA, UK, Switzerland, Germany, Italy, Japan, and South Africa. Committed to ensuring that our customers consistently get the best coffee the world has to offer, our dedicated team of experts work closely with coffee farmers in Ethiopia constantly re-innovating the styles of coffee production to increase quality and efficiency. Our company is truly unique in that it has managed to achieve an all-rounded excellence in all the four pillars of our industry:

Product Quality

We are able to understand the sensory characteristics that each industry seeks and deliver an Ethiopian coffee that meets the prerequisites and characteristics of each customer.

Speed

We guarantee speed through our deft logistics and our strategic positioning which allows us to add efficiency to our logistics.

Customer Service

We believe our Customer Service surpasses that of any of our competitors in that our team is not simply ready in providing assistance and service to any of our clients request but they also excel at anticipating the demands of customers and coming up with intelligent solutions.

Safety

We ensure complete safety by shipping and transporting our products through a convoy, our escorts overseeing the entire process, from loading to arrival at the final destination.



3. NOWADAYS

3.1. OUR ROASTED COFFEE PRODUCTS

In addition to our non-roasted coffee, we also package premium roasted coffees for the local and international markets. Roasting is one of the most important stages in the coffee process. It is a stage where the wonderful flavors of coffee are brought out. It is truly where the magic happens. And our master roasters create this magic through their supreme skills in roasting, honed through years of experience, and intense attention to the detail to every aspect of the roasting process. Merging our premium coffee products with our mastery in the art and science of the roasting process, we create one of a kind roasted coffee products.



4. HOW WE DELIVER ON OUR PROMISES

4.1. ORGANIZATIONAL STRUCTURE

Our high standards and commitment to perfection is evident in the care we put into each step of our processes and our teams are devoted to this pursuit of providing true perfection to our clients. Here are some of our teams:

Purchase and Coffee Selection Team

- Our highly qualified professionals meticulously select and buy the finest coffees directly from producers and store this coffee in our warehouses.

Processing Team

- This team deals with processing the stored coffees according to strict procedures and guidelines. In this way the varied export grade qualities of coffee demanded by our foreign consumer are produced.

Quality Team

- In determining the quality of coffee, grading and sampling are the essential steps in establishing the products commercial value.

Our Quality Team is composed of q-graders who have mastered the art and science of grading, cupping and quality control.

Logistics and Transportation Team

- This team guarantees speed and safety through its deft logistics and shipping and transporting our products through a convoy, our escorts overseeing the entire process, from loading to arrival at the final destination.

Customer care Team

- We believe our Customer Service surpasses that of any of our competitors, in that, our team is not simply ready in providing assistance and service to any of our clients' requests but they also excel at anticipating the demands of customers and coming up with intelligent solutions.



4. HOW WE DELIVER ON OUR PROMISES

4.2. WORK PROCESSES

PURCHASE AND SELECTION

- Lucy Coffee purchases and sale units in the main coffee producing areas of the country. The company buys directly from the producers, traders and associations, and then stores this coffee in its ware houses. This is where, later on, the coffee will be processed according to strict procedures and guidelines so as to eventually produce the varied export grade qualities that are demanded by our foreign consumers.

PARTNERSHIP AND TRUST

- Lucy Coffee's clients visit the producing areas periodically so as to monitor the crop and to make contacts. This closeness brings about a sense of trust that is of utmost importance in the process of buying and selling the product.

GRADING AND SAMPLING

- Grading is a fundamental step in the coffee negotiation. It's through grading that the product's commercial value is established. There are two types of classifications: by coffee bean or by beverage quality.

THE PROCESS OF DEFINING COMMERCIAL VALUE

BEAN SAMPLING

- The coffee is analyzed through 300g samples of the product. In the labs, Lucy Coffee keeps samples of every single type of coffee stored in its warehouses. The exported qualities are prepared based on these samples.
- During the process that goes from receiving the purchased coffee to shipping to international markets, our product undergoes several quality checks and controls through sampling.



4. HOW WE DELIVER ON OUR PROMISES

CLASSIFYING BY BEAN

- This analysis is done with a uniform 300g sample of the product, whose “type” will be determined based on the amount of imperfection. The table labels coffee as “Type 2” to “Type 8” – and one more inferior quality – considering that the lower the number, the fewer the imperfections. The foreign market usually considers a “type 4/5” or better as an export-type coffee.
- Besides imperfections, other factors are weighed in the sample analysis, such as: coffee aspect and coloring, sieve (average bean size), roasting, humidity and harvest date.

CLASSIFYING BY BEVERAGE

- Classification by beverage quality is a major factor in the general classification of the product. By tasting the beverage, the evaluators assess its characteristics such as acidity, body and flavor, to name a few.
- Uniformity is one of the determiners of the coffee’s value. Classifiers use specific terminology to evaluate the beverage: Strictly Soft, Soft, and Hard.

Every market has its own specific preferences, which can all be met due to the wide range of coffees available in Ethiopia. The importer determines the desired quality, volume and shipping dates. The price is based on the local and international market. After negotiations, the lab is responsible for preparing the quality desired by the importer and our logistics department takes care of the physical, operational and logistic portion of the export process, or of internal transport to the national coffee industries.



4. HOW WE DELIVER ON OUR PROMISES

COFFEE PROCESSING

- The coffee is mechanically processed at Lucy Coffee's warehouses by machinery responsible for the following activities.

GRADING

- Beans are separated and graded according to size. This is traditionally done with grading sieves 14, 15, 16, 17, 18 and Mocha. In a nutshell, this is what is known as the coffee grading process. Larger beans are more commercially valuable than smaller ones.

SORTING AND VENTILATING

- Electronic machinery separates healthy from flawed coffee beans through the use of photocells which sort them by color (black, green, foxy or brown)
- The beans are also mechanically separated by weight. The lighter, flawed beans (broken, CBB damaged or Broca, shell, etc.) are sorted out. This step makes use of highly advanced technology, which ensures accuracy in the final product, which will then be packaged and shipped to the consumer.



4. HOW WE DELIVER ON OUR PROMISES

4.3. INFRASTRUCTURE

LUCY COFFEE'S WAREHOUSES

- Lucy Coffee has strategically located warehouses in Ethiopia's main coffee producing areas, making use of efficient logistics to benefit the customer.
- Our product is stored in warehouses designed for optimal conservation of the product's main characteristics and are quickly shipped once an order is placed.
- Lucy Coffee's warehouses are equipped with modern equipment that is constantly updated so as to sort, grade and process our coffee at all our locations. Utmost care is taken with our employee's health and hygiene; all staff members must wear personal protective equipment such as helmets, goggles, earmuffs, face masks and gloves when handling the product.
- The different types of coffee, which come from different producers in different regions, are organized in big bags so as to make it easier for the product to be received and shipped.
- It is worth noting that there are state-of-the-art safety systems in all our warehouses, ensuring complete safety.

PORTS

- Lucy Coffee does most of its export activities through the ports.
- Our employees oversee incoming and outgoing products at each of these locations. The coffee weighing process is carried out in 3 steps: upon arrival at the warehouse, on leaving the warehouse for the port at the terminal itself. At the terminals, our outsourced containers are properly sealed.
- The transport from the warehouse to the port is done by specially trained and certified transport companies. Drivers are qualified for transport, which is always done in convoys and monitored 24 hours a day. All cargo is insured and, in some cases, arrived escorts are present during transport.



4. HOW WE DELIVER ON OUR PROMISES

4.4. TECHNOLOGY

Lucy Coffee is equipped with state-of-the-art technologies and techniques. One of the most crucial elements to our success has been constantly investing in technology. This decision has translated to tremendous results in our operations, from planting, grading and processing the beans to the moment when the product is packaged for shipping.



5. OUR COFFEE

We source from the most suitable regions for coffee growth in Ethiopia and working closely with farmers, we meticulously select the finest coffee beans.

OUR PRODUCTS

Lucy specialty coffee exports 3600 tons of Grade 1 quality Specialty: Yirgacheffe, Guji, Sidama and Limu Coffee per year, with all its rich and unique taste and flavor to its customers all over the world.



YIRGACHEFFE

Yirgacheffe coffee is grown between 1,700 – 2200 masl in region where the highest quality Arabica coffee is grown. Its uniqueness and intensity, sweet flavor and aroma make this predominantly berry profile coffee bean give it a rich and smooth taste with a clean taste.



GUJI

Snug against Sidama and Yirgacheffe in the Oromia zone, the Guji Zone coffee is grown between 1500 – 2100 masl. Its known for having a sweetly tart acidity and it ranges from sweet lemon candy and floral tea to heavy green melon and rose flavors, with a bright and winey yet balanced feel.



SIDAMA

The sidama coffee comes from a region in southern Ethiopia where the ideal soil type, climate altitude, rainfall and temperature combine to make it the largest supplier of washed coffee in the country. Sidama coffee is grown between 1700 – 1950 masl and its greenish gray medium sized beans are known for their sweet taste.



LIMU

Limu coffee is grown between 1500 – 1900 masl and its roundish and green colored beans have an intense, sweet taste with a vibrant low citric acidity. The medium sized coffee beans are grown in the Jimma zone, Oromia region, and have notes of spice and wine; soft berry undertones and rich floral overtones.



6. SOCIAL RESPONSIBILITY

Trustworthiness is important to us; the sample you get are the coffee we export and we make this a reality by working closely with the hardworking farmers that bring you this coffee. Our work is engaged in providing education to our farmers on the best way to cultivate the coffee, injecting different technological advancements into the process to make it faster, more efficient and higher grade. We strongly believe in enriching not only the lives of our customers but all stakeholders in the coffee industry. Lucy Coffee is also deeply engaged in supporting the local farmers' wives through involving them exclusively in certain areas of our work processes in order to create an opportunity for them to achieve their own financial source.



7. BUSINESS DIVERSIFICATIONS

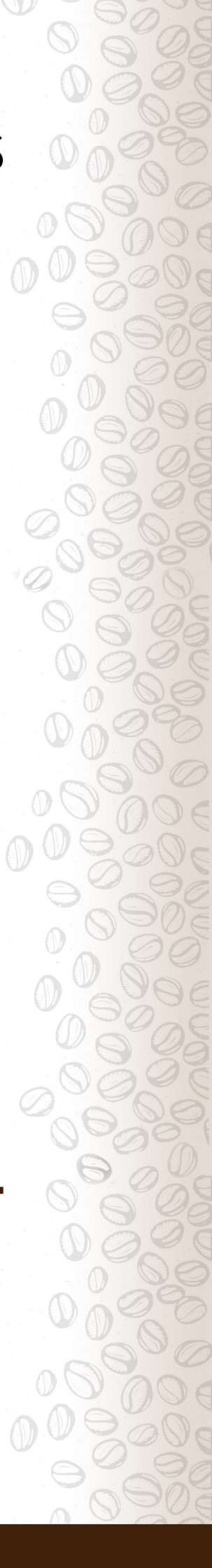
Lucy Coffee has grown beyond coffee export to expand itself into multiple businesses:

- **Sesame and Roasted Coffee Export**
- **Raw material Import**
- **Iron and Steel Import**
- **Electronics Import**

• **Hawassa Oasis International Three Star Hotel:** is a new modern management system with high quality services at naturally gifted area that is surrounded by natural garden and a lake-side. All our room services are available to both domestic and international guests. The hotel owns 50 specious rooms, 10 Suite rooms, 18 standard rooms, 12 twin bedrooms, and 10 corner king rooms, a lobby bar, restaurant and wellness wing with well-equipped gym and lavish spa.

• **YOUGOVIA Event Organizer:** is one of the leading Event Management Company that is specializing in corporate event. Our years of experience in the Entertainment and Hospitality industry makes us the ultimate choice for your event. We are truly the one-stop source for all your event management needs.

• **Kenenisa Hotel Plus:** The hotel owns 50 specious rooms; 10 Suite rooms, 18 Standard rooms, 12 Twin bed rooms and 10 Corner King Rooms; Lobby bar, Restaurant & wellness wing with well-equipped gym & lavish spa.





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