

Partnering Opportunity

Profile status : Published

Business Offer

A French eco-friendly coffee manufacturer is looking for new partners abroad under a commercial agency or distribution agreement

Summary

The French Paris-based coffee manufacturer is willing to promote eco-friendly behaviour throughout the world by its innovative coffee biodegradable capsules.

The French company offers premium organic coffee in a capsule compatible with Nespresso machines which is 100% natural.

The company is well established in France and they are now looking for partners abroad. The cooperation is possible under a commercial agency agreement or a distribution agreement.

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Details

Description

The French company stemmed from coffee enthusiasts that did not want to choose between taste, organic and our planet. From this standpoint, their coffee was created.

By drinking a cup, the consumer is enjoying an organic and fair-trade premium coffee, safeguarded in a natural and biodegradable capsule.

Capsule is remarkable because it is:

- 100% natural and biodegradable
- 100% airtight to keep all the flavours of the coffee (no extra packaging)
- 100% compatible with all Nespresso machines

Their coffee was created in order to become a daily break; it is strong and balanced, it can be enjoyed at any time of the day. Each presents a panel of subtle tastes emanating from the know-how of master roasters and a scrupulous selection of plantations and provenances.

They offer two ranges - x20 capsules pack and x50 capsules pack- and 5 tastes: Ristretto, Espresso, Deca, Intenso, and Lungo.

The French manufacturer currently delivers through 3 channels of distribution:

- E-commerce
- Delicatessen shops
- Organic stores

They are well established in France and are now looking for partners abroad. They are mainly looking for importers/distributors, e-commerce platforms and commercial agents who are eager to build strong and reliable relationship.

The type of cooperation possible is a commercial agency agreement or a distribution agreement.

The distributor can work under exclusive or non-exclusive agreement, depending on what they agree together.

And as for the commercial agent, he/she should be in charge of the promotion of the products through its distribution channels.

He/she should take care of marketing actions in order to promote the products; and be in charge of communication plan in his/her region.

The targeted countries at this stage of the project are: Denmark, Finland, Japan, Portugal, Spain, Switzerland, Sweden, Norway and Singapore.

Advantages and innovations

Eight billion capsules are sold each year around the world, generating 40.000 tons of unrecycled waste per year. This is an equivalent of four Eiffel Towers.

Nowadays, only 1/5 capsules is being recycled.

The French manufacturer tries to face this disaster offering a 100% natural and biodegradable capsule. It degrades in 3 months which represents a differentiation and competitive advantage.

Using this kind of capsule, the consumer helps to reduce the carbon footprint with the simple gesture of having coffee. Sustainability is now a matter of everyday in our society.

Its GMO-free, palm oil and aluminium free capsule is bio-based, 4-stars certified (98.8% of renewable raw materials used during the production of the capsule).

Their coffee is the result of years of work, surrounded by experts in the field, to offer an excellent coffee for all.

Since 2019, the company delivered over 500.000 of capsules to 7 countries around the world, and avoided nearly 1/2 ton of aluminium waste.

Stage of development

Already on the market

Profile Origin

COSME

Keywords

Technology

08001001	Drink Technology
08001003	Food Packaging / Handling
08001004	Food Processing
08002003	Safe production methods

Market

07003002	Health food
07003003	Soft drinks and bottling plants

NACE

C.10.8.3	Processing of tea and coffee
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Network Contact

Issuing Partner

EU-Japan Centre for Industrial Cooperation

Contact Person

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Open for EOI: **Yes**

Dissemination

Restrict dissemination to specific countries

Denmark, Finland, France, Japan, Norway, Portugal, Singapore, Spain, Sweden, Switzerland

Relevant sector groups

Agrofood

Client

Type and Size of Organisation Behind the Profile

Industry SME 11-49

Year Established

1990

Turnover

20 - 50M

Already Engaged in Trans-National Cooperation

No

Certifications Standards

FSC
other

Languages Spoken

English
Chinese
German
French
Portuguese
Spanish
Italian

Client Country

France

Experience

Listing of certifications of their products :

- AB, European Label
- Rainforest
- UTZ
- OK BIOBASED 4*
- OK COMPOST
- FSC

Listing of certifications of the French company:

- IFS
- BSCI

Partner Sought

Type and Role of Partner Sought

The company is now looking for:

- importers/distributors
- e-commerce platforms
- and/or commercial agents

The potential partner should represent the brand and sell it through distribution channels that are mentioned above. A specialization on organic food products is highly appreciated.

The perfect partner should also be passionate about eco-friendly food products.

Type and Size of Partner Sought

SME 11-50, SME <10,>500 MNE, 251-500, SME 51-250, >500

Type of Partnership Considered

Distribution services agreement
Commercial agency agreement

Attachments



Process



Multi-pack x 50

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Plantations



Team



Capsules: full range