



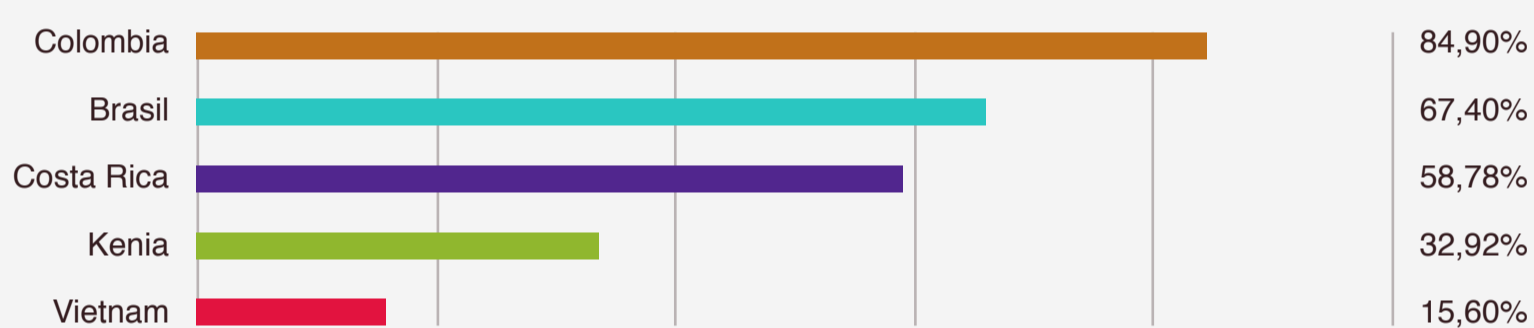
Why 100% Colombian Coffee?

According to the latest NCDT 2014 study:

COLOMBIA IS THE MOST RECOGNIZED COFFEE ORIGIN IN USA.

- 84.9% of consumers recognize Colombia as a coffee producer country
- 97.73% of high-income consumers associate Colombian Coffee with good taste
- People who drink coffee regularly (88.7%) said Colombia is the most recognized origin.
- 90.75% of high-income consumers relate Colombia with Coffee.

PERCENTAGE OF PEOPLE WHO RECOGNIZE COLOMBIA AS COFFEE PRODUCER COUNTRY



ORIGIN AND SUSTAINABILITY ARE PURCHASING DRIVERS

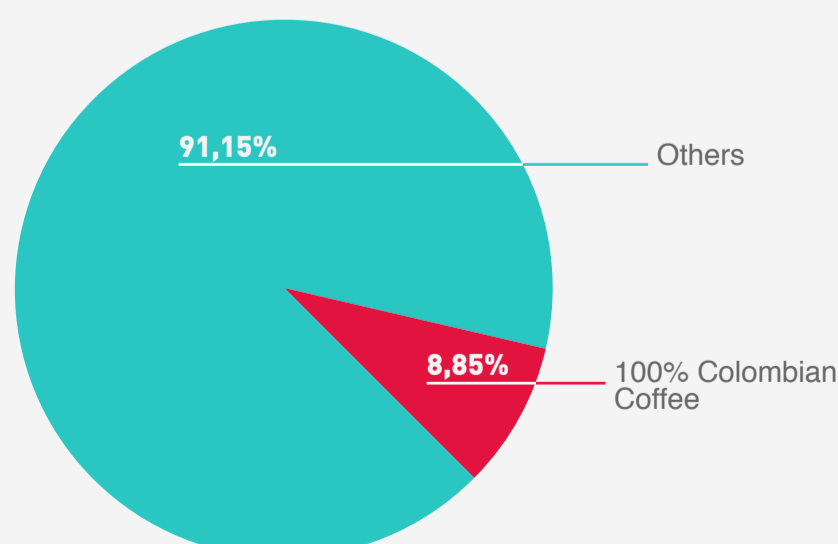
- 22% of US Coffee consumers recognize sustainability seals
- 71% of consumers emphasize the origin of food is important (European Commission – 2012)
- 92% of consumers in the US want to know where their food comes from (Consumers Union poll, 2007)

PERCENTAGE OF CONSUMERS BY INCOME THAT RELATES COLOMBIA WITH COFFEE



- 8.85% of coffee sold during 2014 in the US market was Colombian. (Source IRI 2014)

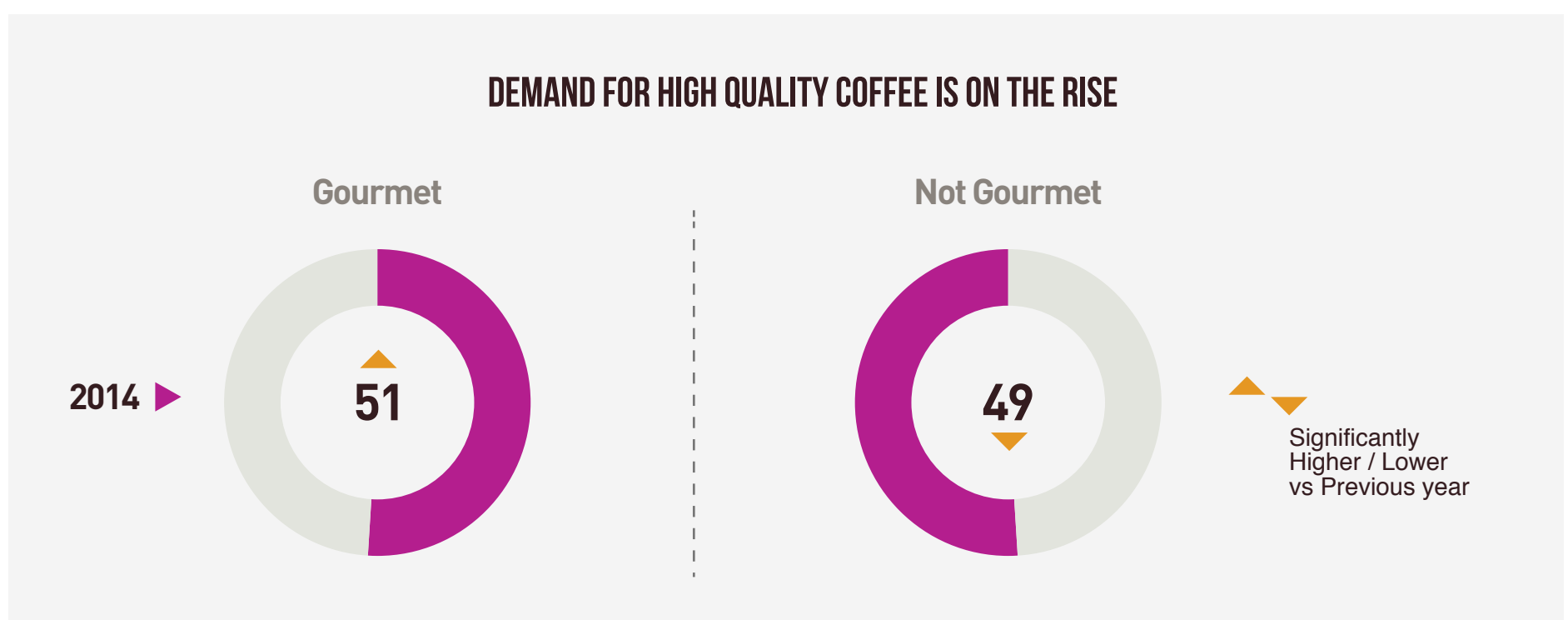
US MARKET SHARE (VOLUME) - 2014





Colombian Coffee is on Trend

• **Better market conditions:** In the leading markets of the world, the consumption of gourmet coffees are higher than the consumption of traditional ones. NCDT



• **Ethical Wellbeing:** Sustainability conscious consumers are looking to make smarter and feel-good choices opting for products with sustainability values.

• **Authenticity:** For premium products in particular, there is a cachet associated with being produced in the "right" way. The appeal for authenticity is reflected by the consumption of specialty products.

AUTHENTICITY = QUALITY VALUES + AFFORDABLE LUXURY

• **Ethical Luxury:** Quality-focused consumers are embracing products that they consider to be both ethically virtuous and personally pleasurable: premium products signifying improved sustainability and responsibility.

• **Localism:** Accounts for consumer's preference for products that tells the story of who, where and what is behind them.

• **Trust & Transparency:** In an environment where consumers have become highly skeptical, they want deeper, more authentic reassurances and transparency about how products are produced.

• **Informed Shopping:** Consumers are smarter, demanding and increasingly looking for reliable and thorough sources of information in order to take informed purchasing decisions.

Trends taken from Datamonitor TrendSights Report



100% Colombian Coffee

genuinely good

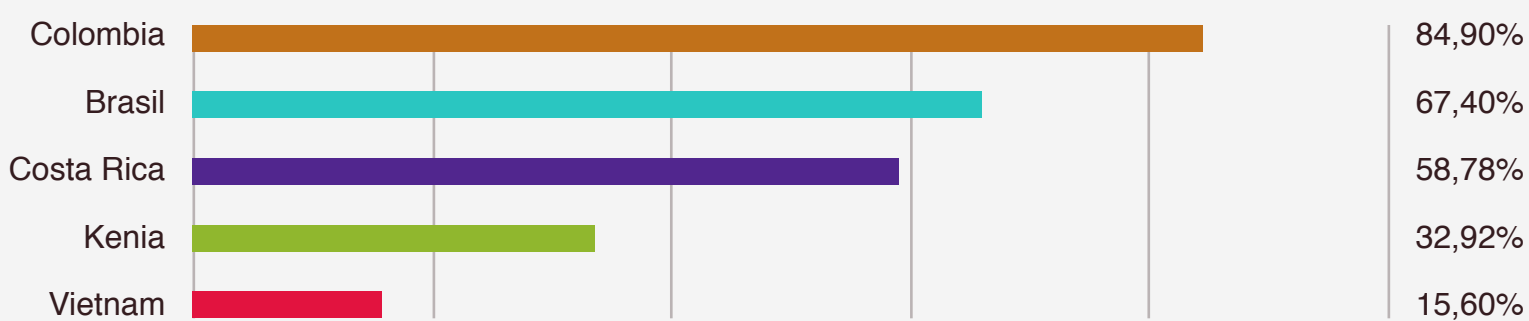
Authentic
Original
Natural
Real
Honest
Candid
Undisputed

Ethical
Trustworthy
Reliable
Responsible
Generous
Delicious
Quality

How can your brand benefit?

HIGHER CONSUMER RECOGNITION

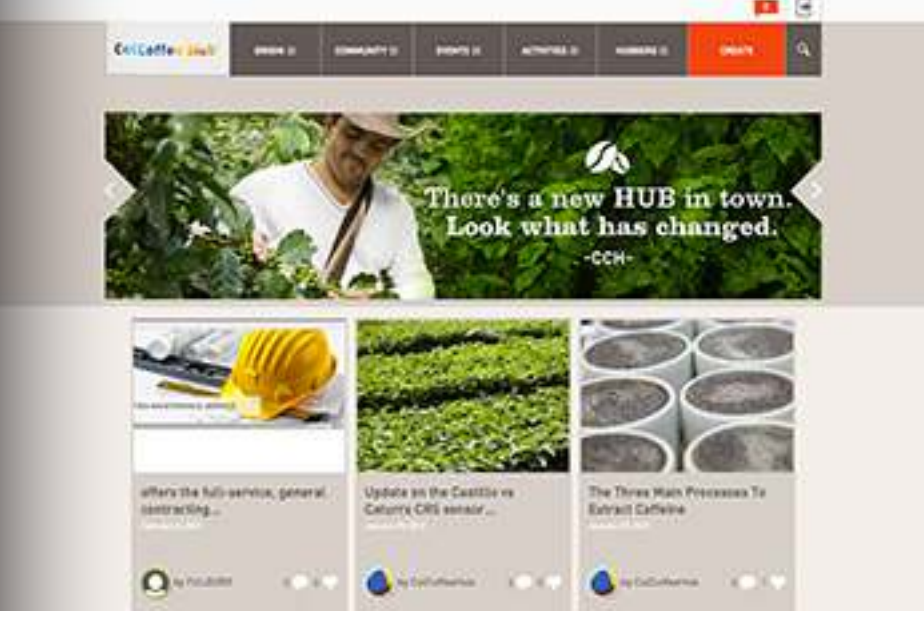
PERCENTAGE OF PEOPLE WHO RECOGNIZE COLOMBIA AS COFFEE PRODUCER COUNTRY



SOCIAL MEDIA PRESENCE



VIRTUAL KNOWLEDGE HUB FOR COFFEE PROFESSIONALS



DEEP ORIGIN CONTENT

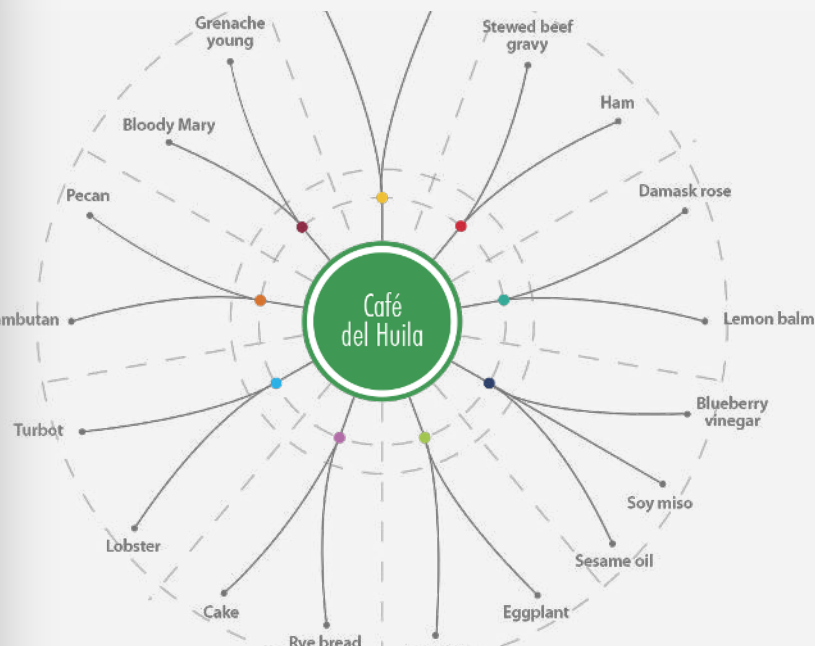
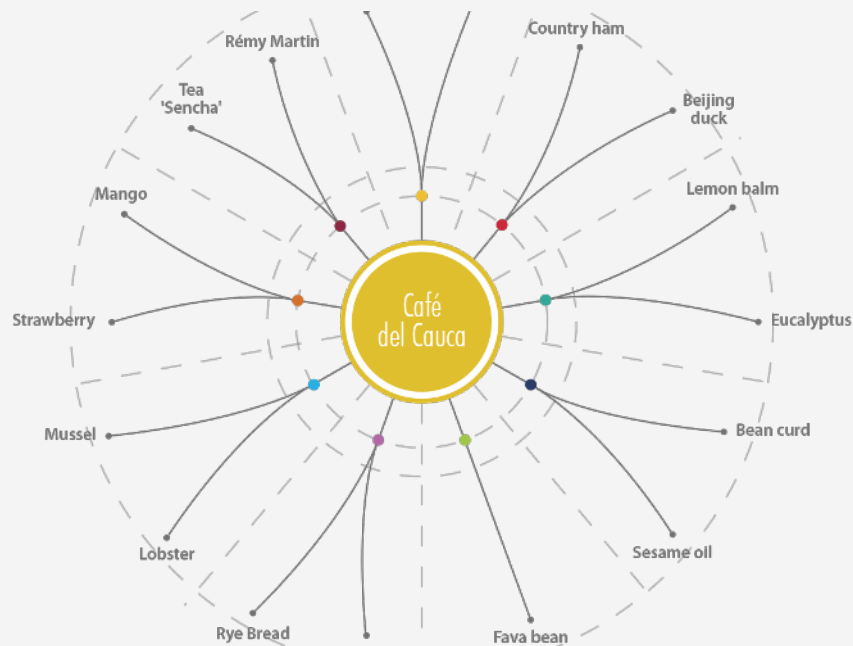
DENOMINATION of ORIGIN

The Café de Colombia Denomination of Origin represents and proves the connection between coffee quality, tradition and the territory where it is produced. Consequently, clients and consumers know that these characteristics they are paying a higher price for are guaranteed.

www.cafedecolombia.com



FOOD PAIRING TOOLS



www.foodpairing.com



100% Colombian Coffee

Who is 100%?



Almost 800 coffee brands around the world carry the 100% Colombian Coffee Logo on their packaging

+2,000

Colombian Coffee SKU's are sold internationally

Meet who is 100%:

Check out the

Colombian Coffee Finder app

https://www.facebook.com/cafedecolombiaww/app_1425242601084322

You can also be 100%! Contact us at:

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