



Solino Coffee – 100% made at the origin in Ethiopia



The background



Developing countries like Ethiopia export almost only raw coffee



Until 2008 the import of processed coffee was subject to an additional duty of 30%.



In 2008 this additional duty was set to 0 (for ACP countries)



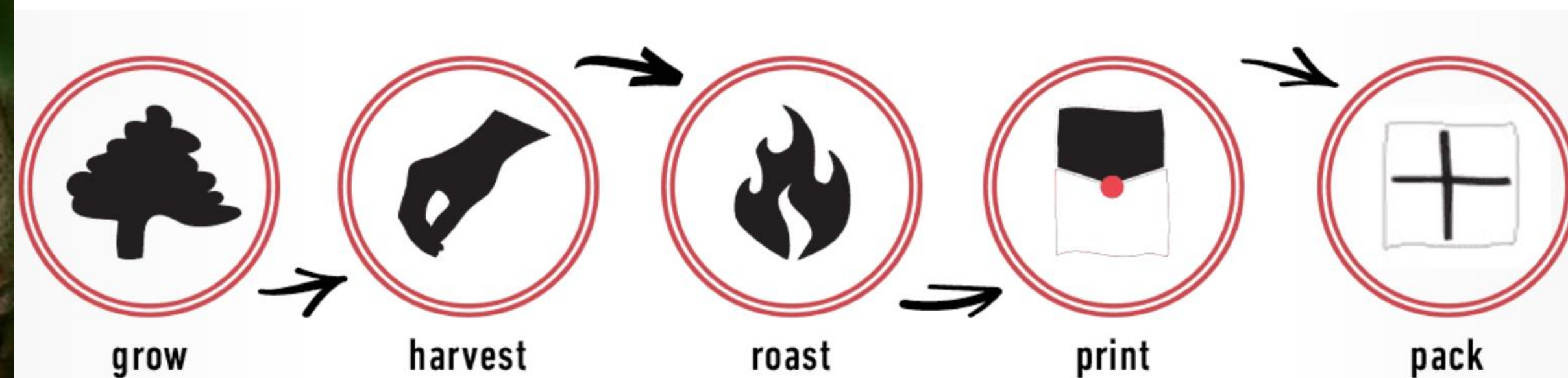
80% of Ethiopians are still dependent on agriculture with very low wages



The first of its kind.

Solino is the first coffee
that is made 100% in Ethiopia:

- The entire processing takes place in Ethiopia. Not only the coffee farming.
- Qualified jobs are created locally (more than 150 since start)
- The dependence on agriculture is reduced



60% ADDED VALUE FOR ETHIOPIA



5% Profit for the coffee roaster = 160%

"We need a paradigm shift and must understand that Africa is not the continent of cheap resources, but that the people there need infrastructure and a future."

Dr. Gerd Müller

Federal Minister for Economic Cooperation and Development





Social & environment

- Processed at origin: better paid jobs in Ethiopia.
- “Trade not aid”: support self-responsibility of Ethiopians
- Water loss at roasting: 20% less weight transported to Europe via sea
- Use of renewable energy: 100% solar & hydro
- Tracable to the farm by blockchain

Covid impact for FRoSTA & Solino

- **Growing Online-Sales**
- **Consumer health concern – focus on healthy food at home**
- **Sustainability concern: social & environmental**
- **Trust must be earned with honest communication, declaration of origins of ingredients, believable stories**



The press reports

"For the first time, a first-class Arabica highland coffee is coming onto the market, which consistently pursues the fair trade idea: The beans are not only harvested in Ethiopia, but also processed and vacuum-packed." -

**greenpeace
magazin.**

SPIEGEL ONLINE

| Handelsblatt

Das Erste ¹

Hamburger Abendblatt

**NORD
24**

"Full aroma with an intense taste and little acidity" - **essen & trinken**

