
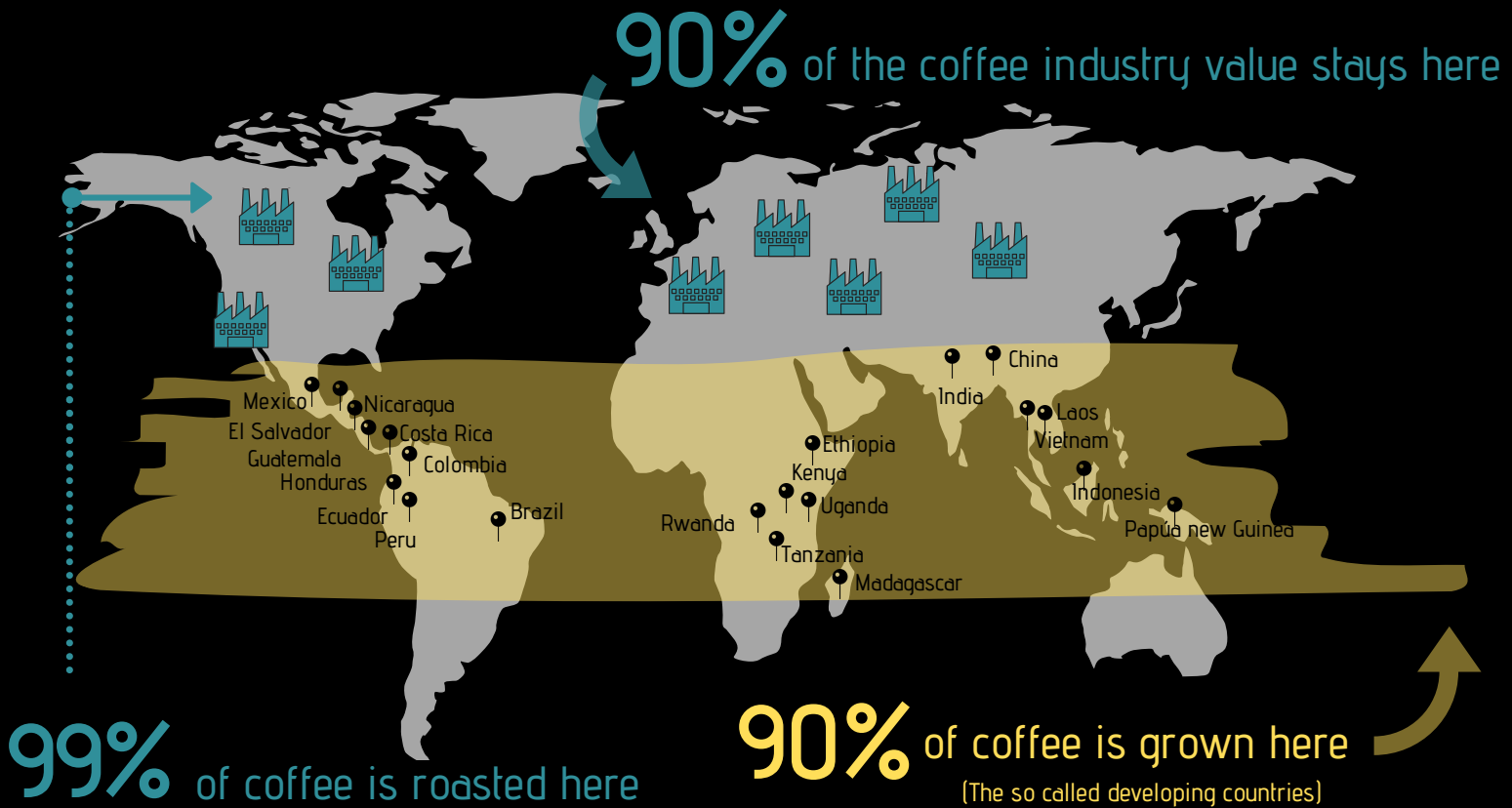


FACTS ABOUT

COFFEE

(That you probably didn't know) 

The bean belt



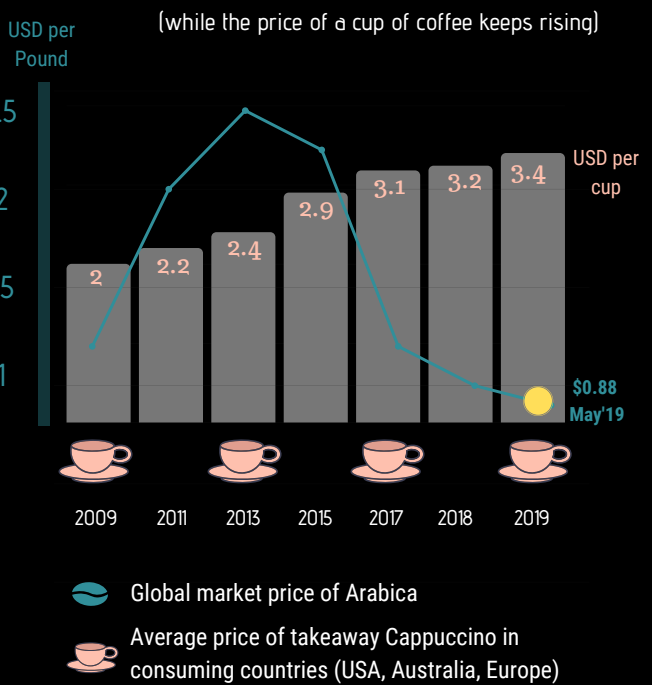
The value chain balance has changed over the last 20 years



Coffee is the livelihood for **100** million people



Coffee beans are at their lowest price in **15** years



The coffee price is tied to the C-Market in the **NYSE**

and managed by traders



who have probably never seen a coffee bean

90% of the world coffee's buying is done by

10 companies

