



A unique Story

Procafecol-Juan Valdez



Juan Valdez Café



- 1** Brand *Story*
- 2** Procafecol
- 3** Juan Valdez *Brand*



1927

National Federation
of Coffee Growers



1960

Juan Valdez in the
United States



1982

Ingredient Brand Strategy



2002

Inclusive Business and
International projection





Colombia is *Coffee*



More than
50%
Off the municipalities
are *producers*



22
Departments are
producers



More than
540.000
Coffee growing
families



Coffee growing
represents a *socially
stable* income source
throughout the
country



Juan Valdez Café

HARVEST MAP



Coffee is produced in the
Colombian Andean Region



Thanks to our geographic
location we can produce
fresh coffee year-round

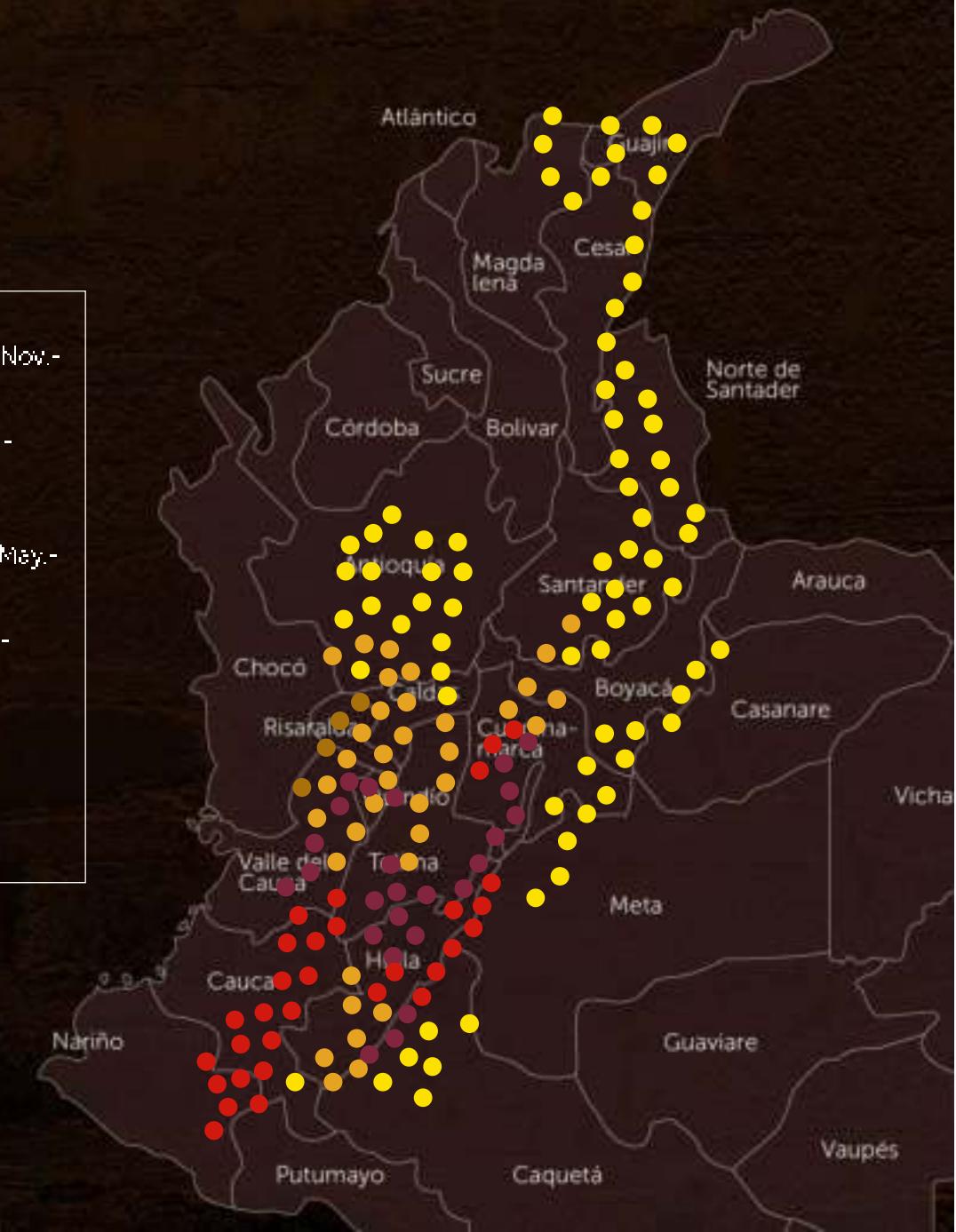


Colombia produces only *Mild,*
washed, Arabica Coffee



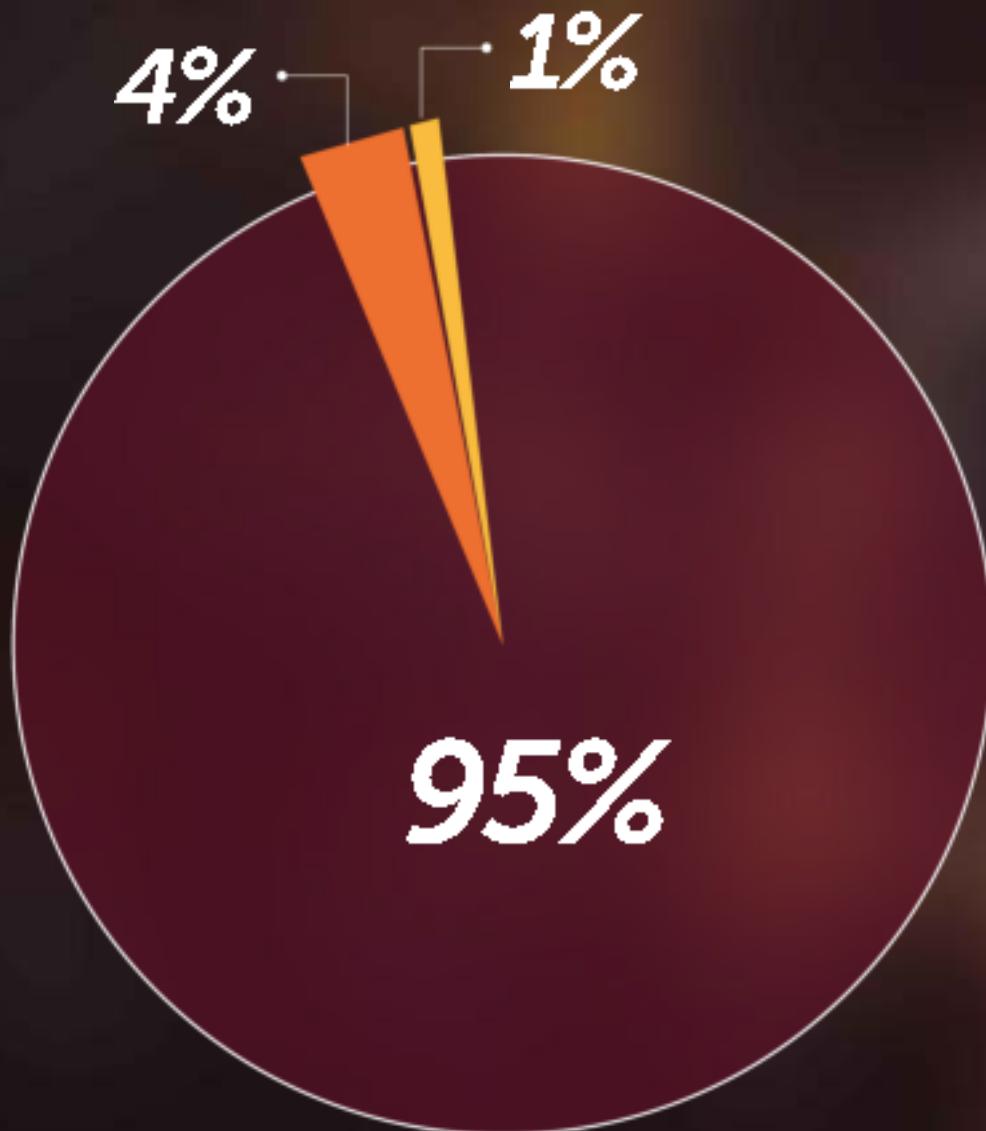
Due to the multiple micro-climates
and the different elevations above
sea level we can *find several*
coffee cup profiles

- Main Harvest (Sep.- Oct - Nov.- Dic.)
- 2 Main Harvest (Sep.- Oct - Nov.- Dic.) and "Milaca" (Abr.- May.)
- Main Harvest (Mar.- Abr.- May.- Jun)
- 2 Main Harvest (Mar.- Abr.- May.- Jun) and "Milaca" (Oct.- Nov)
- Not Defined
- No Harvest



The vast majority of coffee growers are *small producers*

95%
of coffee growers
have less than
1.5 hectares



● Small

● Medium sized

● Large

1927



Founded in 1927 by Colombia's coffee producers,

THE NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA

Is a non-profit, democratic and active advocate of more than
540.000 small producers.





PURCHASE
Guarantee



TECHNICAL
Assistance



SCIENTIFIC
Research



QUALITY
Control

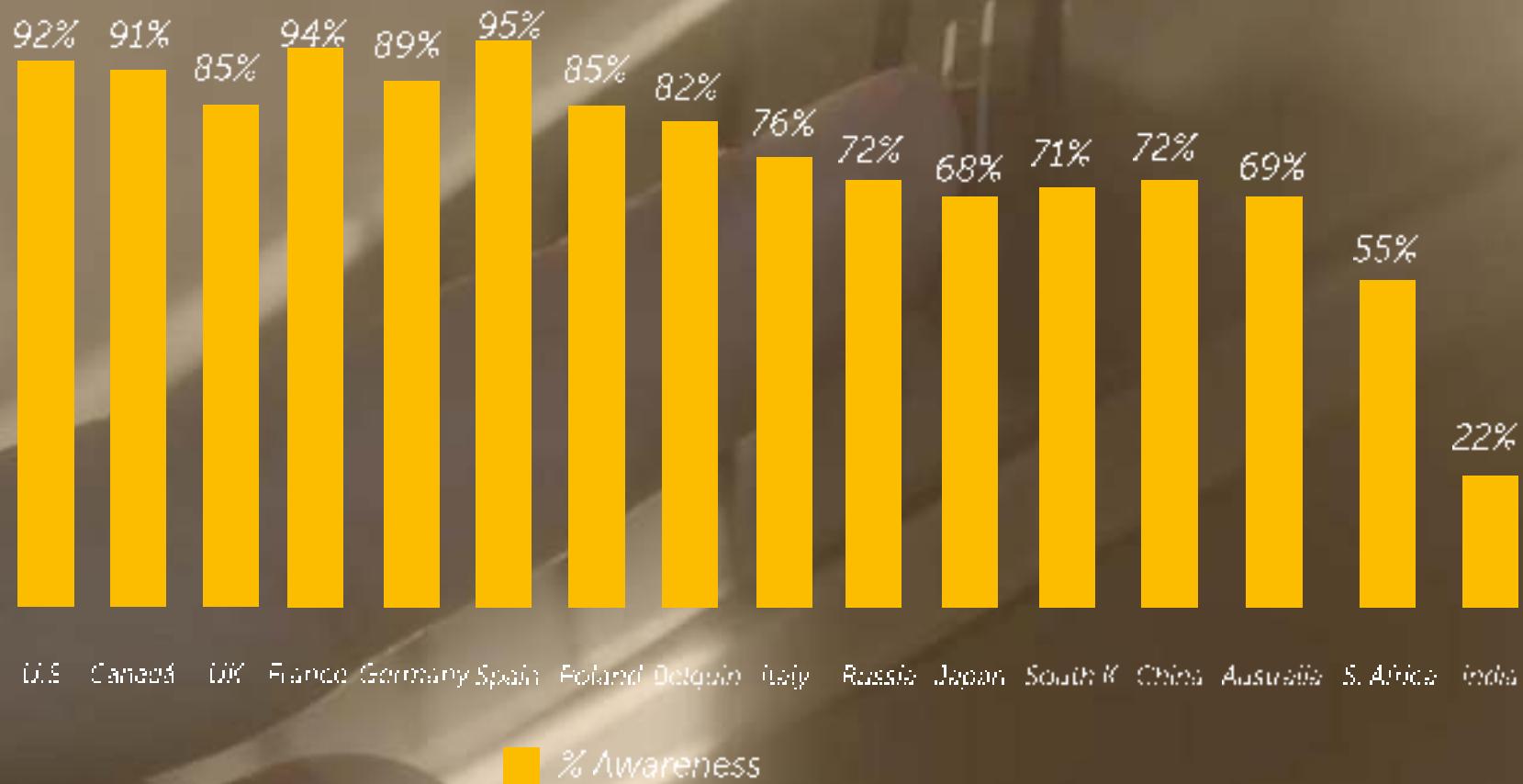


PROMOTION AND ADVERTISING
of Colombian Coffee

A close-up photograph of a person's hand holding a white ceramic mug. The mug contains a dark liquid, likely coffee, with a layer of frothy latte art on top. The latte art features a symmetrical, fan-like pattern of small, light-colored peaks. The mug is held over a dark, textured wooden table. In the background, another similar mug is partially visible, suggesting a social or professional setting.

TODAY COLOMBIA IS RECOGNIZED AS ONE OF THE BEST
COFFEE PRODUCING COUNTRIES IN THE WORLD

Awareness of Colombia as a *coffee-growing country*





BUT IT WASN'T ALWAYS THIS WAY...

During the late 50's **the price of Colombian coffee went from \$0.85/lb to \$0.45/lb** due to an *excessive supply of coffee* in the world's market





BUT IT WASN'T ALWAYS THIS WAY...

Only **4% of consumers** recognized Colombia as a single origin coffee producing country.





BUT IT WASN'T ALWAYS THIS WAY...

Roasters dominated the market and hid origin from consumers to *gain more flexibility in their blends.*



COLOMBIA HAD AN

excellent product with limited
awareness

THE NEED FOR A

differentiation strategy was
evident.



THE ROAD TO *Differentiation*

1960

Juan Valdez in the
United States



THE ROAD TOWARDS *origin differentiation..*



1960 – Creation of the
Juan Valdez Character



To pinpoint Colombian Coffee's
atributes and quality



For consumers to prefer and chose
100% Colombian Coffee brands



It's not just the bean
we pick at its prime.

Colombian Coffee
The best coffee in the world.



A close-up photograph of a light-colored wooden shovel lying diagonally across a large pile of light brown coffee beans. The shovel has a simple metal handle and a wide wooden head. The beans are scattered around the shovel, creating a textured surface.

1960

"Juan Valdez and its history

DEMONSTRATES THAT ONLY WITH
EXTRAORDINARY WORK

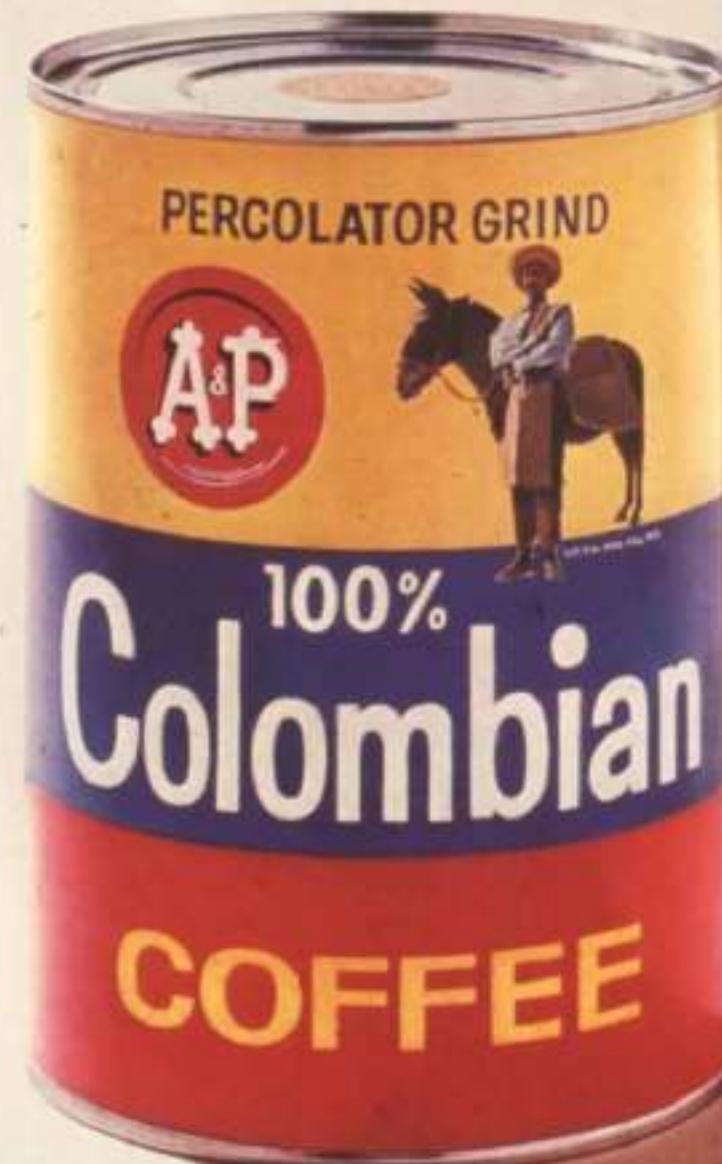
You may produce

Extraordinary coffee.

Juan Valdez Source book (2004)



100%
COLOMBIAN
coffee





WE CONNECTED WITH
Our consumers

1982

Ingredient Brand Strategy





THE ROAD TOWARDS *origin differentiation...*



- + **1982** – Colombian Coffee
ingredient brand strategy



- A new segment in the coffee category was created:
100% Colombian coffee



- * Successful *Push-pull strategy*

Ingredient BRAND STRATEGY

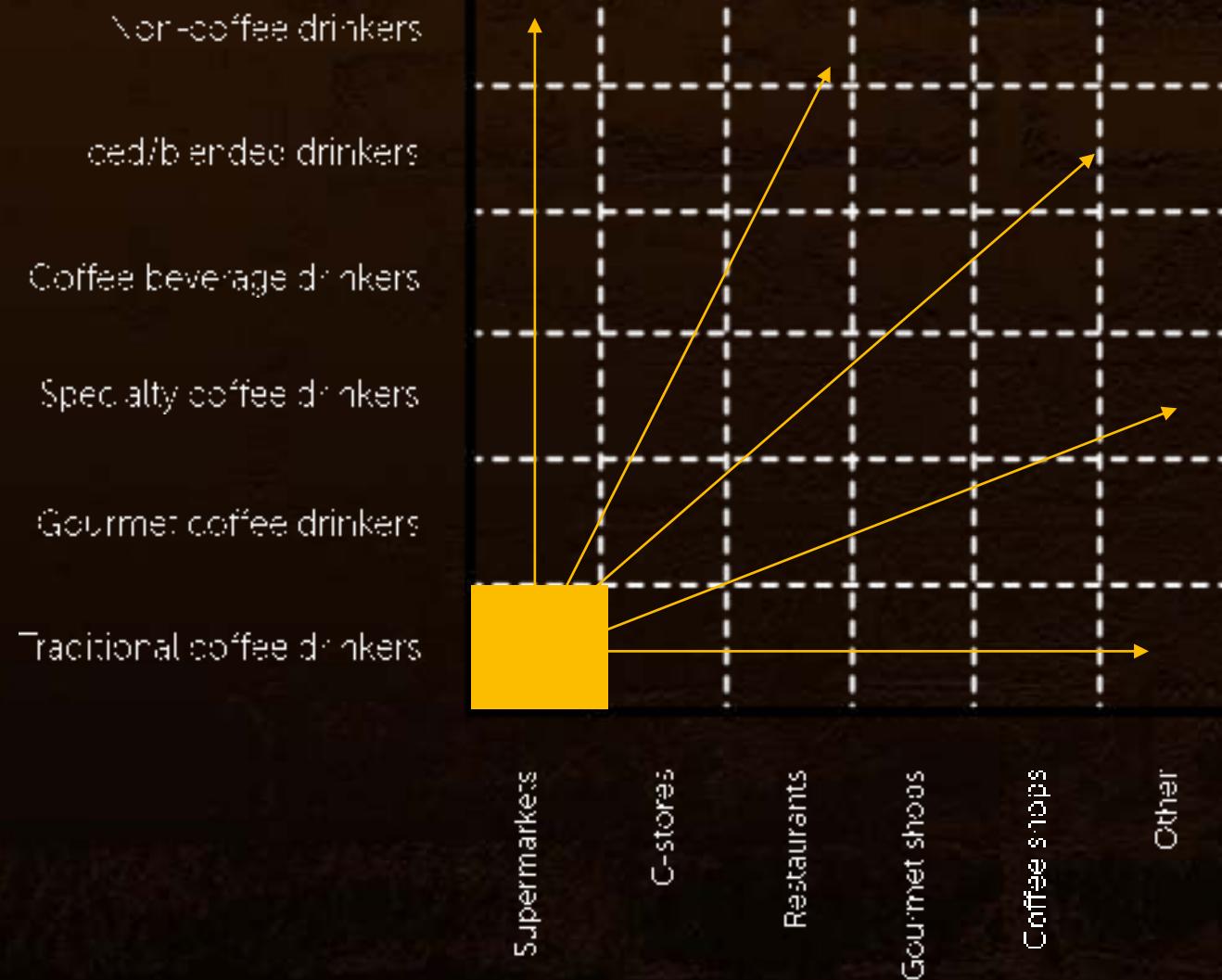
1982



AND THE
STORY
—Begins



EXPANDING *Market*



In order to satisfy the needs on an increasingly demanding consumer, we became relevant at every coffee consumption moment

Consumers were exposed to multiple
Brands and channels



FROM:

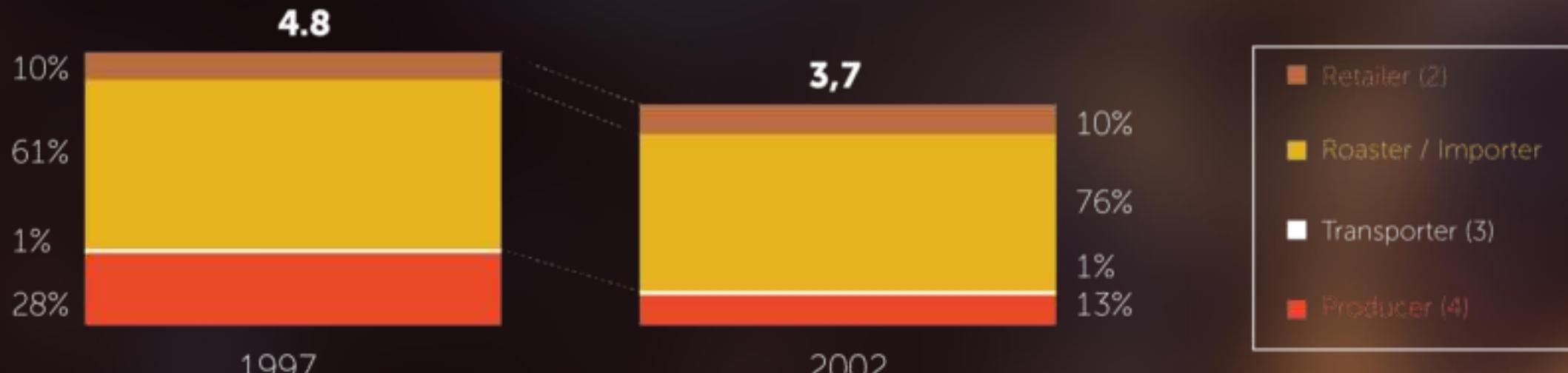
Limited number of brands

TO:

Multiple brands, channels,
prices, etc

THE VALUE MOVED AWAY *from the coffee grower.*

US\$/lb 1997 – 2002 (1)



Calculated off the base
price average *in the
United States*



Assumes an average
cost of
U.S.\$4/pound



Assumes a margin
equivalent to *10% of
the sale price*



Based on average yearly stock
market prices of *U.S.\$1.33 and
0.47 respectively*

A photograph of a woman with dark hair tied back, wearing a light-colored baseball cap and a black t-shirt with a graphic design. She is standing in a lush green coffee plantation, smiling at the camera. The background is filled with coffee bushes.

STRATEGY TO IMPROVE THE CONDITIONS OF THE *coffee growers*

OPPORTUNITIES

To move up in
the value chain

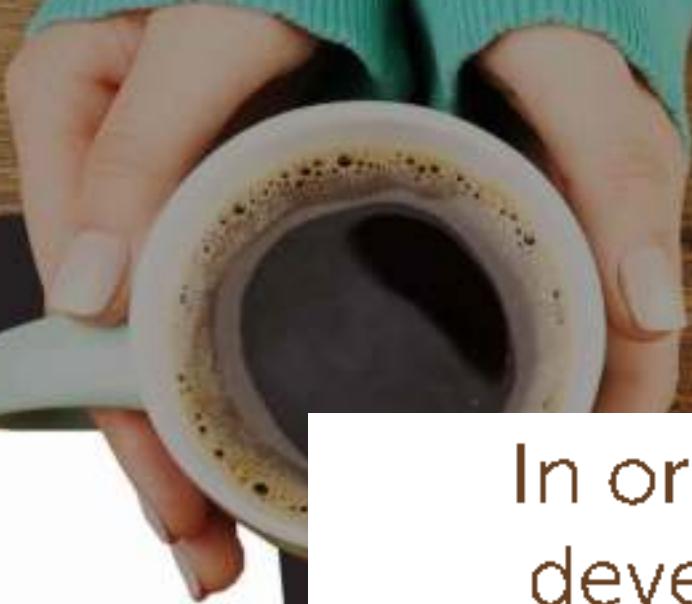
To take advantage
of the brand equity

GOALS

To share the
profits

To increase the demand
*through better
pricing*

To increase the visibility of
"Colombian Coffee"



From:



In order to
develop a
new brand



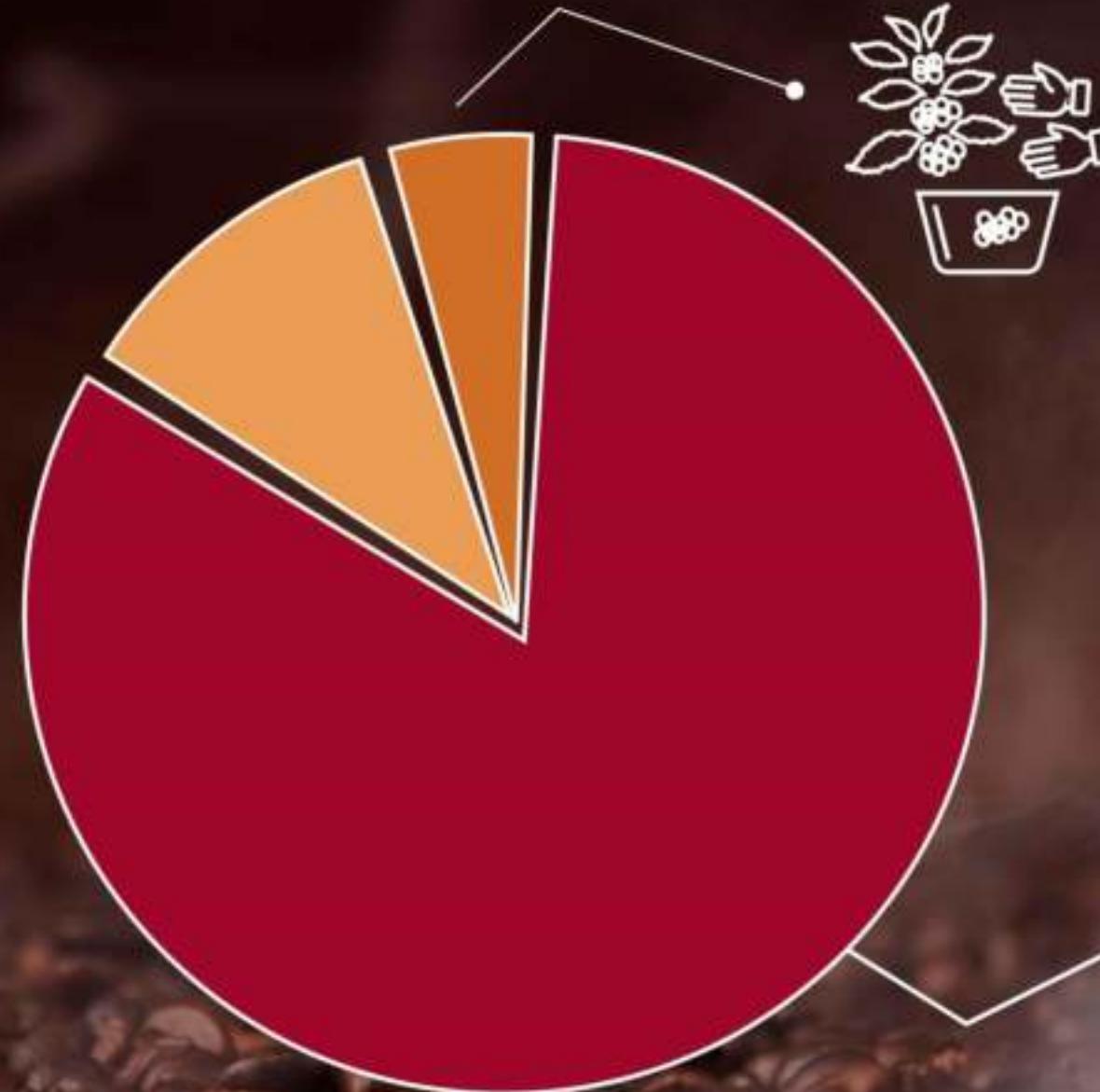
To:
Juan Valdez Café



THE BRAND ARCHITECTURE AND STRATEGY EVOLVED

OWNERSHIP BREAKDOWN

Procafecol



4%
More than
18.000
shareholders
coffee growers



Federación Nacional de
Cafeteros de Colombia

96%

LICENSE TO USE THE BRAND





Juan Valdez Café



2002

Inclusive business and
international projection





- 1 Brand *Story*
- 2 Procafecol
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THE BUSINESS



OUR
Vision



OUR
Mission

COFFEE
SHOPS

RETAIL

HCR

ECOMMERCE



3 BRAND DIFFERENTIATION
Pillars



THE EXPERIENCE AROUND
A GREAT CUP OF COLOMBIAN COFFEE

THE BRAND



 OUR
Mission

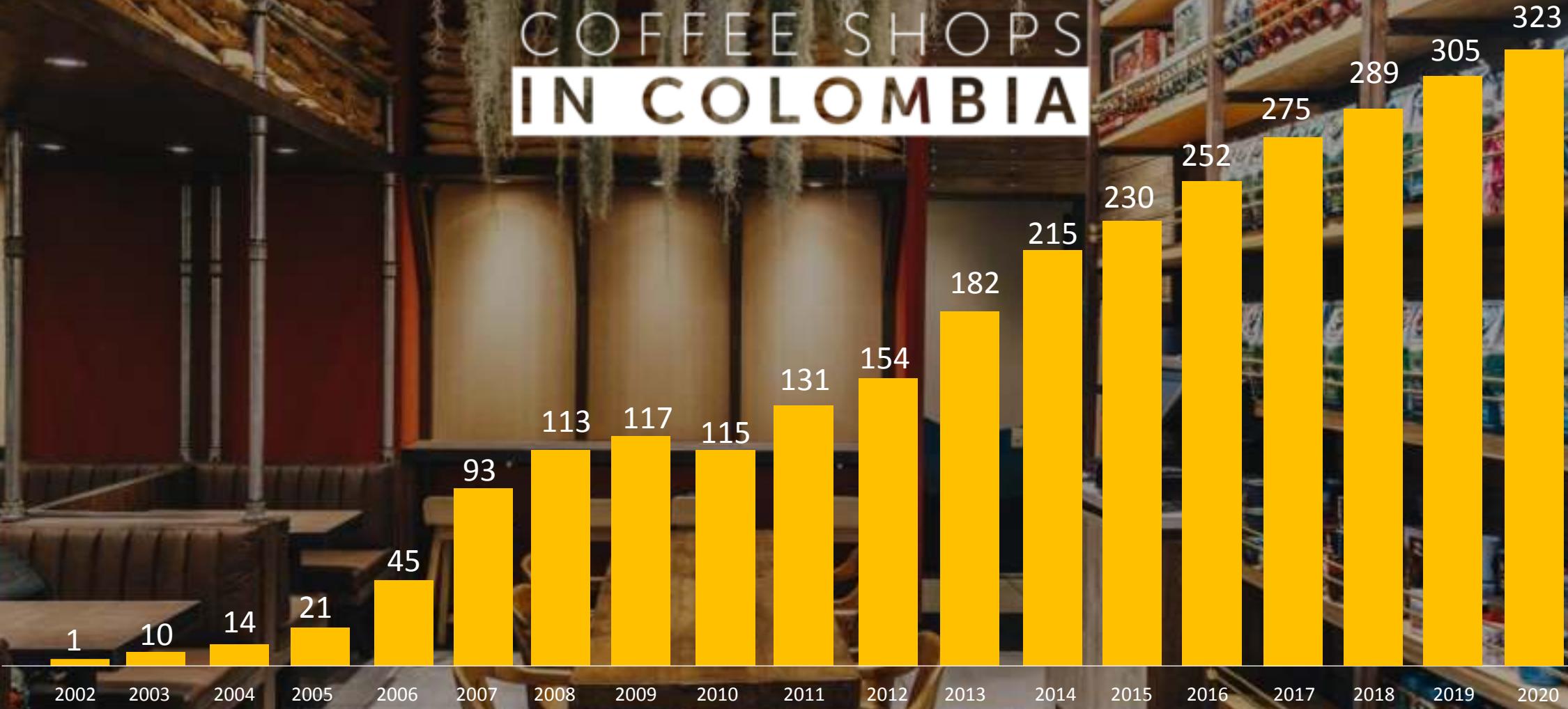
Captivate the world
with Colombia's Premium
Coffees, generating value to
Colombian coffee growers.

 OUR
Vision

To be Colombia's most recognized
and admired Brand globally, by
offering an *authentic and superior*
Premium coffee experience



COFFEE SHOPS IN COLOMBIA





COFFEE SHOPS AROUND THE WORLD





- 1 Brand *Story*
- 2 Procafecol
- 3 Juan Valdez *Brand*

A close-up photograph of a person's hands pouring milk from a glass bottle into a white ceramic cup of coffee. The coffee has a rich, dark brown color. As the milk is poured, it creates a beautiful, intricate latte art pattern consisting of concentric circles and swirling lines. The background is blurred, showing what appears to be a striped fabric.

Coffee

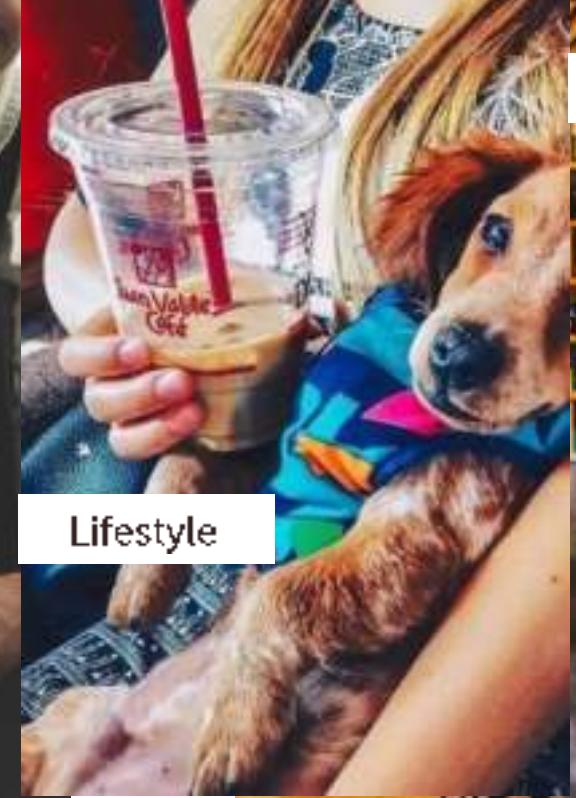
Culture

A WORLD FULL OF STORIES



People

DETAIL



A GREAT COFFEE IS BUILT ON

3 differentiation Pilars

ARTISANAL PROCESS

We take care of every detail in our products and experiences to deliver the highest quality.

ORIGIN

We captivate the world **with our unique coffee origins**

1

3

2

Gran Cafe
Afficionados

PURPOSE

The **wellbeing** of our coffee growers, our society the environment and all stakeholders.

1

3

2

Gran Cafe
Afficionados

PURPOSE

The **wellbeing** of our coffee growers, our society the environment and all stakeholders.



Articulating our brand strategy in our

Coffee



Greenspaces:
Storefront





Working Spaces

music + lights + connectivity

A photograph of a modern coffee shop interior. The walls are made of rustic brick, and the ceiling features exposed metal pipes. In the foreground, a person sits at a high-top table with a laptop. To the right, there's a large window looking out onto a street where a red car is parked. A white pillar in the center has some blue illustrations and the word "OLFATIVA".

Graphics that illustrate
Coffee culture



Conservation of
Historical sites

Elements of a
coffee farm



Coffee bar

A combination of our origins
and modern arquitecture





Authentic elements of the
coffee culture



Art and conceptual
architecture

FO
FUERZA
BALANCE
SUAVIDAD

Art and conceptual
architecture



The barista
Our connection to our
customers





TE INVITAMOS A CONOCER
LA NUEVA TENDENCIA
DEL CAFÉ

NUEVO
COLD BREW
CAFÉ **NITRO** POR
Juan Valdez.

SE PREPARA DIFERENTE
SE DISFRUTA DIFERENTE

*IMAGENES DE REFERENCIA





Articulating our brand
Brand strategy into
other channels





Andrés Carne de Res

A different experience of the origins



Pullmantur:
a new cruise ship experience
in the caribbean





Juan Valdez Franchisee's Profile



- ✓ Experience (minimum 10 years) in the Food & Beverage industry with multi-brand operation.
- ✓ Must have a back-office (logistics, finance, IT, HR, accounting) already established for related businesses.
- ✓ Must open a minimum of 10 stores within the first 3 years.



Value generation not only
for the brand but also for the
coffee growers

1 Royalties: USD \$30 Million

2 We pay a premium price
for quality

3 Procafecol Shares

4 Colombian coffee
awareness brings new
opportunities





Why we are unique...

Juan Valdez® Café is the only Premium Coffee brand in the world directly connected to its origins:

The owners are the coffee growers who work with pride and dedication every day to offer you the best coffee in the world.

A photograph showing a close-up view of a field of young, green, leafy plants, likely coffee seedlings. In the upper right corner, a person's lower body is visible; they are wearing a red and white horizontally striped long-sleeved shirt and light-colored, possibly tan or beige, trousers. They appear to be bending over, working among the plants.

Thank you