



COFFEE BEYOND BORDERS:

**TRAINING PROGRAM FOR JDE
EXPORT CHANNEL PARTNERS**

July/2025

WHY ARE WE HERE?

We are here to deepen our knowledge of the coffee world, to understand **who JDE is and what our brands represent**, and to **strengthen your sales capabilities**.

01 ► Introduction to the coffee category

Types, consumption moments and trends

02 ► JDE presentation

Who we are, our global presence, purpose and vision

03 ► JDE brands

Pilão, Caboclo and Café do Ponto



01

**INTRODUCTION TO THE
COFFEE CATEGORY**





THE IMPORTANCE OF COFFEE IN EVERYDAY LIFE



Coffee is one of the most widely consumed beverages in the world, integrated into the daily routines of millions of people

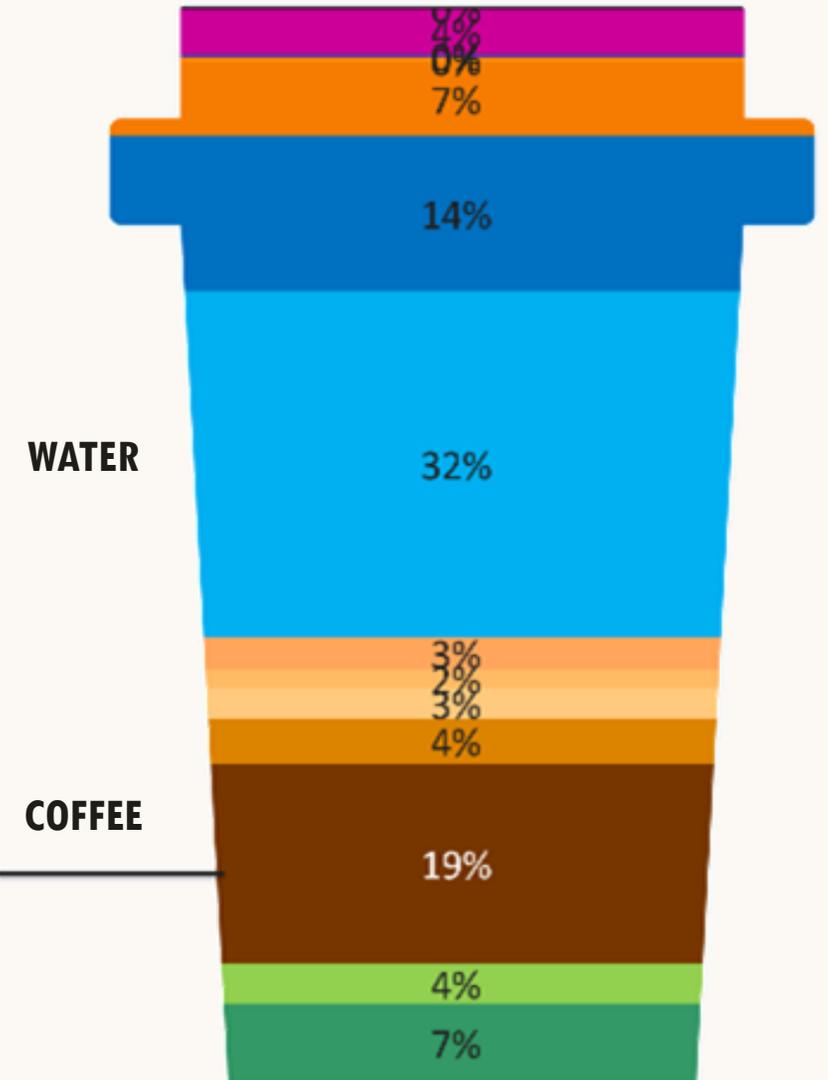


It represents not just a consumption moment, but also a moment of connection, energy, and enjoyment



In Latin America, coffee consumption is deeply rooted in the culture and daily habits of the people

**IT'S NO COINCIDENCE
THAT COFFEE IS THE
SECOND MOST
CONSUMED
BEVERAGE, RIGHT
AFTER WATER**





COFFEE HAS 5 POWERFUL DYNAMICS

1

RESILIENT ACROSS ECONOMIC CYCLES

It grows through all macroeconomic cycles

2

OMNIPRESENT IN PEOPLE'S LIVES

Unmatched frequency of consumer interaction

3

POSITIONED FOR CONTINUED GROWTH

Coffee holds strong growth potential across diverse markets

4

WITH A UNIQUE APPROACH TO PREMIUMIZATION

Coffee shops as price anchors within the category

5

STRUCTURALLY ON-TREND

Aligned with health and wellness trends, increasingly attracting younger consumers

COFFEE TYPES AND FLAVOR PROFILES

Understanding these differences will help you offer the right product to each customer, highlighting the benefits and quality of the JDE portfolio

BEAN TYPES: ARABICA VS. ROBUSTA

ARABICA

Smoother, sweeter and more aromatic flavor

Ideal for consumers who value quality and refinement

ROBUSTA

Stronger, more bitter flavor with higher caffeine content

Provides body and intensity



Sales tip:

Offer according to each customer's preference: smooth or intense flavor

ROAST

In addition to the bean type, the roast also plays a fundamental role in the coffee's flavor profile

- **Light Roast** highlights softer and more acidic flavors
- **Medium Roast** balances sweetness, body, and acidity, and is the most widely consumed
- **Dark Roast** delivers a more intense flavor, with toasted notes and a pronounced bitterness

PREPARATION METHOD

It also impacts the consumer experience

- **Filtered (Drip Coffee):** Traditional and part of daily consumption
- **Espresso:** Intense, fast, and high-quality
- **Capsules:** Practical, modern, and consistent
- **Instant Coffee:** Quick and versatile

TRENDS AND OPPORTUNITIES IN THE COFFEE CATEGORY

Every cup of coffee is an opportunity to connect with the consumer, create value, and build a strong brand at the point of sale

GROWTH AND PREMIUMIZATION

- Coffee consumption continues to grow in Latin America, driven by the increasing appreciation for quality and differentiated experiences.
- Consumers are increasingly willing to pay a premium for coffees with better flavor, aroma, and origin.
- There is a growing demand for trusted brands with history and tradition.



Opportunity:

Promote quality coffees such as Pilão, Caboclo, and Café do Ponto, highlighting their unique attributes

CONVENIENCE AND NEW FORMATS

- Modern life demands convenience: capsules, instant coffee, and single-serve formats are gaining ground across various consumer profiles.
- Consumers seek quick options without compromising on flavor and quality.
- New generations are exploring different preparation methods.



Opportunity:

Offer a variety of formats for different consumption occasions

CONSCIOUS CONSUMPTION AND SUSTAINABILITY

- Concerns are growing about the origin, ethical production, and environmental impact of coffee.
- Brands that communicate a commitment to sustainability gain consumer preference and loyalty.



Opportunity:

Highlight JDE's commitment to responsible and sustainable practices

02

JDE PRESENTATION



**A HIGHLY ATTRACTIVE MARKET DRAWS THE ATTENTION OF MANY
COMPANIES**

**THERE ARE MORE THAN 700 BRANDS JUST IN THE
ROASTED AND GROUND COFFEE CATEGORY ALONE**

1 OUT OF EVERY 4 CUPS OF COFFEE IN BRAZIL IS FROM



That is why we need to offer our consumers:



THE TYPE OF **PRODUCT** THEY ARE
LOOKING FOR



THE **BRAND** THEY IDENTIFY WITH
AND **TRUST**



THE **FLAVOR** THEY ENJOY



OUR HISTORY

A long and rich tradition in coffee and tea dating back over 265 years

In 1753, in Joure, the Netherlands, Egbert Douwes founded his first coffee establishment. Over a century later, in 1895, in Bremen, Germany, Johann Jacobs opened his first grocery business. Subsequently, in 1966, in Berkeley, California (USA), Alfred Peet launched his first Peet's Coffee store. Today, we are the largest company in the world dedicated exclusively to coffee and tea by revenue, with a presence in over 100 markets globally.



JDE PEET'S IT'S A GLOBAL LEADER....

It is a global leading company in coffee and tea, serving approximately **4,100 cups of coffee or tea per second**

We unlock the possibilities of coffee and tea in over 100 countries through a portfolio of more than 50 brands, such as L'OR, Peet's, Jacobs, Senseo, Tassimo, Douwe Egberts, OldTown, Super, Pickwick and Moccona.

In 2023, **we generated total sales of €8.2 billion** and employed over 21,000 people

... IN BRAZIL, HOUSES LEADING BRANDS





**WE HAVE 4 KEYS
DIFFERENTIATING STRENGTHS**

**WE ARE IN A UNIQUE POSITION TO LEAD
AND CREATE VALUE**

1

**UNMATCHED COFFEE
EXPERTISE**

As a company exclusively focused on coffee, with nearly three centuries of history, we have unmatched expertise in the category

2

ICONIC BRANDS

Our iconic brands are global leaders, with the credibility to expand across multiple categories

3

**CREATING VALUE FOR
ALL**

We make coffee accessible through a range of price points and channels, and we collaborate with the ecosystem alongside distributors and retailers

4

**WORLD- CLASS SUPPLY
CHAIN**

We support our farmers in building resilience through sustainable sourcing

ICONIC BRANDS AND A STRONG PORTIFOLIO

ROASTED AND GROUND

WHOLE BEANS

CAPSULES

INSTANT COFFEE

MIXES

TEAS

PREMIUM



UPPER
MAINSTREAM



—

MAINSTREAM



VALUE



—

—



—

03

JDE BRANDS



CABOCLO



JDE
JACOBS DOUWE EGBERTS

PILÃO



WITH OVER 40 YEARS OF HISTORY, PILÃO IS THE LEADING COFFEE BRAND IN BRAZIL A STRONG COFFEE THAT REFLECTS THE NATION'S PREFERENCE



The Pilão brand was born in 1978 with the goal of offering Brazilians a stronger coffee, just the way they liked it. Its success was immediate, and in a short time, Pilão became a staple in thousands of Brazilian households. Since then, the brand has continued to grow.

In 2000, Pilão became part of Jacobs Douwe Egberts, the world's second-largest coffee company a partnership that further strengthened the brand.

PRESENT ACROSS KEY CATEGORIES

ROASTED
AND GROUND



WHOLE
BEANS



CAPSULES



INSTANT
COFFEE



THE CAFETERIA LINE ARRIVES TO STRENGTHEN PILÃO'S POSITION IN THE UPPER MAINSTREAM SEGMENT

For Pilão Cafeteria, our expert carefully selected the finest beans and oversaw every step of the process to ensure the quality and excellence of this new line

Adding value to the Pilão brand through quality in the Upper Mainstream segment

Trade Up: Upper Mainstream as a pathway to the premium segment

ABIC Seal – Reinforcing superior quality for consumers



PILÃO CAFETERIA ESPRESSO AND FILTERED



STRONG COFFEE

INTENSE AROMA

INTENSITY 5



AROMATIC COFFEE

DISTINCTIVE AROMA

INTENSITY 3



FULL BODIED COFFEE

INTENSE AROMA

INTENSITY 5

DESDE 1954

CAFÉ DO
PONTO[®]

Arte em fazer café



DESDE 1954

CAFÉ DO PUNTO
Arte em fazer café

THE HISTORY



A group of **coffee growers from São Paulo** used to gather to chat and spend time together



The place became known as **"The Coffee Spot"**



In 1950, they founded a small coffee roasting facility in São Paulo and named it **CAFÉ DO PUNTO**

Since then, Café do Ponto has established itself as a specialist **coffee brand...**



Brand launched in the retail channel in **1954**.



Pioneer in launching **innovative products:**

- Flavored coffee
- Expo grade coffee
- 100% arabica coffee



Pioneer in opening the **first coffee shop** in 1978, in São Paulo.

Today, the Brand operates **41 stores** across Brazil.

... and a benchmark for coffee with **coffee shop quality**.



KEY DIFFERENTIATORS

- ✓ TRADITIONAL SÃO PAULO BRAND WITH OVER 60 YEARS OF HISTORY
- ✓ PRESENCE IN OOH – 41 STORES ACROSS BRAZIL
- ✓ CERTIFIED WITH ABIC'S SUPERIOR QUALITY SEAL
- ✓ BLENDS CRAFTED WITH CAREFULLY SELECTED BEANS
- ✓ RICH AROMAS AND BOLD, FULL FLAVORED COFFEES

CABOCLO

O sabor do campo na sua casa



HISTORY



Café Caboclo is a brand Brazilians trust for its quality, built over more than 80 years of history and tradition.

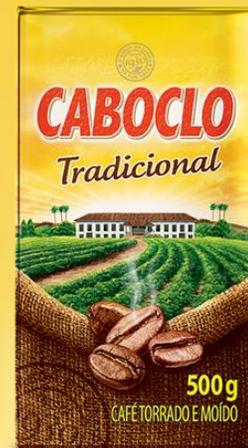


Caboclo is a traditional, deeply rooted brand, recognized for its quality and trustworthiness.



National presence with strong market share in the South and the interior of São Paulo.

CABOCLO



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