

A close-up photograph of coffee beans on a tree branch. The beans are at various stages of ripeness, from bright green to deep red. They are clustered in groups along the brown branches, set against a dark, out-of-focus background of leaves.

HEJ

THE JOURNEY TO SUSTAINABLE COFFEE



THE ELECTRIC FLEET

One of the main aspects we wanted to improve in our journey to sustainability, was to cut down on emissions resultant from transporting goods.

As a large number of our clients were London based, it only made sense to establish a roastery in a central location in the city, to cut down on travel time, but this wasn't enough, we also had to change our delivery methods.

In 2019 we introduced **Ernie**, a restored 1960's electric milk float, converted to deliver coffee in a more environmentally responsible way.

Beryl, Betty and Ron, our state-of-the-art cargo bikes, joined Ernie shortly after to form our electric fleet, reducing our emissions to zero on short distance deliveries.

In 2022, with the recent acquisition of new electric vans, we are now proud to say we have completely transitioned to electric delivery vehicles, allowing us to deliver our coffee throughout London and beyond with **zero emissions**.



SUSTAINABLE COFFEE

From the moment we opened our roastery we had the chance to alter the way we packed and stored our coffee, moving from wasteful boxes and bags to reusable buckets.

After persuading our clients to abandon their old ways, we are now exclusively using reusable buckets to store our coffee and distribute it to our wholesale clients, these buckets are afterwards collected to be refilled back at our roastery.

For our retail coffee we are utilizing recyclable bags, but we are currently looking for home composting alternatives, working closely with our suppliers, reaching out to London councils to work on public recycling/composting facilities, and consulting with experts in waste composting to find the best environmental solution.

Every month and at the end of each year we provide our clients with a certificate, outlining their environmental contribution in waste savings, emissions cancelled and how many trees we planted to offset our carbon emissions. They can then proudly display it by their coffee station to show their contributions to the environment.



SUSTAINABLE SOLUTIONS

At the beginning of this year we started looking for more sustainable options for all our printed materials, in our research we came across a paper called **Extract by G. F Smith**, made out of upcycled coffee cups, fully recyclable and with an incredible texture and finish.

Since then we changed all our printed materials, like product labels and business cards to use that paper, as not only is it sustainable, but it also connects beautifully with the brand. We also decided to ditch our usage of rubberbands in the packaging, opting instead for reusable and fully recyclable metallic bull-clips, which can be used to reseal the bag once opened.

On the subject of business cards, as they are a wasteful and often shortlived medium, we are now using QR codes to share our contact information, and we only offer our business cards as a last resort.

We have recently started selling freshly squeezed/pressed juices, prepared at our roastery/cafe and stored in reusable glass bottles, which are then delivered to our Bermondsey branch and local clients. These bottles are afterwards collected, sterilised and refilled.



AtSource



AtSource is Olam's - one of our main coffee suppliers - revolutionary sustainability insights platform for agricultural supply chain, purposefully created to demonstrate social and environmental impact and drive change for farmers, communities and ecosystems.

The AtSource platform benefits:

- the farming industry by giving the farmers and cooperatives direct economic opportunities and safe, decent work conditions;
- the farming communities by improving their health, nutrition, education and skills, and working on their diversity and inclusion;
- the environment by teaching good water usage practices and how to create and maintain healthy soils and eco-systems!





We have pledged to plant every year 4 trees per ton of carbon saved. In our initial calculations for 2021 we overestimated and aimed to plant 500 trees instead of the correct number of 44 trees, but we decided to stick with the initial figures as we believe it is a great environmental contribution to make.

Since then we decided to donate 10p for every kilogram of coffee sold, towards a chosen carbon offsetting charity, at the moment we are working with **Trees for Cities**, but this is subject to change.

Trees for Cities' work focuses on planting trees and greening community spaces where the social and environmental impact on local people is greatest. By engaging volunteers and planting up to 100,000 urban trees worldwide each year, the organisation is building resilience against threats facing the natural environment. Planting a range of tree species in urban areas have multiple impacts and benefits to people and the environment such as improving physical and mental wellbeing, absorbing air pollutants, sequestering carbon, masking noise, preventing flooding etc.





MOBILE UNITS

We have vast experience in building small to medium scale coffee trikes, they are fast mobile units made from a combination of upcycled plastic and wood. These upcycled materials are a great eco friendly and carbon capturing option.

Espresso Martini Trikes

A great option for boozy evening events!

Equipped with a nitro machine and undercounter storage this unit is surprisingly easy to use and clean with very little training.

Hot Drinks Trikes

Perfect for any time of day and for all your hot drink needs!

Equipped with a coffee machine, jug washer, undercounter storage and the ability to work without being connected to water supply.

These modules are fully customisable making our mobile units adaptable to a variety of events.

