



## **Cafédirect Wins Ethical Business of the Year**

**26 June 2009:** In recognition of its outstanding achievements and pioneering business model, Cafédirect was crowned ***Ethical Business of the Year*** at the Triodos Women in Ethical Business Awards.

Picking up the award, Anne MacCaig, CEO of Cafédirect said, "For Cafédirect winning Ethical Business of the Year is a fantastic way to recognise our way of doing business and inspiring others. We hope this will encourage other companies to change their thinking and emulate our model."

The Triodos Bank Women in Ethical Business Awards (WEBA) launched in 2006 and honours the women running the nation's best ethical businesses. The WEBA winners are true entrepreneurs who are blazing a trail for doing business in a way that benefits people or the environment.

In her acceptance speech, MacCaig dedicated the award to the quarter of a million smallholder growers. Andrew Ethuru from Michimikuru Tea Co-operative in Kenya also shared his pride in the accolade: "It's great news, not only for Cafédirect, but for us in Michimikuru as we are all one family. A Cafédirect win is also a Michimikuru win. We are delighted and we share the happiness."

Since its launch in 1991 Cafédirect has been a thought-leader in ethical business and this award acknowledges their unique way of doing business. Producer partners are paid a fair price for their crop and a social premium, however Cafédirect goes beyond these minimum requirements by ploughing back over 50% of their profits into grower businesses.

The award follows a very exciting start to the year for Cafédirect, unveiling a £3m redesign of its portfolio, with the marketing launch spearheaded by a national press and digital advertising campaign. The campaign features expert smallholder growers revealing the secrets of their great tasting products under the strapline 'We are the Growers and You can Taste it'.

\*Nielsen week ending 21 March 2009

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A member of IFAT (International Federation for Alternative Trade). Cafédirect plc registered in Scotland.  
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## Grower Quotes

“I grow high quality tea and thanks to the support of Cafédirect – which has allowed us to be trained – my yield has tripled! Fair prices have helped our whole community and further improved the tea that we grow for you.”

**A.M.N.K. Athapattu, Tea Grower, Kelliewatte, Sri Lanka**

“What makes great coffee? Two things – dedication and economic resources. I am dedicated to my plants and Cafédirect’s involvement gives us a Fairtrade price – that’s why our coffee is excellent.”

**Brigida del Socorro Peralta Peralta, Coffee Grower, PRODECOOP, Nicaragua**

“My family and I have been growing cocoa for years, but you never stop learning. Cafédirect’s fair prices and training means we know how to care for our cocoa plants well and produce high quality cocoa for you to enjoy.”

**Dionicio Arcangel, Cocoa grower, Conacado, San Cristobal, Dominican Republic**

“Because of Cafédirect my community has improved in many ways – just like our coffee.”

**Emiliana Aligaesha, Coffee Grower, KDCU, Tanzania.**

## Awards

- Eight Cafédirect products won Gold at the 2008 Great Taste Awards, more than any other hot beverage company, Fairtrade or otherwise.
- A recent independent coffee taste test in Which? Magazine rated Cafédirect’s coffee higher than non Fairtrade coffee.
- In a survey of 2,000 global brands Cafédirect ranks No. 1 as the most recommended brand (Source: Millward Brown, March 2007).
- Combining taste, price, ethics, and availability, Teadirect tops the Fairtrade Tea category: New Consumer Magazine, February 2008

## Notes on Cafédirect plc:

- Growers play a key role in every aspect of Cafédirect, from governance to product design. They own shares in the company and have two directors on the Board. We buy directly from our growers, a unique process amongst Fairtrade companies pioneered by Cafédirect.
- Together with our grower partners, we share a passion for producing the best quality teas, coffees and drinking chocolate. Our latest is the premium Teadirect Gold.

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- Cafédirect was founded in 1991, predating Fairtrade in the UK by three years and was the first coffee brand to carry the mark. With a turnover of £22.3 million (2007/08), Cafédirect is the UK's largest 100% Fairtrade hot drinks company, the 5th largest coffee brand, and 7th largest tea brand.
- Cafédirect's work has directly improved the lives of 1.4 million people in developing countries by partnering with nearly 250,000 smallholder growers through 39 grower organisations across 13 developing countries.
- Over the last five years, Cafédirect has invested more than £3 million in its grower partners, representing more than half of the company's profits, and has paid more than £7.5 million above market prices for its raw materials.
- Supporting sustainable development, Cafédirect pioneered a minimum price for Fairtrade tea, and rewards growers for quality and organic produce.
- We actively support farmers to convert to organic production and 1/3 of our range is organic. We encourage producers to utilize traditional farming methods that respect the environment, including minimising pesticides use.
- Cafédirect's range of delicious 100% Fairtrade coffees, teas, and hot chocolate is available in major supermarkets, independent retailers, Oxfam shops, Traidcraft mail order, and the Cafédirect online store, as well as thousands of food service venues, such as hospitals, universities, schools and hotels. They are also available in Ireland, Hong Kong and Singapore.
- To learn more about Cafédirect visit [www.cafedirect.co.uk](http://www.cafedirect.co.uk).