



Cafédirect: Top Facts



We are the UK's largest 100% Fairtrade hot drinks company, with a range that spans tea, coffee and hot chocolate



In addition to a fair price, we also give growers a share of the profits, over 50% to date. This is over and above Fairtrade requirements



Growers play a key role in every aspect of Cafédirect, from governance to product design. They have shares in our company and sit on the board.



We don't buy through traders or off a Fairtrade register. We buy directly from growers to give them the full price for their crop.



We work with 38 small-scale coffee, cocoa and tea producer organisations across Latin America, Africa and Asia, representing more than 280,000 smallholder farmers.



Our range has won 22 Great Taste Awards since 2008



In the UK 102 million cups of Cafédirect hot drinks were served in the out of home sector in 2011



Cafédirect was founded in 1991, 3 years before the Fairtrade Foundation mark was used in the UK.



Cafédirect was founded by Oxfam, Traidcraft, Equal Exchange, and Twin Trading in response to the collapse of the International Coffee Agreement which sent coffee prices plunging.



In addition being available at stores nationwide, our coffee is also served at hundreds of venues and businesses, including Arsenal's Emirate's Stadium and Oxford University.