



CAFITESSE OPERATIONAL DECK

Hospitality & Common Grounds Sustainability Program

CAFITESSE



Responsible sourced green beans



Low CO₂ Emissions



Innovating to include all generations



HOSPITALITY

THE ENVIRONMENT PRESERVATION

REINFORCEMENT OF SUSTAINABLE OPERATIONS

STIMULATING DIVERSITY AND INCLUSION



COMMON GROUNDS



IMPORTANCE OF SUSTAINABILITY FOR HOSPITALITY

Reinforcement of Human Rights

- Ensure good working conditions
- Respect for labour rights



Stimulating Diversity and Inclusion

- Gender representation



The environment preservation

- Biodiversity
- Sustainable materials, products & food



Protecting the community

- Health and nutrition
- Local Development



Reinforcement of Sustainable Operations

- Reducing CO2-footprint
- Responsible Sourcing



WHAT IS COMMON GROUNDS?

OUR SUSTAINABILITY PROGRAM ACROSS OUR THREE PILLARS



SOURCING FOR BETTER

We are championing regenerative agriculture to enhance livelihoods and positively impact our planet.

How? We go Beyond certification:

- Full focus on products sourced under our responsible sourcing approach
- Contribute to farmers prosperity through concrete improvement projects at origin



TOWARDS PLANET-POSITIVE

We are striving towards a planet-positive supply chain through innovation and collaboration on sustainable solutions.

How? By using Sustainable craftsmanship:

- Roasting beans to perfection on renewable energy
- Maximizing taste using all aroma's from coffee beans in optimized Cafitesse brewing process. Less raw materials needed.



PUTTING PEOPLE FIRST

We are engaging colleagues and communities through the joy of coffee and tea to support wellbeing and promote equal opportunity.

How? By Creating meaningful connections:

- Fight loneliness with our elderly 'Hello' and 'Carista' programs
- Coffee Foodbank program to bring our quality products to the ones in need



cafitesse

User-Friendly

- Wide variety of options (Hot 'n Cold)
- Drink personalization
- Full solution offering



Sustainable

- Responsible sourced blends
- Roastery repurposes coffee waste
- Lower carbon footprint



Cost-Effective

- Low indirect, operating and training cost
- No ingredient waste
- Optimized maintenance or cleaning



Consistent

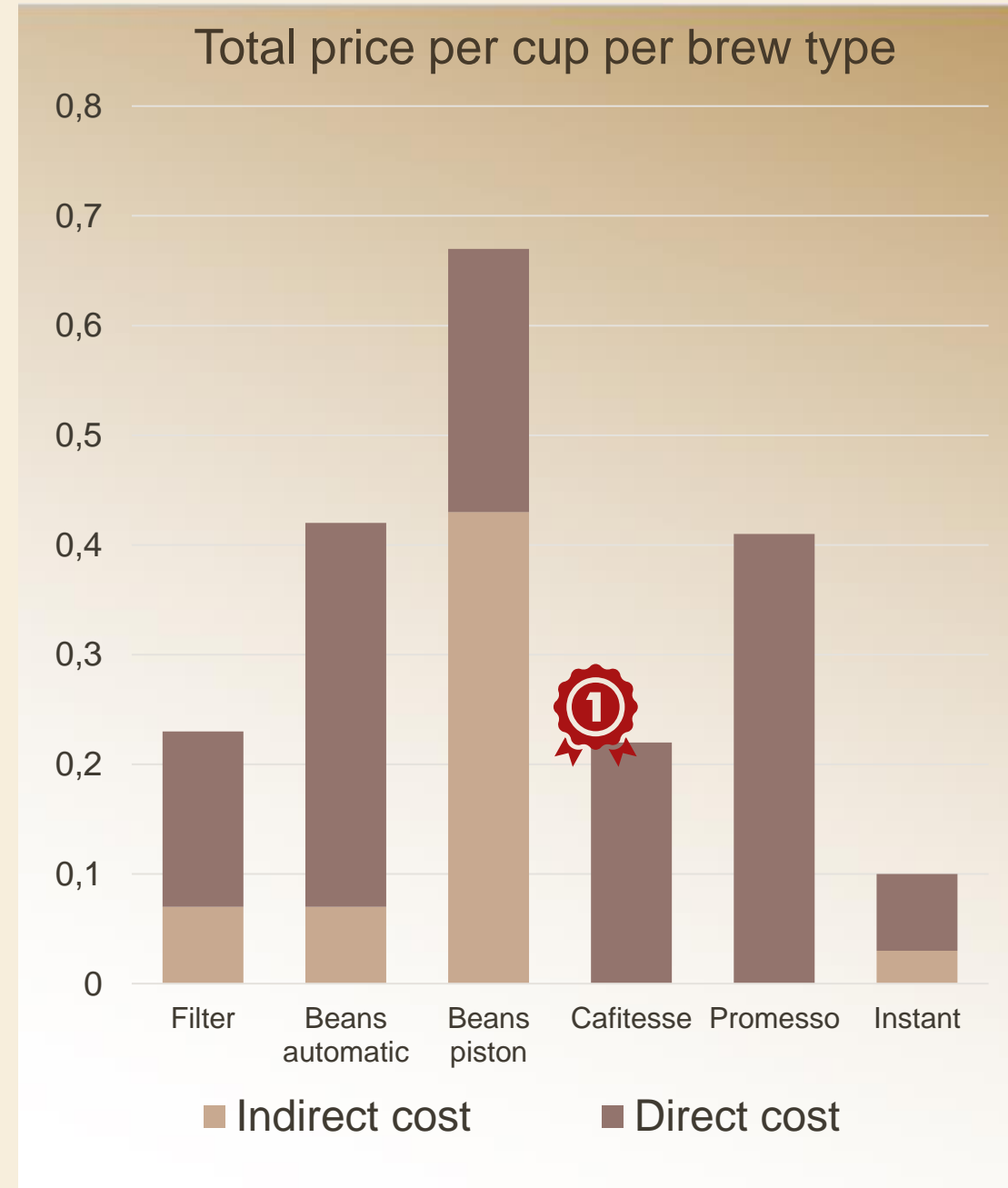
- Consistent cup quality
- Prepared on demand
- Frozen at the height of freshness (right after brewing)



GREAT BUSINESS SENSE SAVE MONEY

CAFITESSE SAVES MONEY ON INDIRECT COSTS:

- Reduced labour cost for brewing
- Reduced labour cost for cleaning
- Reduced labour cost for training
- Reduced cost of spare parts and service time
- No waste of brewed coffee
- No waste of ground coffee
- No pilferage

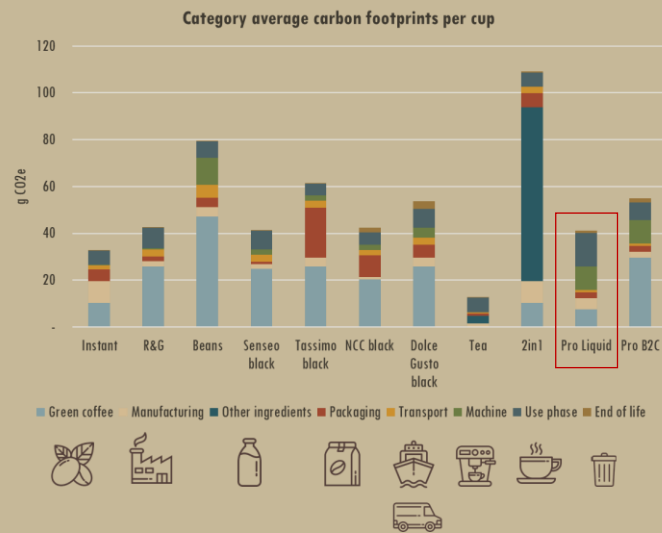


THE LIQUID STORY SO FAR

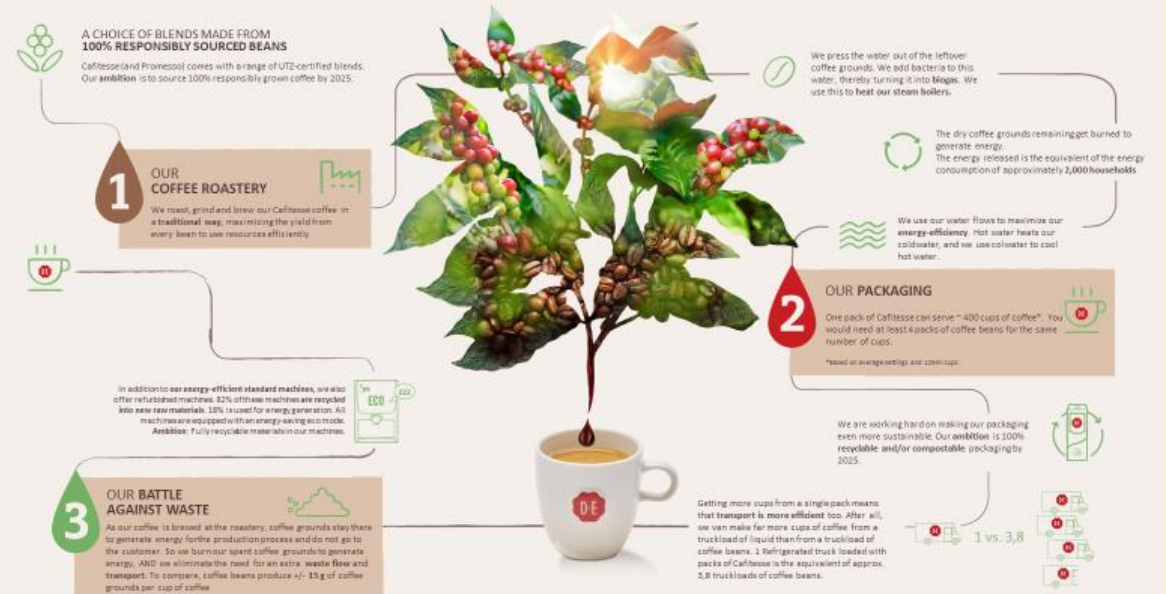
LIQUID ROAST. SUSTAINABLE FROM BEAN TO CUP

Until today our Liquid roast proposition has been evaluated from a fast convenient and hygiene coffee solution to a true sustainable offering. With the introduction of the Green Select program we went beyond the ingredients and connected the total value chain to the liquid sustainability story.

Liquid:
The low emission coffee solution



LIQUID ROAST. SUSTAINABLE FROM BEAN TO CUP



With customers becoming more aware on all sustainability aspects and the increased speed of our own Common Grounds sustainability strategy we will take the next step by fully integrating and connecting all Common Grounds pillars to Liquid to retain our beloved tagline:
'Liquid, One of the most sustainable coffee solutions in the JDE Peet's Out of Home market'

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Certified and verified green beans



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COMMON GROUNDS

Circularity
Championing regenerative agriculture

Deforestation
Planet-positive supply chain

Meaningful connections
Engaging colleagues and communities



JDE

A COFFEE & TEA FOR EVERY CUP

