



Ministerio de  
Comercio Exterior y  
Turismo

OCEX BRUSELAS



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## Press Release

# *First Arrival of Peruvian Coffee with Cafés del Perú Brand*

Peru is known for its high quality flavour profiles and sustainable coffee exports, being the 3<sup>rd</sup> biggest exporter of organic coffee and the 4<sup>th</sup> biggest exporter of Fairtrade and UTZ coffee. To highlight the unique flavour and qualities of one of the country's prime export products, Peru has created the *Cafés del Perú* brand. This will help coffee roasters, baristas and coffee enthusiasts recognize and distinguish the special origin behind their cup.

As result of a collaboration between the Trade Office of Peru in Belgium, EFICO, Cenfrocafé and PromPeru, the first container ever with this *Cafés del Perú* brand will arrive in Belgium, at SEABRIDGE, EFICO's green coffee logistics centre and warehouse. The container comprises Fairtrade organic coffee from Cenfrocafé, a cooperative located in Cajamarca, northern Peru, with more than 2,000 farmer members in local associations and a rich history of exporting to the Americas, Asia and Europe. Belgium is the third biggest destination for Peruvian coffee and is known for being an important re-export destination in the coffee sector: final destination of this first container is French coffee roaster Les Cafés Sati, located in Strasbourg.

EFICO is an important Belgian green coffee importer and a long-time partner of Peruvian coffee cooperatives through their Central American office. With quality and sustainability present in their coffee genes, EFICO values boosting local development and economic growth.

The *Cafés del Perú* brand has been developed to distinguish Peruvian coffee that is renowned for its high quality. Home to the Andes mountains, Peru has coffee production at altitudes between 800 and 2,000 m.a.s.l., whereas Peru's famous Specialty Coffee can be found between 1,200 and 1,800 m.a.s.l. Typical for Peruvian coffee is that it is grown in the shade, which supports giving the coffee its distinctive taste. Peruvian producers mostly have farms between 0.5 and 5 hectares, but are united in cooperatives that also work on social and environmental projects in the community. Around 223,000 families are involved in the coffee production in Peru. The most important coffee producing regions in Peru are San Martin, Amazonas and Cajamarca in the north of the country and Junin in the centre.



### About the Trade Office of Peru in Belgium

The Trade Office of Peru in Belgium belongs to Peru's Ministry of International Trade and Tourism (MINCETUR) and is responsible for the promotion of Peruvian exports to Belgium and Belgian investments in and travel to Peru. – [www.perutrade.be](http://www.perutrade.be)

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### About EFICO

EFICO is a green coffee trading company established in 1926, with headquarters in Belgium, sourcing offices in Brazil, Ethiopia and Guatemala and sales offices in Switzerland, Germany and the USA.

EFICO's ambition towards a sustainable coffee supply chain is amongst others reflected in the EFICO Foundation and in SEABRIDGE, a state-of-the-art green coffee logistics centre & warehouse in the port of Zeebrugge, Belgium. – [www.efico.com](http://www.efico.com)