

# L'Arbre à Café

*Artisan producteur et torréfacteur*

*"From tree to cup"*

2024



1. Why choose L'Arbre à Café to grow your business locally

1. Discussion on a potential partnership

# A strong vision for a unique brand on the specialty coffee market

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## **A strong vision**

L'Arbre à Café dreams of a world in which every cup of coffee is a unique taste experience, with an added soul, that enables us to reconnect with ourselves, the Earth and others. Coffee becomes regenerative, reconnecting us with all those who produce it, doing good for us and the Earth

## **A unique brand**

Existing since 2009, L'Arbre à Café has built his brand awareness on the best product quality and a memorable home-made taste that combines emotion, aromatic richness and length on the palate, while searching from the early beginning and successfully achieving, the highest level of sustainability on the specialty coffee market



L'Arbre à Café

# The 4 pillars that make L'Arbre à Café a unique player



Taste



Value chain under  
control



True commitments



Experience



# A taste acclaimed by gastronomy, ... and many more

## French gastronomy and sommelier



## High-end and luxury hotels



## New places of consumption



More than 500 professional clients and sixty Michelin-starred customers trust us, in France and abroad, for their restaurants, bars, flagship stores, shops, kiosks, rooms and event spaces

# Control of the complete value chain, at the heart of the model

## Direct sourcing and own production



## Roasting and training



## Direct distribution and e-commerce



- A dozen friendly and renowned producers, whose terroirs we know intimately (Peru, Brazil, Honduras, Panama, Colombia, Ethiopia, Malaysia...)
- Our own 35 ha farm in Peru including production and R&D
- Exportation and Importation capacity

- A modern roasting workshop in Paris
- A range of 30 permanent or seasonal coffees + a complete life-style offer, including machines & accessories, food & drinks, books
- A training school open to all

- Direct distribution to professionals
- A network of 4 Parisian boutiques and 1 corner at Le Bon Marché, managed directly, with a new store concept adapted to each location
- 2 merchant sites, dedicated to individuals and professionals <sup>6</sup>





L'Arbre à Café

# Coffee grower : Finca Mariposa in Peru

## A farm from scratch



- We've bought a land in 2019, and start to plant in 2020.
- 35 ha with 22 hec of coffee, 26 hec in 2025.
- 12 coffee varieties, 40 shade tree species, secondary crops (curcuma, berries), animals, 3 hec of wild forest protected area.

## Regenerative agriculture



- Organic certified in 2022, Demeter certified in 2023 (only 16 coffee farms in the coffee belt)
- Organic farming bioles inspired by urban farming by Fernando Fundes
- Biodynamic compost 16T/hec
- Homemade wood ash and bd preps
- Intercrops

## Memorable quality cup



- First place at Barista National Championship 2023
- Cup of Excellence selected in 2023
- 88 sca points for the first crop
- Innovativ processes and unique ovoid fermentation tanks

# True commitments, proven by the best certifications and labels



## Biodynamics

75% of our coffees are produced biodynamically



## Organic farming

99% of our coffees are produced organically



## Net Zero Carbon

We offer the most energy-efficient cup on the market with 20.9 g of carbon dioxide (2020 figure\*), by implementing best practices (sailing boat transport, city delivery by bike,...).

Our marginal emissions are offset by planting trees



## Mission-driven company

We have placed in our corporate goals the mission of generating a positive and significant social, societal and environmental impact in the exercise of our activities



## Company B Corp

The highest overall score in the world of coffee in France, and in supplier relations for all activities combined (10 years on average), at 93.2 (2020 figure\*)

\* Update of certification in progress, expected in September 2024



# Memorable tasting experiences in our stores and at events



The best espresso



Slow coffee



The Art  
Latte



The cup at the service  
of the senses



The magic of  
energized water



Nitro cold brew, like  
a Guinness!



Coffee-based  
cocktails



The flower, the leaf,  
and the fruit, in  
herbal tea



L'Affogato



Signature  
pastries or in  
partnership

**Creative and surprising preparations, to amaze our customers!**



L'Arbre à Café

# Our manifesto in line with your values, ... and the purpose of our partners

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*When I founded L'Arbre à Café, in 2009, I wanted to re-enchant coffee, this wonderful companion of everyday life.*

*As a pioneer of specialty coffee in France, I wanted to share with you a unique taste, the result of my experience in wine and gastronomy, the meeting of expertise and the love of the people and the terroirs that produce it.*

*This is how, today, L'Arbre à Café is acclaimed by chefs, sommeliers and food artisans for its signature taste, its true commitments and its extra soul coming from the magic of the land and encounters.*

*As an artisan roaster, we collaborate, intimately and over the long term, with about fifteen producers whose sole ambition is to bring the taste, human and agricultural qualities to the highest level, to share the best of specialty coffee.*

*Producer, since 2019, thanks to our biodynamic farm, Finca Mariposa, in Peru, we accompany coffee throughout its life path, from the plant to the cup, from roasting to transmission. Mastering the entire value chain is the promise of offering you, at all times, emotion, healthy and pure coffees.*

*Convinced that excellent taste is a reflection of the quality and good health of the land, L'Arbre à Café exclusively offers coffees from regenerative, organic and certified biodynamic agriculture, grown in agroforestry.*

*Natively committed to the land and the people who work it, eager to reconcile the beautiful, the good and the good, and to share it with you, L'Arbre à Café is a Mission-Driven Company, certified B Corp.*

**Hippolyte Courty, founder of L'Arbre à Café**



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3 new assets provided,  
to be leveraged by our partners

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1. New brand identity

1. New store concept

1. New communication





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# A new brand identity, to elevate the brand





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# A new store concept, to increase customer experience







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# Selective events and press coverage, to strengthen the brand image







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# The management team, a very complementary pair

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## Hippolyte COURTY

**Founder & Chairman**



After an experience in medieval history as a researcher and then as a teacher, he carried out several activities in gastronomy and especially in wine.

Tasting trainer, winegrowers' agent, food critic, and founder of the first natural wine cellar in Hong Kong, he founded L'Arbre à Café in 2008. Today, he is in charge of innovation, the product & services offer and the brand's image.

## Eric FAYE

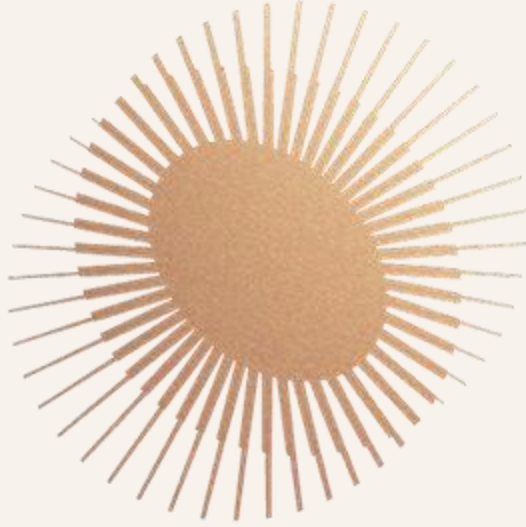
**Partner & Managing Director**



After a first experience as a strategy consultant, he built his international career in the world of luxury as a brand and business unit manager.

In 2019, he founded his hybrid management company offering high added value to his clients. Having become an entrepreneur, he joined L'Arbre à Café project in 2022 to support the next stage of its development.

Today, he is in charge of strategic business development, sales and marketing operations, finance and human resources.



# L'Arbre à Café