



ARVID  
NORDQUIST  
COFFEE ROASTERY



**People. Planet. Coffee.**



# A FAMILY AFFAIR SINCE 1884

For us, the Nordquist family,  
business is people.

Our core values are sustainability,  
responsibility, and commitment.



Arvid Nordquist  
Founder 1884 - 1922



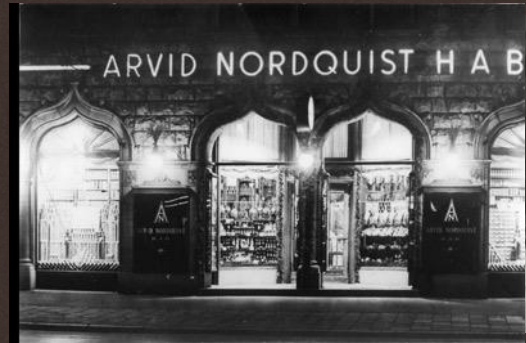
Bengt Nordquist  
CEO - 1941 - 1991



Anders Nordquist  
CEO - 1995 -



Wilhelm Nordquist  
Purchasing Director  
Coffee Dept. - 2018 -





# FROM DELICATESSEN TO DISTRIBUTOR

- 100% privately owned by the Nordquist family
- 3rd generation in the same family
- Long-term commitment
- Based in Solna, Stockholm.  
Purveyor to the Royal Court  
of Sweden





## COFFEE

A taste sensation combined with the strongest sustainability offering in the Nordics.

## WINE & BEER

Strong brands and a unique, broad portfolio of wines certified for sustainability.

## FOOD

Profile-creating brands, menu development and themed activities.

## NON FOOD

Strong Nordic brands and locally adapted products.







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A GROWTH JOURNEY!

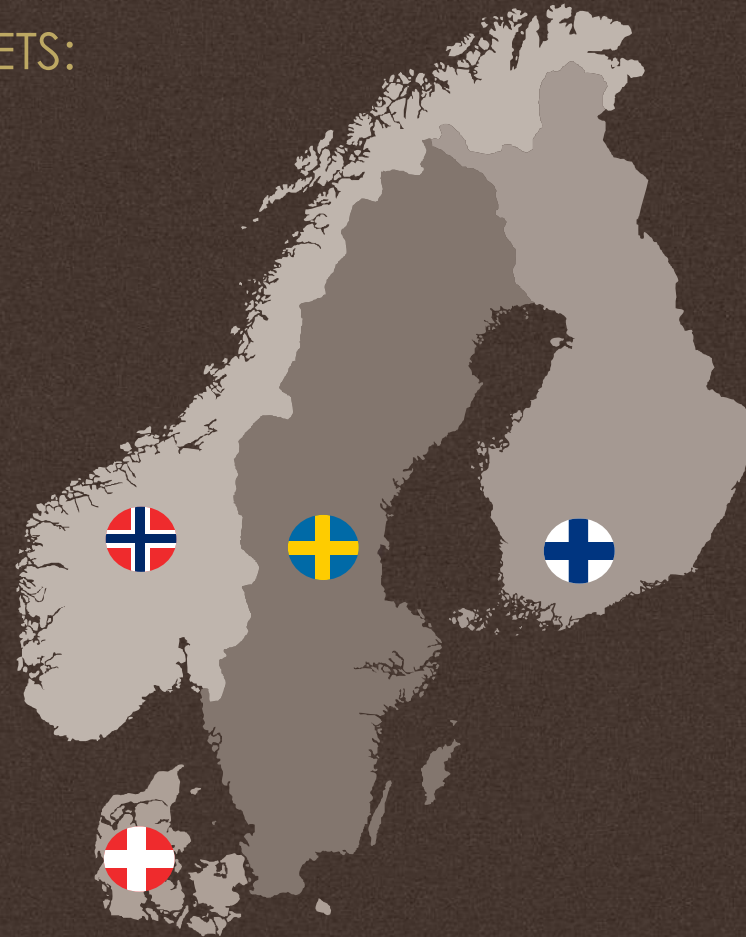




# THE NORDIC COUNTRIES ARE LEADERS IN SUSTAINABILITY

## WORLD'S TOUGHEST CLIMATE TARGETS:

- Norway climate neutral 2030
  - Finland climate neutral 2035
  - Sweden climate neutral 2045
- 
- Finnish retailer Kesko ranks as the most sustainable trading sector company in the world on the Global 100 list\*



### NORDIC COUNTRIES TOP RANKED IN THE GLOBAL CLEANTECH INDEX:

1. Finland
2. Denmark
3. Sweden
4. Canada

### TOP 10

*All 4 Nordic countries are top 10 on World Economic Forums Environmental Performance Index\**

\* The Global 100 Most sustainable companies: The list is compiled by Toronto-based media and investment advisory firm, [Corporate Knights](#) (CK). Each year, the latest iteration of the index is announced at the [World Economic Forum](#)

\*) 180 countries researched. Produced by Yale and Columbia University



# NO COMPROMISE ON QUALITY

A close-up photograph of a person's hands, wearing a light-colored long-sleeved shirt, holding several bright red coffee cherries. The hands are positioned over a coffee plant with green leaves and clusters of cherries. In the bottom right corner, a basket filled with harvested coffee cherries is visible. The background is a soft-focus view of the coffee plantation.

We use 100% arabica beans sourced from carefully selected farms and origins.

Our beans grow at high altitudes where they ripen slowly to develop rich, complex flavours.

We work on long-term contracts to ensure quality and provide a bright future for our growers.

We test each lot several times to make sure it delivers the right quality, consistency, and typicity.

Our roastery is modern but we roast our beans the old-fashioned way: slowly with no pre-heating of the beans.





# Great Swedish Organic Coffee





# IN 2011 WE TOOK A BRAVE DECISION!

We decided to carbon offset (climate compensate) the whole value chain

We were the first roastery in Europe to be **100 %** Climate compensated





# 100% CLIMATE COMPENSATED COFFEE

- Tree planting gives hope
- Positive impact on ecosystems
- Combats global warming
- Contributes to poverty reduction
- All tree planting are Plan Vivo certified(third party verified)
- In year one we had planted 100.000 nr of trees.
- And of course, we informed our consumers.....







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NORDQUIST  
*of Sweden*





# IN 2014 WE TOOK THE NEXT DECISION!

- To continue our carbon strategy to reduce the carbon emissions in farming.
- We decided that all our beans should be 100% sustainable certified







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*of Sweden*



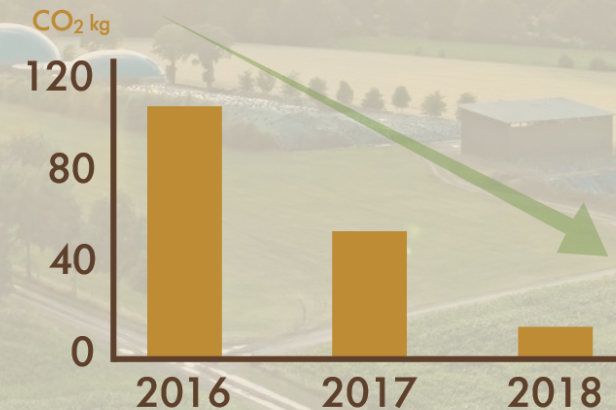


# IN 2017 WE TOOK THE NEXT DECISION!

- Already in 2009, we changed to renewable electricity and heating.
- In 2017 we found a solution that all our coffee could be roasted with locally produced biogas.
- By this we reduced our direct emissions by 100% and are a 100% fossil free roastery



## CO<sub>2</sub> gr/Kg KAFFE





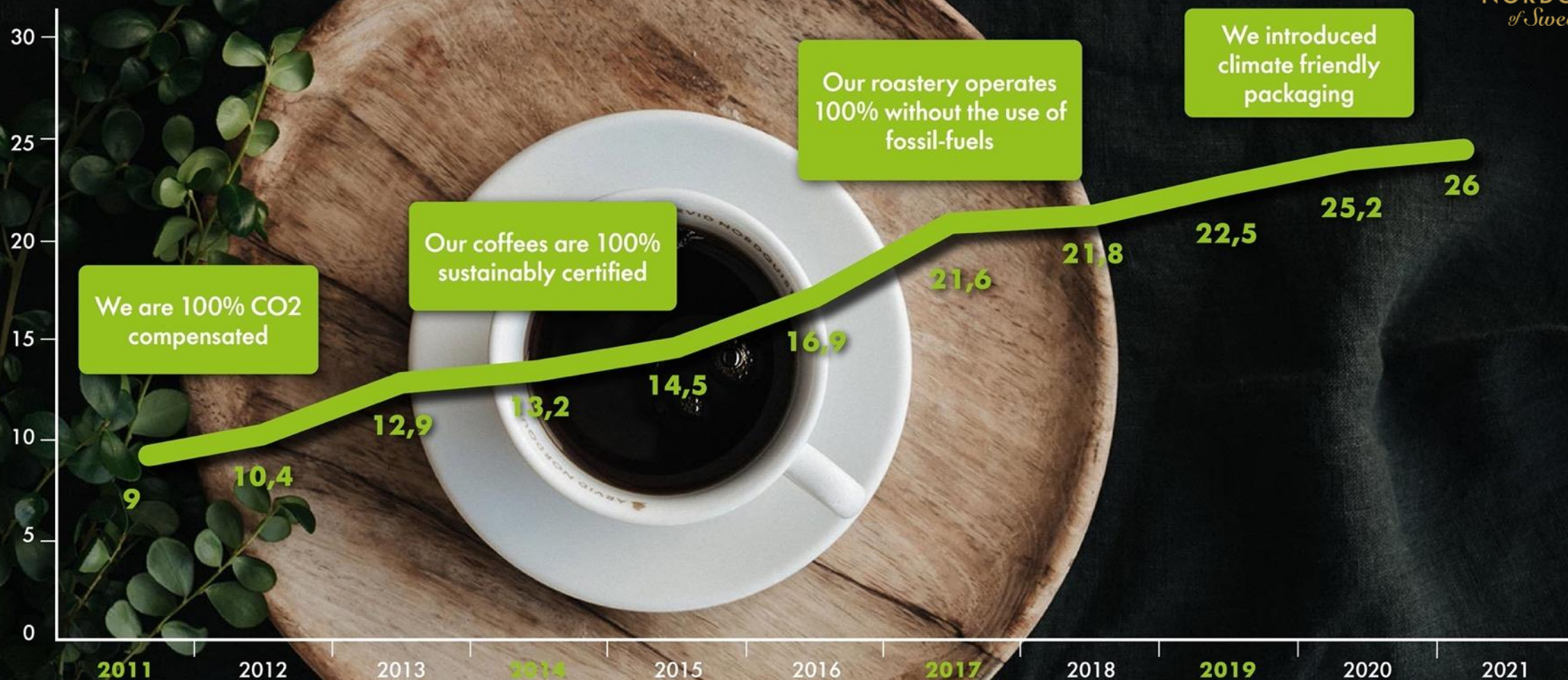
## IN 2019 WE CONTINUE OUR JOURNEY BY LAUNCHING A GREENER PACKAGING

- Packaging material containing ISCC certified bioplastic
- Derived from Finnish tall(pine tree) oil, a by-product from the forestry industry
- Cuts carbon emissions on packaging by 50% compared to petroleum based plastic.





# Market share development 2011 to 2021



One volumeshare coffee = 500 ton



# WE ARE NO 1 ORGANIC COFFEE BRAND

Total Retail	MAT Week 28 2021			
Latest update Week 28 2021				
Total Category	Share by Vol	Vol trend	Share by Val	Val Trend
EKO	100,0	4,0	100,0	5,4
Brand	Share by Vol	Vol Trend	Share by Val	Val Trend
ORGANIC ARVID NORDQUIST	30,8	7,2	35,8	6,7

AC Nielsen: Organic Coffee Swedish Retail MAT W28 2021

**No 1**  
organic coffee  
in Sweden!\*

\*Source: Nielsen Coffee beans Swedish  
FMCG market Total Volume share  
Kilo Monthly Annual Turnover  
2021 week 28





# OUR SUSTAINABILITY WORK IS NOTICED BY CONSUMERS!

- In 2021, Swedish consumers ranked Arvid Nordquist coffee as the best on sustainability among coffee brands.
- 2nd place among all beverage brands
- 55th place among all surveyed brands in Sweden.



**SUSTAINABLE  
BRAND INDEX**

Source: The survey is conducted annually since 2011 and is based on 30,000 consumer interviews in the Nordic countries, where almost 800 brands' sustainability work is mapped from the consumer's point of view. <https://www.sb-index.com/sweden>





# NO 1 COFFEE BRAND 2020 and 2021

**Arvid Nordquist is Sweden's strongest brand in the coffee category two years in a row**

- Swedish Brand Award measures brand awareness and customer satisfaction.
- Approximately 400 brands are examined, in over 30 categories
- 1200 consumers have been asked to comment of 11 brands in the coffee category, including Zoégas (Nestle), Gevalia (JDE), Lavazza and Lofbergs

**Strongest  
coffee brand  
in Sweden\***

\* Swedish Brand Award 2021





*"To us quality is a must,  
but there is no such thing  
as quality without  
sustainability"*

Anders Nordquist





# ARVID NORDQUIST COFFEE JOURNEY

## Summary:

- Quality and taste – never ever compromise!
- Sustainable initiatives – it's an ongoing process!
- Continuous investments in media to build penetration and awareness
- Profitability in the whole value chain driven by a premium position.
- Be long term!



## Great Swedish Organic Coffee!







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THANK YOU

