



# Coffee Innovation Fund – Rwanda

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

## Introducing Canned Nitro Cold Brew Coffee in Rwanda

Rwanda Bean Company is a vertically integrated coffee company founded in 2013 with the mission to support farmer communities in Rwanda. The company acquired roasting and R&D expertise in the United States. Now it seeks to bring new Ready-to-Drink solutions back to Africa to increase local consumption and support coffee farmers towards more sustainable livelihoods.

### Increasing income and benefits to smallholder farmers through processing of Nitro Cold Brew Coffee

Rwanda Bean Company Ltd intends to promote the distribution and consumption of canned nitro cold brew in the region. Through its marketing efforts, the company seeks to establish direct market linkages between coffee producers who contributed to the making of product, and consumers.

The company commits to redistribute 50% of its profits to farmers - who supplied coffee - in form of in-kind contribution towards healthcare insurance and farm inputs.

### Processing of Canned Nitro Cold Brew Coffee

The canned nitro cold brew coffee is prepared by mixing ground coffee with cold (or room temperature) water. The mixture is then nitrogenated using a pressurized valve that injects nitrogen into the liquid and pushes it through a perforated screen. The final product is then packaged in cans.

Rwanda Bean plans to position the product in different markets, namely East Africa, United States and Middle East and Asia.



## Project overview

Term: 2022-2023  
Region: Rwanda  
Partner: Rwanda Bean Company Ltd  
Volume: EUR 50,000 (supported by the fund)  
EUR 103,000 (total volume)

## Goals

- ❖ Train 1500 farmers on good agricultural practices, home roasting and brewing.
- ❖ Increase 20% of coffee volume purchased from additional 300 farmers.
- ❖ 300 farmers are provided free access to healthcare insurance and farm inputs
- ❖ Execute sales of canned nitro cold brew in 3 markets: EAC (30%), USA (50%), Middle East and Asia (20%)

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