



Coffee Innovation Fund – Kenya

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

Expanding Eco-Friendly Domestic Consumption to increase farmer incomes

Utake Coffee Limited is built on the premise of empowering and promoting coffee stakeholders at origin. The company sees an opportunity to expand domestic consumption in Kenya, as domestic consumption of quality Kenyan coffee is currently hindered by portability and the inconvenience of brewing. To help address this challenge, Utake Coffee will introduce The Drip Coffee Bag to the local market - an innovative product that has helped Asian countries deal with the challenge of convenience when introducing high quality coffee in a market that has historically been predominantly a market for instant coffee.

The drip coffee bag has grown to become one of the standard styles of single serve coffee. Presently, sales of drip coffee bags and their popularity has been seen expanding all over the world. This wave has not yet hit East Africa, but initial research conducted with Utake Coffee's local clients has demonstrated that coffee drinkers find it conducive for home, travel, and hotel room setup.

Reducing waste and accessing new markets

The Drip Coffee Bag innovation is environmentally friendly, combatting the waste challenge accumulating from single serve aluminum pods and instant coffee sachets. The bags use Coffilm Packaging the world's first high barrier biodegradable coffee bag; the technology is not only biodegradable but also promises the same level of protection to the coffee quality as standard packaging, if not better. Furthermore, Utake Coffee plans to certify its operation climate-neutral and incorporate a transparent traceability system that connects farmers to consumers.

The project will target market segments that currently drink high quality coffee in cafes but would want to replicate this conveniently at home and during travel without brewing equipment. By bringing about convenience in an eco-friendly manner, the project aims to access new markets of coffee drinkers adding value and revenue to farmers.



Project overview

Term: 2021-2022
Region: Mlolongo, Kenya
Partner: Utake Coffee Limited
Volume: EUR 50,000 (supported by the Fund)
EUR 110,000 (total volume)

Goals

- ❖ Expand the domestic specialty coffee consumption market through the introduction of a convenient at-home and travel brewing system.
- ❖ Increase sales of locally processed coffee and thus generate increased incomes to coffee farmers.
- ❖ Grow the roasting skill base of Kenyan women and youth.

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