



algrano launches online coffee sourcing revolution at World of Coffee Nordic 2015

“Vamos directo al grano” is a Spanish expression that translates to “let’s go straight to the point”. That is the motto of algrano, the Swiss coffee startup. algrano is the first online sourcing community to bring coffee growers and roasters into direct contact. On algrano, roasters source freshly harvested coffees straight from origin and can interact with growers all year long. The three co-founders Christian, Gilles and Raphael are starting today their road trip from Switzerland to Sweden. During the next two weeks, they will drive across Germany to present their platform to German roasters in major cities and will end in Gothenburg, Sweden where they will officially launch algrano at the World of Coffee Nordic event.

“We believe that roasters and growers should know each other. Roasters are the artisans who reveal the beauties of growers’ terroirs. Today some roasters know who produced their coffees, but usually growers don’t know who is buying their beans.” says Raphael Studer, co-founder of algrano, which simplifies the exchanges between roasters and producers by using modern information technology. “The more two-way bridges we build between roasters and growers, the clearer the incentives to produce high quality coffees for growers”, continues Raphael. On algrano, roasters decide to add their own premium that will be paid directly to growers to further incentivize quality and build relationships with producers.

On June 16th algrano will be made available to the public with producers from Nicaragua offering their high quality coffees on the platform. The offer will be available during one month for roasters to request samples, taste the coffees and place their orders. “Among the lots that will be made available on the platform are national finalists of this year’s Cup Of Excellence competition in Nicaragua. We know that many roasters will be very happy to put their hands on these lots!” says Christian Burri, who handles product development at algrano. “Producers and roasters have been waiting for such a platform to become a reality. We are confident for the future of algrano!” concludes Raphael.

algrano started from an idea that was selected by Startup Chile, a global startup competition, in late 2013. Last year the three Swiss friends won another international startup competition, the Startup Brasil program. This financial support helped the team launch the first version of their platform while building grassroots support in the coffee industry. The trio is fiercely determined to lead this innovation to further empower growers’ position in the global coffee trade.

You can download algrano's press kit or contact Gilles Brunner for more information:
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