

PRESS RELEASE

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4 million raised to continue driving the coffee industry's digitalisation

Algrano, a Swiss coffee start-up launched in 2015 by co-founders Gilles Brunner, Christian Burri, and Raphael Studer, **has completed another funding round, raising 4 million Swiss Francs** from its shareholders. Having grown from 6 to 20 members of staff in 2019, the team now prepares to **extend its product offering and provide new technology-driven solutions to meet the customer demands of its clients**. This includes big retailers looking for containers of traceable coffee with food safety guarantees and niche specialty roasters wanting exclusive micro-lots.

This funding will enable the start-up **to continue driving the coffee industry's digitalisation** by bringing coffee growers and roasters closer together through technology.

Algrano does this with total transparency by disintermediating the supply chain!

Estimated to be worth dozens of billions of euros, the European coffee market is highly complex and volatile with numerous stakeholders and intermediaries showing ingrained habits. **Algrano provides a unique digital solution** that facilitates and simplifies the coffee trade by championing the long-term relationships between coffee growers and roasters. Since it was launched, **more than 600 growers and 700 roasters have signed up** to the algrano's online platform, ensuring a flow of containers with consolidated micro-lots and bulk orders all year round.

Algrano's online marketplace for roasters and growers streamlines direct coffee trade, empowering both ends of the value chain. European roasters may contact growers in real-time with a single click and purchase coffee lots on offer. They have access to a wide range of quality beans from the latest harvests, a steady supply of seasonal, traceable and exciting coffees. Industry professionals don't need to spend time on complicated operations in logistics whilst avoiding cash flow risk. **Growers may access new markets, get better prices and direct feedback on their coffee.**

In its previous funding round in 2018, algrano raised 2 million Swiss Francs to expand its customer base throughout Europe. The start-up started having 90% of its market in Germany and Switzerland and now it ships orders to more than 20 European countries: while the volume of transactions has tripled in the last year. German-speaking Europe accounts for only half of the transactions. The platform has solidified partnerships in the 5 main coffee producing-countries: Brazil, Colombia, Ethiopia, Honduras, and Peru.

4 million Swiss Francs to...

In 2019, over 100 new relationships between roasters and growers were created. It shows a broad demand for a back-to-back relationship model of trade across all sectors of the industry. “We experienced that not only specialty coffee roasters but also larger volume buyers want to make a difference in their buying process by building long term purchasing plans. **For growers, that is stability.** Algrano enables roasters to have relationships with coffee producers by efficiently streamlining communication with origin thanks to technology,” says co-founder Raphael Studer.

Having expanded its market reach, algrano’s goal is to provide enhanced business intelligence to growers and build technology to enable them to identify and maintain good relationships to become more successful sellers. Research and data analysis is in progress and its findings will feed into software development and the creation of new features on the platform. Raphael summarises: “The next step for 2020 is to better understand the relationships between growers and roasters and build technology around their needs to make such relationships fully autonomous.”



algrano.coffee

algrano.coffee #EthiopianCoffees will soon be arriving in Europe and the tremors of excitement are flowing in waves for the fresh shipment. Before the #twoworlds meet in a cafe near you, listen to what Johan @gringonordic and the #WorkaCooperative & #YirgacheffeCoffeeFarmersCooperativeUnion share about these elegant coffees! .
☕ Johan of #GringoNordicCoffeeRoasters works with only specialty coffee and makes it straightforward, fun and approachable to the customer. His team has a people-first approach, so their coffee can be appreciated by everyone! “We selected this natural coffee as it’s a

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Going more into detail, Raphael explains that “the first goal is to allow growers to make personalized offers to any roaster in Europe according to their currency and personalized supply chain”. **He continues: “Who is the best seller of a coffee? Certainly a grower. And there is a big trend now of growers travelling to visit roasters.** They meet, cup coffees, an offer is made and the contract is issued with the farm’s name and logo. Algrano is more in the background, acting as a scalable import office for thousands of growers. That is the future,” he says, listing Algrano’s roles as to coordinate visits, support contract execution and provide business intelligence.

In order to make this happen, Algrano has welcomed 14 new members of staff from 11 different nationalities in 2019. They include experts in software development, design, logistics, product management, and sales. **“Algrano’s main product is the platform, but we need to approach it as a broad product that involves physical goods and transactions.** To develop that, you need to find the right talents and they are all over the place. We have been able to hire a great team and that is really amazing,” says Raphael.

Algrano is extending its reach not only to new countries and customers but also creating new business solutions through direct trade and transparency. **“The coffee industry is obsessed with the C-price right now and we are giving them the means to act immediately by working with farmgate pricing and creating a channel for dialogue,”** says Raphael. The start-up’s model also provides the necessary traceability that allows businesses to comply with current European regulations. To protect consumers, governments are increasing demands in traceability and requesting transparent supply chains.

