

RINGTONS

A FAMILY BUSINESS SINCE 1907

Example

BLEND MATCH REPORT



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About Our Coffee Sourcing

Ringtons coffee is SCA 81+ specialty grade and purchased on a seasonal basis to ensure freshness and optimum quality.

We have strict organoleptic criteria that all green coffee purchases must meet, to ensure our blends remain balanced, fresh and have depth of flavour throughout the year.

We have traceability of our coffees back to the cooperative (or equivalent) in which they were processed, and in many cases have long term relationships with our suppliers at origin.



Our Brazilian Naturals, Fairtrade, Fairtrade Organic and conventional, are sourced from a cooperative named COOMAP located in a small town in Minas Gerais. We have been working with COOMAP for more than four years because they delivery us good quality, reliable coffee year on year to our exact specification.

Our seasonal Arabicas are carefully sourced from fresh coffee harvests around the world throughout the year to meet our high standards of taste and freshness and always meet the taste profile requested for that item.



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About Our Sustainability



Sourcing



Carbon



Packaging



Human Rights



Communication

Transparent Supply Chain

You'll know exactly where your coffee has come from. We proudly take the upmost care across our entire supply chain. You'll know exactly when your coffee was picked, roasted, packaged, and delivered.

Investing in Technology

Your coffee will arrive in fully recyclable, laminated packaging. Technology is our friend when it comes to making advancements in sustainability.

Other recent investments include:

- Plastic Reduction
- Electric Vehicles
- Driving Efficiency Technology
- Green Energy

Your coffee is roasted with renewable gas.

Ringtons switched to biogas in 2019, this led to a substantial decrease in Scope 1 emissions. Biogas is able to reach the optimal temperature for coffee roasting while minimising waste.

Carbon Neutral

Your coffee comes from a carbon neutral certified business.

Our emissions were 1440 tonnes of CO₂e last financial year, reduced 301 tonnes from previous year. We offset those emissions by supporting tree planting in Kenya and Brazil. We also commit to purchasing coffee in full containers from Origin to avoid unnecessary transportation trips.

With a coffee roasted by Ringtons, your coffee will send the right message. You'll know you are doing the right thing.

Fully sustainable coffee.



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Outline

The brief from this client was to find a new Rwandan supply chain for their “hero” products, which in total equating to nearly 100 tonnes of green coffee.

We are advised that the current blend is currently comprised of three components; a **commercial grade Rwanda**, a **speciality grade Rwanda** with traceability to cooperatives located near Lake Kivu, and **Robusta**.

The split of this blend is assumed to be a high proportion of commercial Rwanda, a low sub 10% proportion of specialty Rwanda and a finally some Robusta for the Lake Kivu blends. The Inzozu is the higher quality option with similar components but a slightly higher specialty content.

The coffees main market is into the vending industry, and as such require a darker roast with good body.

With the exception of the specialty Rwanda, the client is not aware of the exact traceability or composition of the blend and has concerns that the quality has decreased over time.

The client gave us the following brief:

- To improve the consistency of the product year on year
- To improve the traceability of the product
- To increase the specialty element of the product from 8% to an eventual 30%
- To work within their budget price
- To source as much as possible from the Lake Kivu region of Rwanda in order to fit in with their existing work.
- To be a proactive supply partner and engage with the supply chain and task as a true partnership.



Analysis

Taste Profiling Report

Ringtons carried out a tasting of the products in order to understand the organoleptic requirements for each blend.

Each blend was assessed for:

- Aroma
- Taste characteristics
- Body
- Balance
- Mouthfeel

These results will then be used in the construction of the proposed blends.

The client send us three blends to analyse, the results are as follows:

	Aroma	Sweetness	Acidity	Roast	Mouthfeel	Balance	Body	Overall	Roast Colour	Tasting notes
Blend 1	3	3	3	4	3	3	4	3.29	84	Citric acidity and honey sweetness
Blend 2	3	2	2	4	3	3	4	3.00	86	Caramel and milk chocolate, some cherry notes
Blend 3	2	2	1	5	3	3	5	3.00	73	Dark chocolate, cocoa and velvet mouthfeel

It was clear that the three blends each have their own character.

Ringtons sees opportunity to develop and expand on these characters whilst maintaining the body, balance and roast level to ensure that customers notice an improvement in the depth of the flavour but not an extreme difference in the taste.

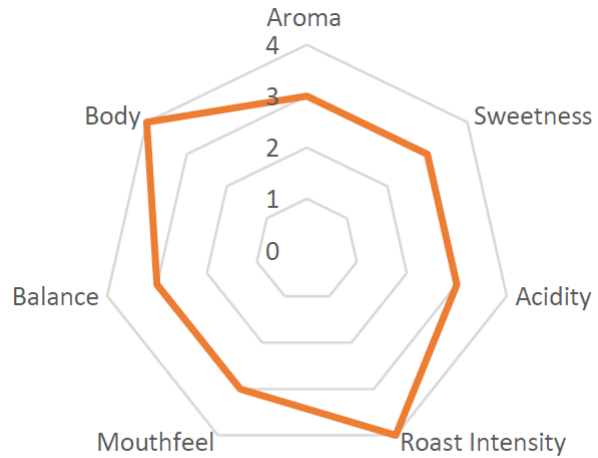


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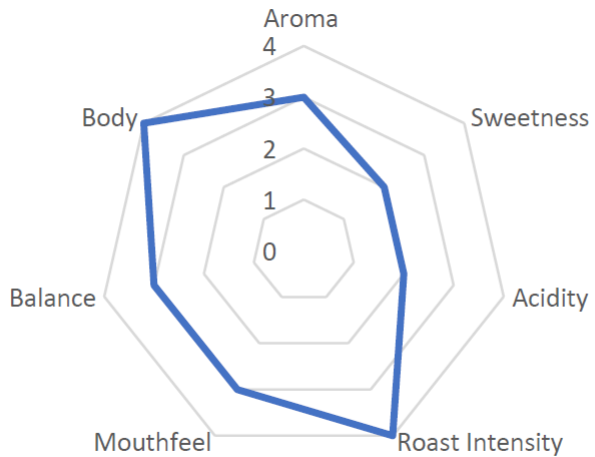
Blend 1

As the premium offering, Blend 1 had more acidity and a more honeyed sweetness, which is likely to come from the slightly higher proportion of specialty Rwanda.



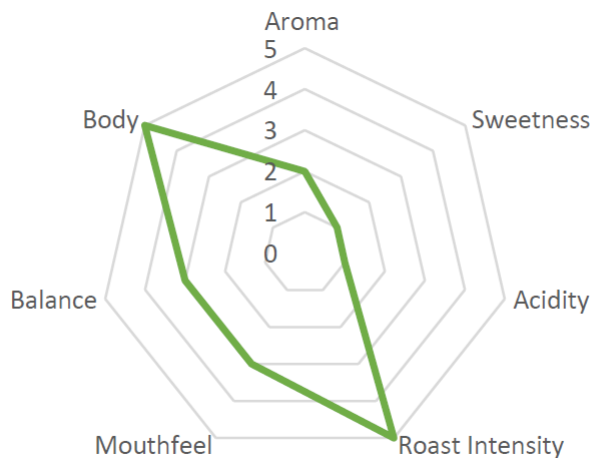
Blend 2

Whilst still displaying some sweetness, Blend 2 has more of a caramel and milk chocolate sweetness and is smoother, less sharp.



Blend 3

Offered a much darker cocoa bitterness in the cup with more focus on a pronounced body and persistent mouthfeel.



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Proposed Supply Chain

Given the client's brief and desire to work within a proactive supply chain which can ensure quality, consistency and traceability, I have suggested two options which consist of different supply chains.

Option 1 can be implemented almost immediately as there is the required volume of coffee available from the 2022 harvest.

Option 2, which introduces a single cooperative, would be contracted early 2023 for the 2023 harvest.

Supply Chain Option 1 – Current harvest

- Commercial Rwanda = Rwacof (Sucafina)
- Speciality Rwanda = Rwacof Isimbi (Sucafina)
- Uganda Robusta = Kyagalanyi (Volcafe)

Supply Chain Option 2 – For 2023 harvest

- Commercial Rwanda = Rwacof (Sucafina)
- Speciality Rwanda = Rwamatamu Coffee (Omwani Coffee)
- Uganda Robusta = Kyagalanyi (Volcafe)



Blend Propositions

I have tasted a wide range of coffee options in order to match your taste expectations whilst lifting the quality.

I considered three qualities of commercial Rwanda coffees, all sourced from the Lake Kivu region and all fully washed. I discounted the lowest commercial grade as it did not provide enough body for these espresso-based blends.

There is some room for discussion on final composition based on quality and price, but these options are good starting points.

Proposed Blend 1

- 10% Specialty Rwanda
- 50% Commercial Rwanda (Low/Med/High Options)
- 40% Uganda Robusta

Taste notes: Caramel, good body, sweetness. As the quality of commercial Rwanda is increased the body, sweetness and smooth mouthfeel would be accentuated.

We have proposed price options for Low/Medium/High Commercial Rwanda.

		£/KG	£ CASE (6KG)
Option 1	Low Commercial	£8.38	£50.29
Option 2	Medium Commercial	£8.51	£51.07
Option 3	High Commercial	£8.64	£51.85

Proposed Blend 2

- 20% Specialty Rwanda
- 50% Commercial Rwanda (Low/Med/High Options)
- 30% Uganda Robusta

Taste notes: More complexity, red fruit, caramel, honeyed sweetness. As the quality of commercial Rwanda is increased the depth of flavour would be elevated.

We have proposed price options for Low/Medium/High Commercial Rwanda.

		£/KG	£ CASE (6KG)
Option 1	Low Commercial	£8.83	£52.98
Option 2	Medium Commercial	£8.96	£53.76
Option 3	High Commercial	£9.09	£54.54



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Considerations

Quality Considerations

Commercial grades are higher quality in Rwanda as all coffee cherry is bourbon and fully washed. The lower grade tends to come from a higher permitted allowance of defects.

As such what we class as low commercial would be around 77-78, mid 79-80 and even high commercial is 81. The isimbi, for reference, is 84 -85, and what is globally defined as speciality is 82+. We believe all of these are premium to what we have tasted.

If Blend 2 is too expensive blend cost we could opt for all high commercial and robusta. Flexibility wise we can try some blends to that effect too.

Pricing Considerations

The challenge for Ringtons is that right now prices are very high and currency conversion with GBP is very poor.

Furthermore we are at tail end of Rwanda harvest so all round not a great time for contracting business, that said we can secure these prices and qualities now if we act, we are theoretically quoting at the worst time with worst prices so we may appear expensive versus your incumbent, it is also a challenge when we do not have a price target to hit.

Looking ahead we would hope that for next harvest prices will ease off - all we need is an uptick in GBP by a few points and that will make a difference to the final price. Plus next year we would plan ahead and secure the volumes early, and we could work more with rwacof to achieve an exact specification.

We can of course as previously stated tweak blends, amend percentages and qualities and even remove the speciality component and use all mid/high commercial if we had to save money to hit a target price per kg.

Furthermore if our price was competitive I would not want to reduce what you are paying we would simply increase the case rate from £3.00 rebate to £3.20 or whatever the benefit to you was.



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Why Ringtons?

Product

- We are the only BRC AA* Tea and Coffee business in the world to use the Quality Preservation Process from source to customer
- 100% of the Arabica coffee procured is SCA 81+ specialty grade
- We can trace every single coffee sack we buy back to cooperative level or equivalent.
- We are currently investing a further £3m in expanding our production facilities to further improve quality and efficiency

Experience & Trust

- We are the biggest Fairtrade Tea & Coffee packer in the world
- We are the sole tea supplier to Fortnum & Mason, Marks & Spencer and Waitrose
- With £85m turnover and after 116 years of trading we are proud that Coffee is the fastest growing part of our entire business
- Every minute of every day 4,500 Ringtons drinks are produced

Service

- 99.6% of orders are delivered the next working day and 99.9% in two working days
- 100% money back guarantee on everything we sell'

Customer Performance

- Through our products, support and advice, our major customers are experiencing significant growth in their hot beverage sales
- 92% of our trading customers recommend us to others

Pricing

- We believe in transparency and fair play. We operate honest communications with full open book costings stating the margin we make
- In the last year, we have proactively reduced prices to our major customers

Relationship

- We are not just a supplier to our customers; we are a trusted partner. We are a fifth generation family business who takes a long-term view. As such, we have known our suppliers for decades – we trust and respect each other. This comes from our belief that no matter what the cost, we must always do the right thing by our customers. We would welcome the opportunity of building the same customer supplier relationship with yourselves.



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Thank you

Any questions? Contact us anytime.

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