

SETTING THE STANDARDS
IN SPECIALTY COFFEE.



OUR IMPACT 2023

We founded Union to raise - and set -
the standards in specialty coffee.

We think all coffee should be
sourced like this.

Until then, we're leading the way.

Steven Macatonia *Jeremy Torz*

STEVEN MACATONIA & JEREMY TORZ  
Founders & coffee addicts





Dear Coffee Lover,

Reflecting on the past year, I'm reminded of a simple yet profound principle that has guided us through 22 years of specialty coffee excellence: **MAKE COFFEE YOU WILL NEVER APOLOGISE FOR.**

For me, coffee isn't just part of my day – it's my whole day. Whether I'm brewing my first cup at home or sharing a pot at the roastery, I know the quality of my coffee matters because the journey behind every bean matters. From the Maraba farmers' cooperative in Rwanda – one of Union's first partners – to our dedicated team, we take pride in every step that brings Union to your cup.

Raising – and setting – standards in specialty coffee. More than 20 years on, you might think running Union gets easier. However, climate change, the ups and downs of the coffee market, logistics disruptions and rising costs of raw materials make 'business as usual' difficult. We faced 2023's challenges the way we always have done: without compromising our values and the quality of our coffee.

That's why it was an honour to be recognised as the **Most Ethical Brand Europe** at the European Coffee & Hospitality Awards.

Here are some of the achievements we are proud of this year:

Paying fairly – an **extra \$3.8 million** (above the world market price) has gone to support more than 500,000 people's livelihoods across the world.

We've sourced more coffee from our partners (**up 10%**).

86% of our coffee was grown by smallholder farmers, with over half (51%) from farmers we've worked with for over 5 years.

We **supported female farmers** by sourcing 100% more women's coffee from Rwanda last year.

We continue to support the coffee farmers in **Yayu Ethiopia**, by sourcing 58,000kg of coffee more than in 2022.

In partnership with Company of Cooks, every bag of **Union's Community blend** supports Well Grounded, a charity helping **London's long-term unemployed**.

We launched **fully recyclable packaging** for our 200g and 1kg bags, to ensure our environmental footprint is as light as possible.

Through our **partnerships** with Gail's Bakery, Waterstones, British Airways, Cornish Bakery, and many others, along with expanding our presence in grocery stores, we made it possible **for more people to enjoy great coffee at home and on the go.**

None of this would be possible without our amazing team, our incredible partners, and, of course, your support.

So here's to making coffee you'll never apologise for – now and always.

Thank you for being a part of our journey.

VIOLETA STEVENS 
Managing Director

WHO WE ARE

We are a community of like-minded individuals, passionate about coffee.

KNOW WHO GROWS YOUR COFFEE

We founded Union 22 years ago to raise - and set - the standards for specialty coffee. That means sourcing our coffee directly from farmers who grow it, visiting coffee farms regularly, paying farmers fairly so their workers can earn a living wage - and helping farmers plan long-term. We've been working with many of our farmers and co-operatives since day one.

KNOW WHO ROASTS YOUR COFFEE

Our East London Roastery, crafts delicious fresh roasted coffee every day. The heat of the roasting machine, the rate of temperature change, and even the weather, influences the roaster's skill, developing colour, aroma and exceptional flavours. With so many variables, our skill is roasting the same beans on different days yet consistently creating delicious flavours. Every bag of Union coffee is hand-roasted and you can see exactly who roasted yours - and when - on the back of every Union pack.

KNOW HOW TO ENJOY YOUR COFFEE

We have created a journey for coffee lovers, from artisan bakeries and cafes, to gourmet restaurants, the office and the comfort of your home - we are here to help people discover the joy of specialty coffee.

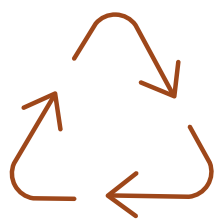


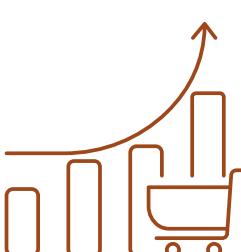
2023 IMPACT HIGHLIGHTS

 **500,000**
people's livelihoods supported.



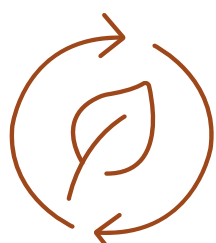
Most Ethical Brand
Europe, Allegra Coffee
Awards 2023.

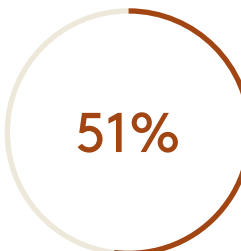
 **Recyclable**
packaging for our 200g and 1kg bags across
retail and wholesale markets.

 **+\$3.8m**
paid above the World Market Price
(\$1.77 lb for FY22-23).



B Corp with a score
of **106.3**.

 **Zero waste**
to land-fill.

 **51%**
coffee sourced from **RELATIONSHIPS**
LONGER THAN 5 YEARS.



Queens Award
for Sustainable
Development.

 **15 tonnes**
of carbon reduced by switching to Carbon
Neutral Packaging.

 **+68%**
above the Fairtrade Minimum Price
including social premium of (\$1.60 lb).



ISO14001
Environmental
Management
Accreditation.

 **58 tonnes**
(268,000 cups) of Yayu Wild Forest Coffee
sourced to preserve wild forest in Ethiopia.



We sip our coffee with purpose and brew our dreams into reality.

At Union, we're not just a team, we're a community united by our passion for coffee and our commitment to making a positive impact. We believe in the transformative power of coffee to foster connections, ignite creativity, and improve lives.

Every cup of Union coffee reflects our values and aspirations and we hope you enjoy every sip.

WE RAISE A COFFEE TO YOU.

WE BELIEVE THAT
SPECIALTY COFFEE
SHOULD BE ENJOYED
BY EVERYONE.

WE RAISE
A COFFEE
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Parchment coffee drying on raised beds at Yayu, Ethiopia.

