



**HEILANDT**

Kaffeerösterei



**LET'S TALK**

TRANSPARENCY REPORT 2023



Mexico • Union San Pedro in Oaxaca



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Title motif »Kaffeeklatsch«  
Motif p.3 »Greta« © Timi the Kid



Cologne • Nippes Opening

We are delighted to present our Transparency Report 2023. This is now the fifth one and once again we are giving you an open insight into our activities. A brief look back at 2023 and an outlook on our plans are also included.

**So, here we go...**

The economic conditions in which each and every one of us and we as a company operate have not become any rosier. In particular, cost increases in all areas have been and continue to be a major challenge. We could not avoid raising the prices of products directly affected during the course of the year. Not in order to line our pockets more, but simply to maintain our margin status. We want to continue to act in the way we have made it our mission to do. Namely, not only to pay the farmers reasonable prices, but also to help them as much as possible by pre-financing.

As any of you can imagine, pre-financing is no easy task for a company of our size when interest rates are rising. But we are not letting up and, thanks to your help, we are able to pre-finance 70% of green coffee in Mexico, for example. That's another 10% more than in previous years. The fact

that you are loyal to us and enjoy our coffee is the most important contribution we can make to our work. We are very grateful for this. The year got off to a great start - after all the restrictions during the pandemic years, we were finally able to travel to a coffee-growing country again. In February, we flew to Mexico and visited coffee producers, various micro-farms and cooperatives in the Sierra Sur mountains in Oaxaca. We not only discovered and tasted a lot there, but also learnt a lot. The conversations with the producers, experiencing their everyday lives and the challenges they face in coffee cultivation were very impressive for us. The experiences on site were very valuable for us, and not just in terms of coffee. If you'd like to find out more, take a look here.

In February, the first direct delivery of a green coffee container from the ship to our roastery was also a milestone in Heilandt's history. Previously, we had to temporarily store most of our green coffee in Hamburg or Antwerp in order to gradually retrieve it from there in smaller batches. In order to be able to store the majority of our coffee completely in our warehouse, we first needed suitable storage capacity. We found this right next to our roastery. Thanks to our own warehouse, we now not only have

# PREFACE



permanent access to our stocks, but have also been able to reduce our CO2 footprint in logistics by 20% by shortening delivery routes. By joining forces, we now unload a coffee container 3-4 times a year and are thrilled every time we see the many sacks. Almost everything was new in August in the Belgian Quarter - the first café we opened got a new design and a new counter. Our aim when designing the premises is to give each of our cafés its own personality and to adapt it to the respective location. That's why no two Heilandt cafés look the same, but the coffee tastes equally delicious everywhere. Speaking of cafés: we haven't opened a new café for six years. In times of the pandemic, we didn't want to push it.

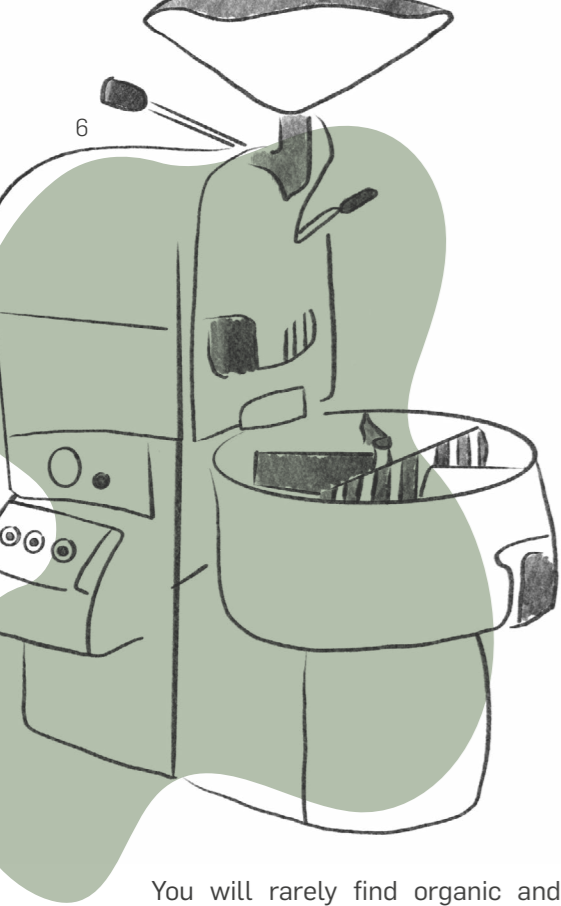
But now it's happened - there's also been a Heilandt café in Nippes since the end of January. We've loved the neighbourhood for years and spent a long time looking for a suitable location. In spring 2023, we finally found the perfect space on Neusser Straße. Thanks to a partnering landlord, we were able to remodel it to suit our needs. We are absolutely delighted, how beautiful it has become and how we can now also provide Nippes with our coffee. Please feel free to drop by at Neusser Straße 319!

At the time of publication of this transparency report, we are on the verge of realising our most complex and exciting project to date. We are moving the roastery, the adjoining café and the offices. It's only 20 metres further on - the address on Girlitzweg remains the same, but the effort involved is no less. In the new premises, we finally have the space we have actually needed for production and logistics in recent years. As just mentioned, the green coffee is now stored in the roastery and the new café gives guests more space and quiet. In future, our coffee school classes and gastro trainings for our partners will take place in two separate rooms and with a larger range of espresso machines.

However, we don't want to use these training rooms just for ourselves. We offer companies an inspiring location for workshops, seminars and conferences. The modern, well-equipped rooms and the unique atmosphere of a roastery offer the opportunity not only to train participants, but also to motivate them through the coffee experience. If we have aroused your interest, please give us a call! We will be happy to show you the facilities and possibilities. So the year is starting with big plans and changes.

**We are looking forward to it!**





You will rarely find organic and never Fairtrade labels in our coffee range. The reason for this is that many coffee farms would have to spend a lot of money on certification, which some simply cannot afford. We therefore ensure on our own or via our partners that the farms fulfil strict ecological standards - and often even exceed them. Only five of our coffees are officially certified organic, while all others are produced under conditions that are at least as environmentally friendly.

We rely on our own direct trade standard, which goes well beyond the requirements of fair trade and which we therefore refer to as #morethanfair. We would like to emphasise that without our partners, we would not be able to maintain direct trade with smaller farms. In contrast to similarly positioned roasting companies, which can often only buy from larger, already wealthier farms without the intermediary of partners, our allies enable us to main-

tain personal contact with small farms. Regular dialogue with the farmers allows us to source not only rare and fascinating coffees, but also those with a lower rating, such as for our Oaxaca Blend. T

These community blends support many small farms and the larger quantity allows us to offer them all year round. Our connections to the farmers and our socially sustainable purchasing practices strengthen their endeavours to produce higher quality coffees.

#### Our conditions for all Heilandt coffees are clearly defined:

- There is direct contact with the farmers or at most one of our trusted individuals or partner organisations is involved.
- On average, the coffee farms receive at least 50% more than the Fairtrade price, and prices are negotiated directly.
- We guarantee transparency about how, where and by whom the coffee was produced.
- The green coffee comes from farms that are committed to sustainable farming practices and, to our knowledge, offer fair working conditions.
- Long-term trade relationships and quality-promoting measures are crucial to sustainably support producers by providing knowledge and equipment.

## WHAT IS FAIR?

### THE PLEDGE

Most of you already know that we are first and foremost a roastery and invite you to taste and enjoy our coffees in our cafés. However, it is not always easy to understand where and how we source our green coffees and whether the emphasis on direct trade is just a marketing strategy. For this reason, we are proud to have been part

of The Pledge since 2019. This association aims to bring more clarity to the world of speciality coffees and their roasters, particularly with regard to transparency and direct trade. The Pledge is a global community of roasters who share our values. It feels good to be moving forward together on the path we have chosen.





Guatemala • Finca La Senda

## SPEAKING PLAINLY

The table on the next double page provides precise facts and gives a detailed overview of all green coffee procurements for our assortment in 2023. To help you understand the table in more detail, we would like to briefly explain it here. In addition to information on the farms concerned and our direct trade partners, it also includes details on the duration of the respective collaboration. You will also find information on how much of each coffee we have purchased, how the prices are broken down and how the coffee was financed.

### One question that may arise concerns the prices listed:

The **FOB (Free on Board)** price is paid before the green coffee is loaded onto the ship. However, this price does not indicate how much money the farmers ultimately receive. Small farms often process the coffee after the harvest in so-called mills and not directly on the farm. Costs are incurred for this, as well as for bagging, packaging and transport to the ship. To provide more transparency, we therefore also show the farm gate price in our table. This price reflects what is actually paid to the farms. The difference between the **FOB**

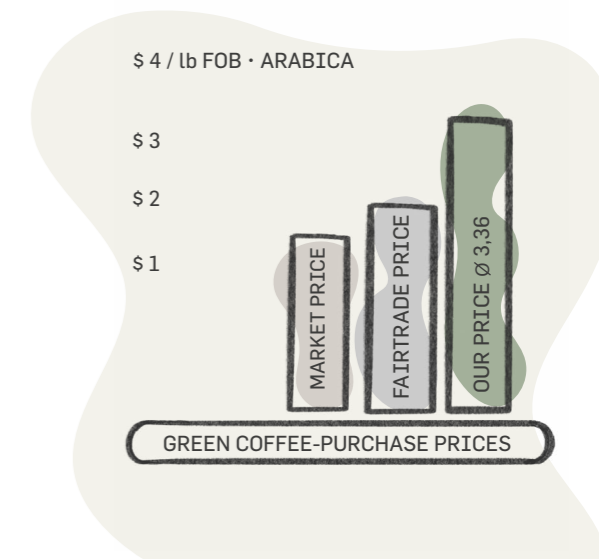
and farm gate price represents the costs for the mills and transport to the ship. Producers for whom the **FOB and farm gate price** are identical have their own mill and transport their coffee to the harbour themselves.

For the so-called market price, we refer to current data from the International Coffee Organisation from the 15th of June 2023. Our payment modalities are currently still quite different. The abbreviation »p.h.« stands for »pre-harvest«. In the most favourable case, the farm receives 70% in advance at the latest at the beginning of the harvest and 30% when our coffee goes on the ship. This gives the farms the necessary financial security for the current harvest season. They receive the money when they need it to cover their costs and achieve a high-quality harvest.

We finance this advance payment mainly from our liquidity. As we still have to wait around 9 months for the green coffee after payment, this type of financing is associated with considerable risks for us. »**Payment on demand**«, on the other hand, is the least risky option for us, but not the most sustainable, because the farms or

partners have to make advance payments. We are getting closer and closer to our goal of pre-financing as much as possible so that the coffee farms can plan their harvest with certainty.

Our average (weighted) purchase price for Arabica is USD **3.36 / lb** (Libra = 0.4536 kg) and for organic Robusta USD 2.15 / lb. This puts us on average **52%** above the Fairtrade price, which was **increased on 1 August 2023**.



COFFEE	PRODUCER	DIRECT TRADE PARTNER / IMPORT	PARTNERSHIP SINCE	QUANTITY GREEN COFFEE (KG)	FOB (USD/lb)	FARM GATE (USD/lb)	MARKET PRICE ICO 06/23 (US /LB)	PAYMENT
Brazil Brioschi	Fazenda Providencia / Familie Brioschi	Osito	2021	2131,50	2,15	like FOB	1,77	On demand in Antwerp
Brazil Fazenda Primavera	Fabiano / Fazenda Primavera	Petunia Coffee	2020	168,00	5,27	4,55	1,77	On demand in HH
Brazil ZéZé Sítio Grande Catalao	ZéZé Cruz	Petunia Coffee	2020	330,00	4,31	3,59	1,77	On demand in HH
Brazil Sao Domingos	Fazenda Sao Domingo	Ocafi	2019	9074,45	2,63	1,93	1,77	On demand in HH
Colombia La Increíble	Norman Eusse	Nicolai Fürst / Colombian Spirit	2021	277,30	6,32	5,86	2,12	On demand in HH
Colombia Vanilla Sky (Fette Palette no. 3)	César Ledesma / Finca Bet-el	List + Beisler	2023	31,10	8,88	like FOB	2,12	On demand in HH
Colombia Wush Wush (Fette Palette no. 4)	Manfred Hiller / Finca Andaluz	Colombian Spirit	2020	36,00	12,02	like FOB	2,12	On demand in HH
Costa Rica Don Eli Jocote	Carlos Montero	Don Eli Coffee	2022	207,00	5,6	5	2,07	On demand in Antwerp
Costa Rica Don Eli Monterrey	Carlos Montero	Don Eli Coffee	2022	345,00	5,5	4,5	2,07	On demand in Antwerp
Ethiopia Bookkisa	Ture Waji	Osito	2021	1721,00	4,84	like FOB	1,77	On demand in Antwerp
Ethiopia Daye Bensa (Fette Palette no. 5)	Gatta Farm	The Coffee Quest	2023	30,00	12,83	unknown	1,77	On demand in HH
Guatemala New Acatenang Carbonic Maceration	Arnoldo Pérez & Maria Eugenia Escobar / Finca La Senda	Thomas Pinggen (RBCL)	2018	90,00	5,82	like FOB	2,07	100% FOB
Guatemala SHBH EP Acatenango Natural Champagne	Arnoldo Pérez & Maria Eugenia Escobar / Finca La Senda	Thomas Pinggen (RBCL)	2018	346,20	5,82	like FOB	2,07	100% FOB
Indonesia Kopi Fabriek (Fette Palette no. 2)	Hendra Maulizar	Kopi Fabriek	2023	57,50	8,84	4,42	2,07	On demand in Antwerp
Indonesia, Sumatra, Orang Utan Wih Bersih	Wih Bersih Community Blend	Orang Utan Regenwald GmbH	2013	3976,80	4,42	like FOB	2,07	On demand in HH
Mexico Bio Mixteca	Small Producer Lots / Community Blend	Thomas Pinggen (RBCL)	2018	3092,50	3,39	3,09	2,07	70 % v.E. / 30 % FOB
Mexico Bio Robusta Tierra Nueva	Small Producer Lots / Community Blend	Thomas Pinggen (RBCL)	2018	17589,50	2,15	1,85	1,32	70 % v.E. / 30 % FOB
Mexico Decaf	Small Producer Lots / Community Blend	Thomas Pinggen (RBCL)	2018	1727,90	4,05	3,3	2,07	70 % v.E. / 30 % FOB
Mexico Electronica	Small Producer Lots / Community Blend	Thomas Pinggen (RBCL)	2018	955,00	2,65	unknown	2,07	70 % v.E. / 30 % FOB
Mexico Finca Chelín	Enrique López / Finca Chelín	Thomas Pinggen (RBCL)	2018	235,20	7	6,85	2,07	70 % v.E. / 30 % FOB
Mexico Mazateca	Narciso Bolaños	Thomas Pinggen (RBCL)	2018	381,00	4,2	3,9	2,07	70 % v.E. / 30 % FOB
Mexico Oaxaca Blend	Small Producer Lots / Community Blend	Thomas Pinggen (RBCL)	2018	2083,20	3,45	3,15	2,07	70 % v.E. / 30 % FOB
Peru Amazonas Natural	Alfonso Tejada Iberico / Finca Timbuyacu	Finca Churupampa / RBCL / Heilandt	2018	825,00	4,9	4,9	2,07	100% FOB
Peru La Laguna Blend	Chirinos Community Blend	Finca Churupampa / RBCL / Heilandt	2018	8308,20	2,85	2,55	2,07	100% FOB
Peru Bio La Laguna Blend	Chirinos Community Blend	Finca Churupampa / RBCL / Heilandt	2018	3374,00	3,3	2,92	2,07	100% FOB
Peru Bio Timbuyacu Natural Mezcla	Alfonso Tejada Iberico / Finca Timbuyacu	Finca Churupampa / RBCL / Heilandt	2018	1110,00	4,19	4,19	2,07	100% FOB
Peru Clever Acosta	Clever Acosta	Finca Churupampa / RBCL / Heilandt	2018	39,00	6,05	5,55	2,07	100% FOB
Peru RTB Stock Lot	Chirinos Community Blend	Finca Churupampa / RBCL / Heilandt	2018	3762,75	2,35	2,05	2,07	100% FOB
Rwanda Shyira Washed	Nyamasheke District Community Blend	Raw Material	2022	299,30	5,41	like FOB	2,07	100% FOB
Thailand Pang Khon Natural	Mystic Hill Tribe	Jürgen Wittmann / Mystic Hilltribe	2014	930,90	4,18	3,98	2,07	On demand in HH

➔ **COL-SPIRIT**  
*Andreas Tischendorf &  
 Maria Mercedes Grajales*

➔ **DESARROLLADORES DE CAFÉ**  
*Nikolai Fürst*

➔ **MYSTIC HILL TRIBE**  
*Jürgen Wittmann*

➔ **OCAFI**  
*Niklas Kügler*

➔ **DON ELÍ COFFEE**  
*Carlos Montero*

➔ **RED BEETLE COFFEE LAB**  
*Thomas Pinget*

➔ **ORANG UTAN COFFEE PROJECT**  
*Regina Frey*

➔ **RAW MATERIAL**  
*Alan Tomlins*

➔ **PETÚNIA COFFEE**  
*Timo Plötz*

➔ **OSITO**  
*Kyle Bellinger &  
 Jose Jadir Losada*

None of this would be possible without our allies and without you! We value the people we work with and share the joy of our common product, coffee. Our goal is a direct trading model at eye level and a fair price culture.

We attach great importance to knowing exactly where and through whom we source our green coffees. It is therefore very important for us to find partners that we can trust and who place their trust in us in return.

In this year's report, we look forward to introducing you to our new partner Raw Material in a short portrait.

Costa Rica • Don Eli Coffee



# PARTNERS IN CRIME

## RAW MATERIAL

Our new direct trade partner Raw Material stands for excellent speciality coffees and a deep-rooted commitment to sustainable practices in the coffee trade. Thomas from Red Beetle Coffee Lab put us in touch with founder Alan Tomlins, as the two share a passion for quality coffee and an appreciation for the people behind every bag of coffee. By partnering directly with coffee producers, Raw Material not only ensures quality but also promotes fairer and more sustainable trade practices.

Raw Material Coffee's philosophy sees the coffee trade as a connection between people with a shared fascination for coffee as a product, which is reflected in their fair pricing culture. This approach is in line with our belief that the coffee trade is more than just doing business; it is about a sustainable connection that takes into account the livelihoods of producers.

Originally conceived as a for-profit business, Raw Material Coffee has undergone a transformative evolution. The founders

of Flight Coffee, a roastery in New Zealand, recognised the significant impact they could have by focusing on smallholder coffee producers, particularly those who would not normally have access to the specialty coffee market.

This realisation led to a radical change in the company's direction. Today, Raw Material is registered in the UK as a Community Interest Company (CIC) and is committed to returning all profits to the communities it works closely with, particularly coffee producers.

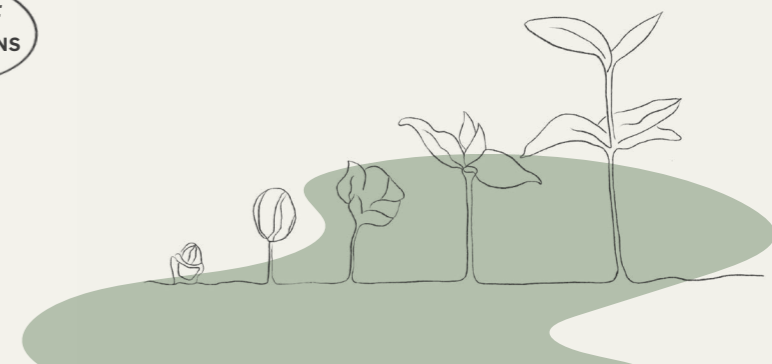
In their quest to maximise their positive impact on the communities they represent, Raw Material Coffee is planning the next step in their evolutionary journey. By 2024, they are aiming to register as a Charitable Incorporated Organisation in order to gain Non-Governmental Organisation (NGO) status. This will allow Raw Material to further expand their efforts and create sustainable positive change beyond the world of coffee.



Interview:  
**ALAN TOMLINS**

@ [www.rawmaterial.coffee.de](http://www.rawmaterial.coffee.de)

@rawmaterial.coffee



We will give you a little insight into the world of our business partners and show you the many ways in which we can work together.

# ACT TOGETHER



## FINCA CHELÍN

**HI ALEJANDRO, first of all, thank you very much once again for the lovely visit to you in February and for taking the time to answer a few questions for our new transparency report! The most important question first: How do you prefer to drink your coffee? Since our visit, I know that your stepfather Enrique López likes to make his coffee in a fully automatic machine and that his ideal flavour profile that he wants to achieve in a coffee is Fanta Grape. But what about you?**

HELLO NINA, there's nothing to thank you for, your visit was a great pleasure. To answer your first question: I prefer to drink my coffee in all types of filters, even if it's quicker in a fully automatic machine for convenience, I like to brew my coffee in a V60 or a Chemex. I love drinking coffee with tangerine and strawberry flavours, I like the acidity and sweetness of these fruits and I really value these flavours for an ideal cup.

**I KNOW, that Enrique's family initially had a finca in Chiapas. When did you buy Finca Chelín in Candelaria Loxicha and did you focus on speciality coffee right from the start?**

YES, IN PRINCIPLE my father concentrated on the production of speciality coffee right from the start. As it was a small plantation at the beginning, he had more control over things and was able to bring all the experience he had gained over the years in Chiapas to Finca Chelín.

**HOW LARGE is your coffee growing area and which or how many varieties do you grow?**

WE HAVE 40 hectares of coffee growing area and have planted more than 15 varieties on the farm, to name just a few: Typica (Pluma), Bourbon Mejorado, Typica Mejorada, red, yellow and a pink mutation of Gesha, Maragogype, Obatá, Anacafé 14, Sidra, SL-28, Pink Bourbon, Caturra, Mundonovo, Harrar Longberry, Zoloc and a variety grafted by my father, which he named »Candelaria«.

**THE COFFEE PLANTS are integrated into the farm's forests. You can't achieve more biodiversity in coffee cultivation. What else do you do to produce coffee as sustainably as possible?**

THERE ARE more and more things that can be done to ensure sustainable production. These include supplying the soil with nutrients, good pruning management of the coffee trees and controlled shading. Furthermore, we do whatever is necessary to avoid pests and diseases and to maintain a healthy environment for the plants and animals that live in the forest. Although we have a water source, we always endeavour to use water sparingly in the wet mill and dry processing.

Interview:  
ALEJANDRO  
PAZ VÁSQUEZ







**DURING OUR VISIT**, you told me that it is very important to you to pass on your knowledge so that other coffee producers can also make a living from growing coffee and stay in Oaxaca. That's why you regularly give talks with Enrique. In Veracruz, for example, if I remember correctly. Do you have regular contact with the micro-farms in your immediate neighbourhood? Is there a dialogue with Unión San Pedro, for example?

YES I AM in contact with producers in the region as well as those further afield. It's not a daily communication, but during harvest time some of them write to me to find out if the processes they are carrying out are going well or to clarify some ambiguities regarding fermentation. I don't have much contact with Unión San Pedro, but I know founder Salomón García Moreno very well and admire the work he has done.

**IS CLIMATE** change already making itself felt in Oaxaca and are there similar incidents to the unexpected frosts in Brazil? And in your opinion, could the changing climatic conditions lead to a renewed rural exodus of coffee producers?

IT IS A FACT that climate change will have an impact on coffee farming, and although it is likely that many growers will look for better conditions elsewhere to continue growing coffee, there will also be some who will improve their practices and adapt to climate change.

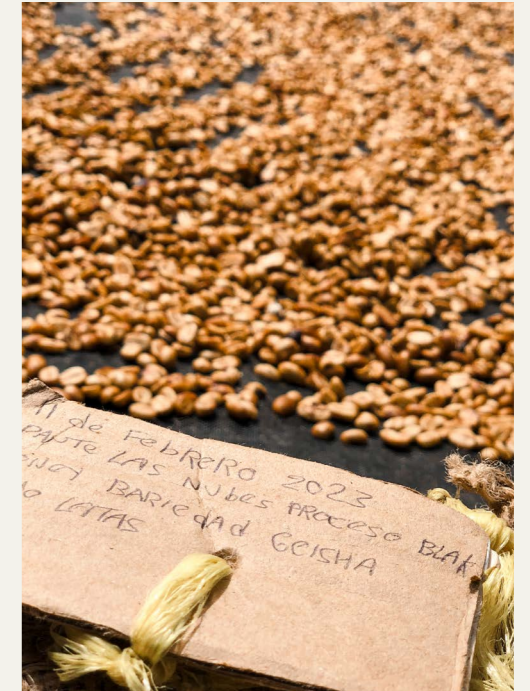
**I KNOW** you are in the privileged position of growing a wide range of varieties, carrying out complex processing procedures and trying out new varieties.

**But do you sometimes feel pressurised by the roasters you work with to produce ever more exclusive coffees?**


I WOULD SAY it's a privilege to have my father and Rogelio, our manager of the finca, by my side. Yes, Finca Chelín is a great area for growing coffee, but it's all the things that go into growing coffee, the nutrient supply, the regular pruning of the trees and the shading that make our finca so special. I don't think there is any pressure to produce more exceptional coffees. I think we will always strive to improve the processes and reach more countries in the world. The pressure is at most never to lower the quality we have achieved.

**DO YOU** have anything on your mind that you would like to share with our customers? And is there anything else you would like to pass on to us? What could we do better?

THANK YOU FOR YOUR WORK! We always hope that our coffee reaches everyone and increases the consumption



of speciality coffees. I would like to make everyone aware of how much hard work goes into the beloved beverage coffee. I hope that the work that producers do every day to produce coffee is appreciated. There are so many things that make coffee special, and that needs to be communicated.

 @fincachelincoffee





## THE COW DOES IT!

### HIELSCHER HOF

Heilandt coffee also tastes very good without milk and in filter coffee we think it's almost a shame to cover up the diverse flavours in the cup with milk. But if you're going to use milk, then use it properly! After all, a high-quality milk or milk alternative can enhance the flavour of our espresso roasts, intensify individual notes and decorate them with latte art.

For this edition of our transparency report, we met up with Isabelle Hielscher from Hielscher Hof in Witzhelden in the Bergisches Land region to take a look behind the scenes at the dairy farm for our cow's milk, which we use alongside oat milk at all our locations.

Isa greets us in the car park of the farm shop, which the Hielscher family has been running as a sideline since around 2003. Starting with around 100 cows, the herd has now grown to 200 animals. Mother Ute Hielscher takes care of the in-house cheese production and everything from butter to fruit yoghurt and quark is produced for the farm shop itself, including all the by-products of the milk. The adjoining farm shop was one of the first steps taken by Hielscher Hof to be able to sell its own dairy products directly.

After a warm welcome, Isa takes us on a tour of the farm. Isa is in her late twenties and the agricultural science graduate will take over her parents' farm together with her partner and brother. Her father took over the farm, which was founded in 1953, from his father at a young age. Bernd Hielscher fortunately made the important

Interview:  
ISABELLE HIELSCHER



decision early on to focus on quality rather than quantity in milk production.

Since then, a key aspect of the farm has been its sustainable focus on an ecological and closed farm cycle, in which animal welfare is a top priority. The dairy cows are on pasture for at least half of the year and all have names. In the event of injuries, attempts are made to save every cow and the animals are not mated every year, but only every 3 years, and are allowed to live to be well over 5 years old. These are just a few examples of how things are done here. Sometimes only half economically justifiable, but that's what makes the Hielscher Hof so special.

So my colleague Sina and I head straight to the dairy cows' spacious barn. We are immediately welcomed with curious glances and affectionately bumped into. Isa greets the few cows that are in the barn in the beautiful early autumn weather with the words:

**»What are you all doing here?  
Go outside and enjoy the sun!«**

The remaining herd of cows, consisting mainly of Holstein cattle, prefers the large pasture areas, which are freely accessible at any time during the summer, except during the twice-daily milking sessions, each lasting 20 minutes. In the barn, they can also help themselves to an extra portion of food at any time or let the electric brushes groom their fur. A cow in the barn immediately catches the eye because it is smaller and hazelnut brown. Isa says,

**»That's Janeiro, the little Jersey cow we raised by hand in our house.«**

Janeiro accompanies us throughout the entire tour, and we meet her again later in the pasture. When selecting the cows that will call Hielscher Hof home, Isa not only considers how much milk a cow produces but also takes an interest in old livestock breeds like the Angelner cattle from Schleswig-Holstein. So, in addition to Holsteins, the farm also has Braunvieh and several cute Jersey cattle. For example, Jojo broke a front leg in June and received extensive treatment with the help of the local veterinarian. Now she cheerfully greets us in the pasture next to the calf barn.

To ensure the farm remains economically viable, there are practices here that make it vulnerable. But they are well aware of this, and the welfare of the animals always takes center stage. Isa engages with the issues brought to her attention and shares her perspective whenever the opportunity arises. For example, calves are

separated from their mothers immediately after birth, just like elsewhere. But Isa explains very convincingly, »Yes, at first glance, it may seem brutal to take the calves away from their mothers and vice versa. But cattle are herd animals. That's why nature has arranged it so that mother cows only bond with their offspring after about 24 hours. There's no heart-wrenching calling back and forth, and the calves are never kept alone but in groups. Try separating a calf from its mother after two years in a cow kept for meat production. That's a big drama!«

We can promptly see how the calves are doing here with our own eyes. They immediately come running with little skips and enjoy being scratched. Then it's off to the pasture.

**»We are very fortunate to have a large number of pastures, some of which are directly connected to the barn and where our cows can graze as they please.«**



It's quite impressive when the cows in the herd approach us curiously, and I slip quite properly on a cow pie because I'm so euphoric and only paying attention to the animals, not where I'm stepping. We are greeted and sniffed at friendly, and it's nice to see how Isa interacts with the cows. Any cow that offers itself is thoroughly petted and lovingly asked about its well-being. In passing, Isa checks the hooves here and there and examines the animals for obvious illnesses.

That concludes our encounter with Isa. Of course, she still has a lot to do today and tells us that there can be many unforeseen events every day. Sometimes it's naturally exhausting, but the lack of routine is often enriching because you never stop learning, constantly educate yourself, and always gather new experiences. Isa regularly shares her extensive knowledge and the reality of running a farm on her private Instagram channel. One topic that is frequently discussed here is the debate about the general abandonment of cow's milk for

animal welfare. Isa isn't afraid of alternatives to cow's milk like oat milk. Instead, she emphasizes the benefits of natural products, where you can trace the entire production process from start to finish and believes that the animal should be integrated into the cycle:

**»We do our best to ensure our animals are well cared for, work as biodiverse as possible, feed almost exclusively from our own crops, and I simply believe that our milk, due to its high quality, will always find its consumers in the future!«**

Speaking of quality: Since we're already here, we stock up on the delicious products from the farm shop, bid farewell to the alpaca herd, which has its own pasture next to the parking lot, and drive back to Cologne through the beautiful Bergisches Land.

@ rusticus.net

@ isa.hielscher

## DENKWERK

**DEAR MARCO, DEAR JOCHEN, could you give us a brief overview of denkwerk in general and your daily work?**

DENKWERK IS a consulting and agency hybrid with three simple principles: We are passionate about solving problems and rethinking the status quo. We put people at the center to create relevant products and experiences. We work in agile, autonomous teams to move our clients forward faster. In short, we help companies seize the opportunities of digital transformation and make a meaningful difference in their customers' lives. We, that is 220 exceptionally talented individuals from all fields.

**WHY HEILANDT COFFEE? How did you become aware of us, and do all employees have the opportunity to drink our coffee?**

WE ARE actually one of Heilandt's first customers. A former colleague co-developed Heilandt's design, which is how we became aware of the brand and have enjoyed it ever since. In our Cologne office,

we have our large espresso machine, which, thanks to our great (coffee) love, even has its own name: Berta. But our denkwerk team members in Hamburg, Munich, and Berlin also enjoy Heilandt coffee.

**HOW IMPORTANT is the so-called »coffee break« at denkwerk?**

CREATIVES ARE famously fueled by coffee, but our other disciplines also appreciate the energy boost with Heilandt beans. And if we're honest, our espresso machine Berta is also the hotspot in our Cologne office: for a good coffee or a good chat.

**DO YOU notice that the demand for coffee quality, perhaps even through the long periods of home office in recent years, has changed? In other words, do your employees now appreciate more that you collaborate with us?**

OUR EMPLOYEES definitely appreciate the diverse and high-quality coffee



348 KG  
KAFFEEBOHNEN  
GETRUNKEN  
IN 2023



offerings in our offices. We especially noticed this when Berta was in »rehab «: The coffee machine had to undergo repairs temporarily. And we were really glad when she was back in good shape!

**HOW IMPRTANT is it for you to operate as sustainably as possible in all areas of your agency? What are your sustainability goals, if any?**

SUSTAINABILITY is important to us, and we pay attention to it in our purchasing behavior – even though we still have a way to go. We have identified the most important area in actively reducing our CO2 footprint and have completely offset our CO2 emissions with certificates for four years. At the same time, we reduce the per capita consumption year by year. But even that is a process where we are far from the end.

**DO YOU VALUE working with a local partner? What do you wish for future co-operation with us?**

YES, ABSOLUTELY. Local, trustworthy partners with good quality align with our philosophy and vision. We wish for a good partnership – with the openness to recognize the needs of both sides and come to good solutions. So, cheers to that!



@ www.denkwerk.com  
@denkwerk

Interview:  
MARCO ZINGLER &  
JOCHEN SCHLAIER





## TÖRTCHEN TÖRTCHEN The Visit to the Bakery

For years, Törtchen Törtchen has been serving our coffee in the cafes of the pâtisserie, and since November 2023, we have been offering delicious cakes and tartlets from Törtchen Törtchen in our cafes in Cologne. So, it's high time to visit and tell you why Törtchen Törtchen and Heilandt are such a perfect match!

As we visit the bakery of Törtchen Törtchen in Cologne, we are immediately greeted by a delightful aroma of freshly baked pastries and melting chocolate. The bakery is a gem, where remnants of old horse troughs can even be found. This somewhat hidden building in Nippes was once a horse stable.

Matthias Ludwigs, Head Pastry Chef and Co-owner of Törtchen Törtchen, welcomes us and passionately explains the equipment and production processes of the bakery. Here, the wonderfully tempting creations offered in the four Cologne branches are meticulously handcrafted. Of course, the cakes and tartlets developed exclusively for our Heilandt ca-

fes by Matthias are also produced here. Törtchen Törtchen also operates two ice cream parlors in the summer under the name »Schmelzpunkt.« The popular baking classes, regularly hosted by Törtchen Törtchen, also take place directly in the bakery. We are fascinated by the philosophy and precision with which they work here: only the best ingredients find their way into the bakery, naturally without the addition of artificial colors. The team uses only natural plant and vegetable extracts for coloring. Creativity, individuality, and the highest quality are at the core of their precise craftsmanship.

**»In addition to the care we take with our ingredients, social sustainability is particularly close to our hearts.«**

In addition to the focus on the raw materials used, the social sustainability of the company is particularly impressive. After Matthias gained valuable experience as a chef and pastry chef in renowned establishments and was even awarded Pastry Chef of the Year 2009 (Gault Millau) in 2009, he joined Törtchen Törtchen in 2012 as Head Pastry Chef. His successful career may be the reason for his passionate commitment to giving back to those at the beginning of their professional lives. As a training company for the pastry craft, he is committed to promoting young people and providing them with the necessary skills and knowledge for their profession.

**»Yes, we allow a simple behind-the-scenes look**

**that shows what's behind it. Unfortunately, cooking and food preparation are no longer present for many.«**

The sweet responsibility goes beyond training. Joint baking activities in cooperation with schools not only provide young people with insights into the world of baking but also sensitize them to the enjoyment, quality, and significance of true craftsmanship.

### Coffee and Cake

Matthias tells us that the decision to switch to Heilandt coffee was more than just a step towards regional sourcing. It was also a risk. Guests were accustomed to dark roasts and the traditional intensity of espresso. The flavor diversity that Heilandt offered in its roasts was initially unfamiliar to Törtchen Törtchen. However, curiosity triumphed over skepticism, and Heilandt coffee found favor and enthusiasm. The variety of flavors and nuances was embraced with open arms, and the Heilandt brand



now represents trust and quality for them as well. But through partnerships, such as with Heilandt or Hielscher Hof, from whom they also source milk, they make sustainability the centerpiece of their philosophy. Törtchen Törtchen proves that indulgence and responsibility can go hand in hand. Communicating sustainability and the high quality of products is one of Törtchen Törtchen's greatest challenges. Their creations are the result of outstanding craftsmanship and cannot be compared to products from large bakeries and confectioneries. Quality and sustainability rightfully have their price here. And not only here, we see many similarities with our own practices.

We are delighted with the delicious collaboration, and thank you Matthias, thank you Törtchen Törtchen!

@ [www.toertchentoertchen.de](http://www.toertchentoertchen.de)

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Cologne • Heilandt Roastery

# HEILANDT INTERNAL

## ASSORTMENT PHILOSOPHY



Our philosophy is clear: we want to source our coffee as directly as possible. That's why we have developed three lines of products: **Our standard coffees** in simple bags, the Microlots, distinguished by a pink-gray bag, and our »Fette Palette« (Fat Palette) in a bright yellow packaging with pink printing and labeling. In the category of standard coffees, you'll find high-quality coffees with a balan-

ced flavor profile that are simply delicious. To offer these coffees year-round, we need large quantities of each roast. In addition to our espresso blends like ESPRESSO 1 and TOR 5, where the individual coffees come from different growing regions, we use Community Blends for our standard filter coffees.

Small farms often harvest only a few sacks of green coffee per year. For example, our

OAXACA filter coffee showcases very good quality, but not specifically enough to exceed an SCA score of 84 points. As a result, these coffees don't make it into our Micro-lot lineup, but we don't want to cherry-pick only the best. Therefore, Thomas Pinggen from Red Beetle Coffee Lab creates a community blend from the Sierra Sur region in OAXACA, Mexico, for us every year. Similar growing conditions and varieties allow the coffees from individual farms to harmonize wonderfully, enabling us to offer this coffee year-round. Carefully selected and roasted individually, each with its own roasting profile – for a coffee experience you can trust.



**Our Microlots** are harvests from a single small growing area, originating from a specific farm or even a specific section of a field, which we can only purchase and offer in small quantities due to their natural limitations. These so-called Single Origins come from a single coffee variety and are often cultivated and harvested more meticulously to ensure the highest quality standards. They are characterized by unique flavors, influenced by special climatic conditions and terroirs, as well as individual cultivation and processing methods. Each Microlot tells its own story and offers a special tasting experience.



**The »Fette Palette«** is our experimental line for those who like to try new things. Here you'll find coffees with unconventional roasting profiles and innovative processing methods – for those who want to elevate their coffee enjoyment to a new level.

We place great importance on transparency and source our coffees directly from the

producers. Fairness and sustainable partnerships are important to us to promote the coffee community.

No matter which product line you choose at Heilandt Coffee: Look forward to an honest cup of coffee that not only tastes good but also reflects respect for the coffee producers and their work. Welcome to our coffee world, where quality and authenticity are paramount!



## LEARNING GOOD TASTE

Certainly, some of you have already sat in our classrooms and attended a course at our coffee school. After all, we've been running it for over 10 years now and have shared our knowledge of good coffee and its perfect preparation with thousands of coffee enthusiasts since then. We, Jenny, Greta, Phillip, Sven, and Fabi, who share their practical knowledge with the participants thanks to their training and experience as baristas.

Our Latte Art and Barista courses are particularly popular, but many also take the entry through a coffee tasting. We enjoy not only imparting practical skills but also providing insights into our roastery and explaining the production processes. This background knowledge is just as important as the subsequent practice on the machines. Only those who understand the product coffee also know which parameters are crucial for enjoyment. And which ones lead to an unpleasant brewing result. Sound technical? Not at all, the courses are not short of fun, and the joy of putting what you've learned into practice at home is the focus.

Thanks to our new roastery, we can now hold the courses in more spacious premises and with a wider selection of espresso machines. This way, coffee lovers who are considering purchasing an espresso machine can get a good overview of the offerings and the pros and cons of different machines and manufacturers. A second training room allows us to focus more on

the needs of hospitality training with the appropriate equipment. And when there's no coffee course taking place? Then the premises can also be rented out for workshops, seminars, or conferences in a unique coffee and roastery atmosphere.

If you're interested, simply contact us at:  
Tel. 0176-34-537-437 or  
[kaffeeschule@heilandt.de](mailto:kaffeeschule@heilandt.de).



Coffee school management Jenny





Coffee-cycle

## I DON'T GIVE A BEAN

Unfortunately, there are still enough people who don't seem to give a damn about where their coffee comes from and what steps are involved in the product life cycle. The life cycle of a product is typically divided into four key stages: raw material extraction, production, use and end of life. We are keen to understand and reflect on all stages of this life cycle and think about how we can reduce the impact through improvements and alternative approaches.

In general, sustainability is the interaction and overlapping of the three fundamental pillars of environment, society and economy. The Triple Bottom Line (TBL) sustainability concept encourages us to not only strive for economic success, but also to consider social responsibility and environmental impact. We strive to integrate different perspectives, including environmental responsibility, health, social justice and economic development, which must be reconciled.

Through our annual transparency report and the examination of the entire product life cycle, we are committed not only to

clarity, but also to a deep understanding and active responsibility towards coffee. We have previously laid all the cards on the table about the origin and purchase prices of our coffee.

From the coffee plantation to our cup, valuable by-products are left behind. The precious coffee grounds are filtered and only a small proportion ends up in the cup. The majority that remains and is not currently used is the coffee grounds. But the coffee grounds alone only tell part of the story. Looking beyond the moment of enjoyment leads us to the importance of the often overlooked coffee by-products such as coffee grounds, coffee pulp, parchment husk and silver skin. The coffee beans already leave their traces during production, such as the silver skin during roasting. The silver skin is like a protective cover that adheres firmly to the two seeds of the coffee cherry - the coffee beans. Instead of simply throwing these valuable resources away, it is high time to find new ways of recycling them. Using by-products as materials for new, bio-based materials and products has now become an

# NACHHALTIGKEIT

interesting topic. In general, new material developments and innovations have become more important than ever in society, the economy and the environment.

This includes the following categories: Cultivation, household products as well as cosmetics, raw material for plastics, paper, textiles, packaging, food industry, interior design and energy production. The by-products are also particularly useful for growing plants and mushrooms due to their valuable nutrients.

Coffee grounds are also ideal for generating energy through the production of biodiesel. Bio Bean, a company in London, has developed an innovative method of producing fuel. This biofuel, which is cheaper and more stable than regular biodiesel, is used to power some buses. As a result, the London bus fleet has reduced its CO<sub>2</sub> emissions by 10 to 15%. The company has managed to build one of the first large coffee recycling factories.

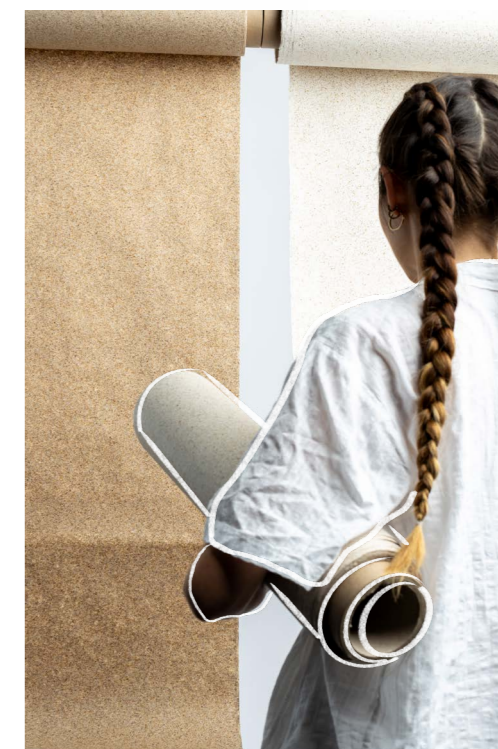
As in the paper industry, research is being carried out into using the processed coffee grounds to produce cardboard packaging. The silver skin consists of 90% fiber in the form of cellulose and hemicellulose. The cellulose content in coffee residues enables the substitution of organic fibers such as wood fibers for paper and cardboard production.

In summary, it can be said that coffee by-products provide versatile raw materials that can be used in many areas and therefore still have a lot of untapped potential. It is important for us not to regard waste as »garbage«, but as a potential raw ma-

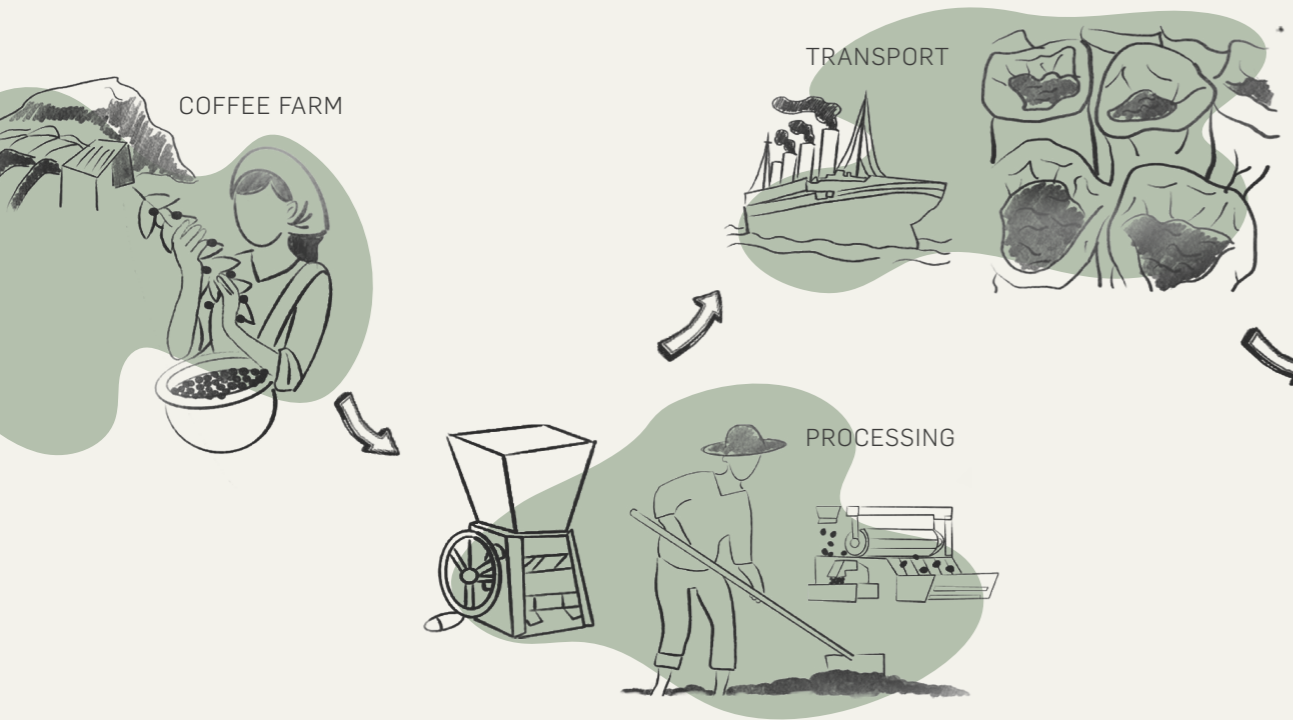
terial and valuable resource that can be part of the solution in our closed system. In the coming years, we are definitely aiming to integrate new materials that are unfortunately not yet in use. Nevertheless, we would like to use our transparency report to create a space to drive this topic forward and provide a rough overview! We are excited to see what lies ahead in the coming years and are open to new innovations.

SINA

Coffeepaper







## STEP BY STEP: OUR PATH TO GREATER SUSTAINABILITY

### Green energy

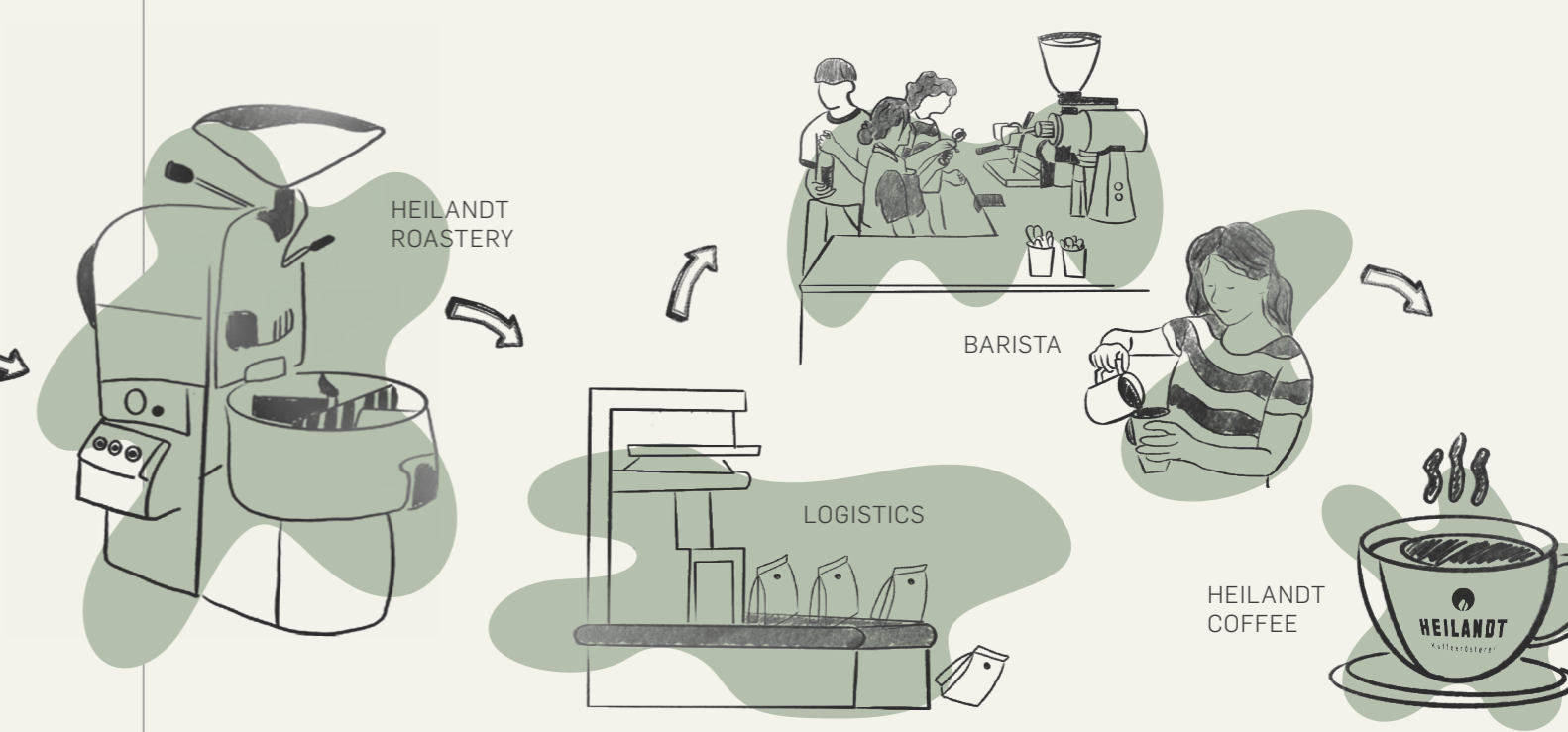
To power our cafés, we use natural electricity that comes 100% from renewable German sources. Thanks to our e-scooter, our Heilandt team travels quietly from the roastery to all of Cologne's restaurant and bank customers, charged only with electricity.

### Sustainable to-go

Enjoy our coffee and cakes on the go in reusable containers from our partner Vytal. This way we avoid a large amount of disposable products. At our coffee bar in the Spoho in Cologne, we already consistently avoid disposable cups and only serve our coffee in cups from Vytal.

### Local partnerships

One example is the Cologne-based company CariPrint, which was founded over 50 years ago by the »Workshops for People with Disabilities « of the Caritas Association Cologne. CariPrint carefully applies our labels to our numerous coffee bags - in flexible quantities and in the shortest possible time. We have also been sourcing our milk from Hielscher Hof in the Bergisches Land region for many years. Since October 2023, our cakes and tartlets have come from Törtchen Törtchen in Cologne and we sourced our vegan cinnamon buns from Cinnamon until the end of the year. What all our partners have in common is their high quality standards and passion for their craft.



### Direct import

As of this year, we no longer take any detours for our coffee deliveries from Mexico and Peru. Our colleague Basti has been taking care of imports from these two countries since 2019 and has been ensuring that the coffee arrives directly at our roastery since 2023. In February, for the first time, a container from Peru was delivered to us from the port without intermediate storage and unloaded by our team in person. These direct deliveries not only minimize the logistical effort, but also significantly reduce CO2 emissions. You can find more details about our direct deliveries and our journey on our social media platforms, where we will keep you regularly updated.



### Coffee school

For us, social sustainability extends beyond staff training and qualifications for our employees. In our Heilandt Coffee School, we not only impart sound specialist knowledge, but also promote a deeper understanding and awareness of the world of coffee. The Heilandt Coffee School is not only a place of learning, but also a place of exchange and transparency. For us, social sustainability means not only supporting the farmers in the countries where coffee is grown, but also actively helping to shape a responsible coffee culture through our training measures on site.



### Less is more

Bring your own container to our roastery and take our freshly roasted coffee beans home unpackaged. So you can enjoy your coffee without packaging waste. We give old cardboard boxes a new purpose, saving material and costs. Our stamp cards are digital thanks to the Cologne-based start-up Bliks. We also use card payment in our cafés and, with the help of our partner Billbox, we are largely paperless at the Heilandt office.



### Coffee chaff

Our coffee chaff is the so-called silver skin of the coffee bean, which is a by-product of the coffee roasting process. The chaff is normally thrown away, but can be used as an excellent plant fertilizer. For a small donation to a good cause, you can take the chaff from our coffee in the roastery. Just like our coffee bags, which you can pick up at all Heilandt locations for a donation.



### Life cycle assessment

At our sites, more than half of us drink oat milk, and this helps us to reduce emissions.



### Cleaning products

We use »Frosch « and »Gryn « brand products with vegan and ecologically sustainable ingredients, packaging made from recycled material (Frosch) and supplied as a concentrate (Gryn) in large canisters instead of individual spray bottles. We also use washable sponges and cleaning cloths so that they can be reused as often as possible.



COFFEE GROWS very far away and has a long journey behind journey before it arrives at our roastery. That can't make coffee the most sustainable product. I certainly don't want to create a guilty conscience. Coffee is an integral part of my world and of so many people. It is the basis of life and passion for many millions of people worldwide. Coffee is great and we love it, but its consumption requires a sense of responsibility. When we say:

**DRINK MORE GOOD COFFEE!**

we don't mean 16 cups a day, to get through the day. We mean GOOD coffee in the sense of responsible coffee. And more enjoyment. So less can be more. In every respect.

Costa Rica • Don Eli Coffee





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