

DEVOCIÓN



MISSION

Transport our customers to the origin through our freshness and coffee experience.

VISION

Establish ourselves as the freshest and most authentic coffee while maintaining our commitment to improve lives and protect the origin.

VALUES

Integrity

We are honest, committed, responsible, we respect differences and we are supportive of others.

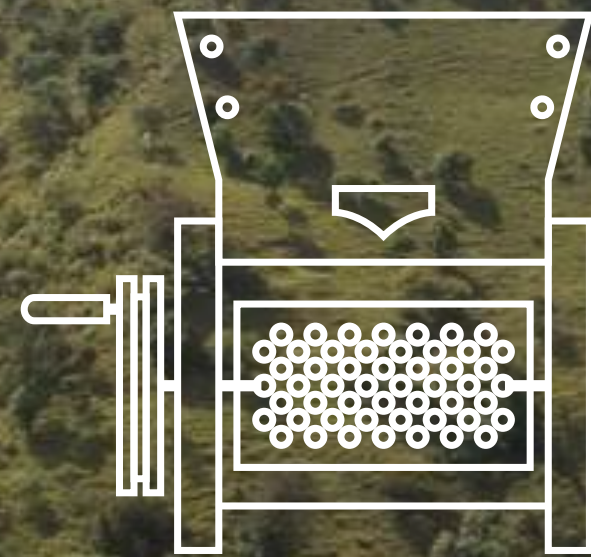
Continuous Improvement

We encourage continuous growth by learning from each other.

Devotion

We take on each task with passion, love, and dedication.

This strategy develops our sustainability policy that is in coherence with the values and high standards of the company to improve its sustainability performance.



**EMPLOYEE
WELLBEING**



**COMMITMENT TO
THE PLANET**



**VALUE CHAIN WITH
POSITIVE IMPACT**



Objective

Guarantee an enjoyable job, free of accidents, that promotes the development of skills and where diversity, equity, and inclusion are promoted.

Main Actions

Increase employee satisfaction and retention

Ensure equity, diversity, and inclusion

Prevent accidents and promote safety

Train our employees to improve their sustainability performance

Promote communication and participation

Objective

Improve the source and use of our resources and carry out actions to contribute to the protection and restoration of nature.

Main Actions

Reduce carbon footprint

Increase the circularity of non-used materials

Reduce water and energy consumption

Improve biodiversity by increasing trees and pollinators at the farms

Increase renewable-sourced energy



Objective

Generate a positive impact through the integration of sustainability criteria throughout our value chain and implement programs that contribute to improving the quality of life in the coffee community.

Main Actions

Create strategic allies with companies with solid programs and commitments to sustainability.

Support planting of new coffee seedlings resistant to climate variability

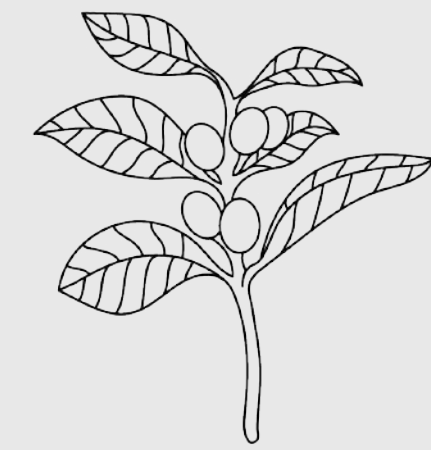
Increase sales of environmentally friendly and socially conscious coffee

Train coffee producers on best practices, conservation, sustainability and climate change

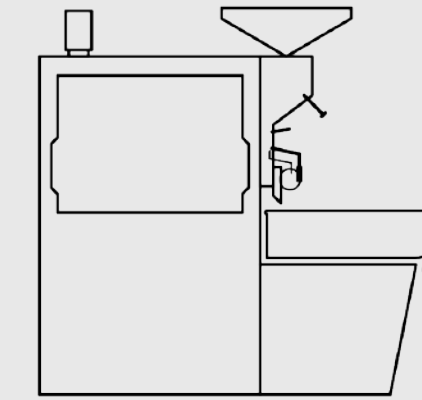
Support local organizations in the US and coffee producers through donations



**WE SEEK TO STRENGTHEN AND INCREASE
POSITIVE IMPACTS BY INCORPORATING
SUSTAINABILITY INTO OUR WAY OF
DOING BUSINESS.**



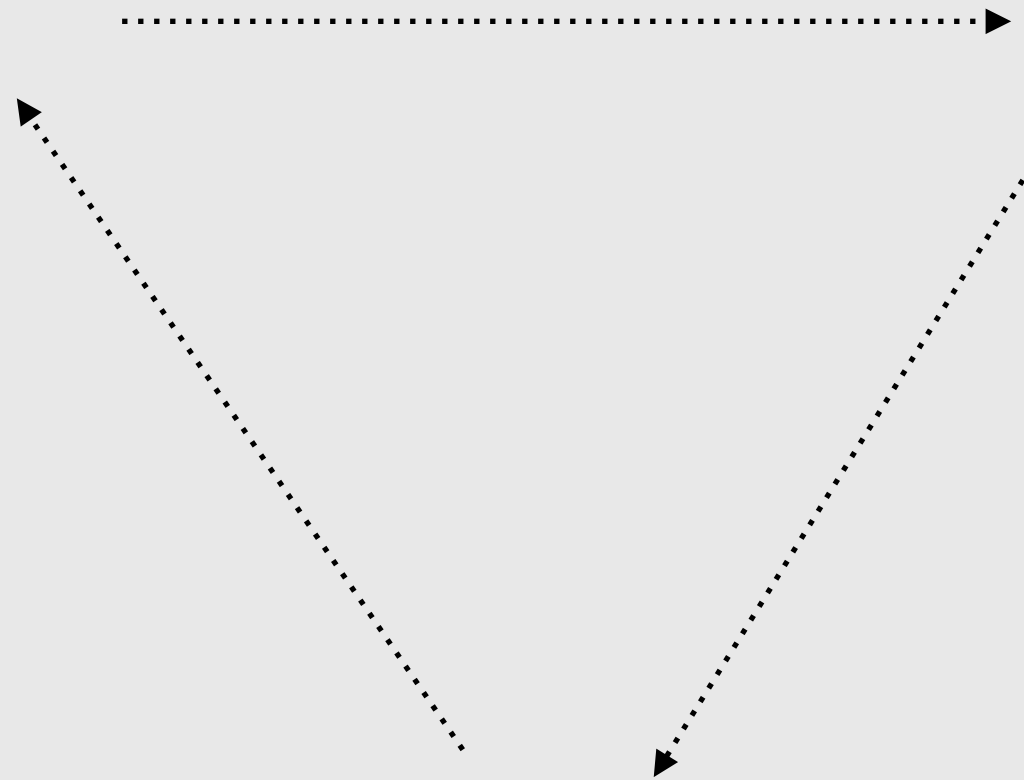
Rural Areas



Suppliers and Processes



Stores and Final Sale



THE TEAM

Steven Sutton, CEO

For the last 20 years, Steven Sutton has helped reshape the coffee industry in both his native Colombia, as well as in the U.S. as the leading force in the farm-to-cup coffee movement. In 2006, Steven founded Devocion and began to take on the Herculean task of reimagining how coffee should be bought, transported and served. Under Steven's leadership, Devocion became the first third-wave specialty coffee roaster in Colombia and the first farm-to-table coffee roaster in the world. After growing Devocion as an industry leader in

Colombia, Steven made the leap in 2014 to conquer the U.S. market with the opening of Devocion's first cafe and roaster in Williamsburg, Brooklyn, which was quickly named the "Best Coffee Shop in New York" within the first year of operations. With unparalleled quality, freshness and a dedication to its customers, Devocion continues to be second to none in the coffee world while operating four locations across NY, which are visited by thousands of coffee lovers daily.

Rosella Albanese

Rosella is currently the Director of operations for Devocion USA. With more than 17 years of experience in the food & beverage industry, Rosella has worked in management, operations, retail development, and expansion, for brands like Magnolia Bakery, Pain d'Avignon, and Abraço Espresso. Now she leads the Devocion team as they expand in New York City and prepare for future growth throughout the US.

OUR BOARD**Jesse Derris**

Jesse Derris is the founder and CEO of Derris & Company, a PR, branding, and communications firm based in New York. His firm has worked with companies like Warby Parker, lululemon, Oscar, and more. He and his firm are widely applauded for their work with high-growth startups, particularly those with a consumer focus.

Will Guidara

Will Guidara is the author of Unreasonable Hospitality. He is former co-owner of Eleven Madison Park and The NoMad, and is the cofounder of The Welcome Conference, an annual hospitality symposium. He has co-authored four cookbooks, was named one of Crain's New York Business's Forty Under Forty and is a recipient of The Wall Street Journal Innovators Award.

Mark Noë

Mark Noë is the founder and CEO of Noë & Associates, a design consultancy head-quartered in New York. Founded in 2012, Noë & Associates has offices in New York and London and attracts a highly discerning range of domestic and international clients who's business activities span the fields of architecture, real estate, fashion, luxury and lifestyle.

THANK YOU

INQUIRIES
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