

## Leeming Pilkington Fairtrade registered

Fairtrade is all about better prices, decent working conditions, sustainable development, and fair terms of trade for farmers and workers in the developing world. From the time that we set up our Company we recognized that both socially and commercially it was time to do the right thing and seriously start to support Fairtrade.

We have now been a supporter of Fairtrade for the last 5 years, originally from introducing Fair Trade Coffee in to vending machines and also hospitality beverages (teas, coffees and chocolate) in meeting rooms of in offices/buildings where we are the catering contractor.

Since becoming Fairtrade registered 3 years ago most tea and hot chocolate served in our Cafes and Restaurants within work palace environments are Fairtrade. Other fairly traded products available as options in these staff cafes/restaurants include fruit juices, chocolate and health bars, and bananas. As a consequence we are eligible to advertise these as such.

The size of our commitment to Fair trade products is significant. Annual sales to December 2007 through our catering facilities totalled more than £25k with more than double this spent on Fairtrade hospitality hot beverages.

In the past we had not been totally convinced by the quality of many off-the-shelf Fair Trade coffees and strove to find an exceptional quality that would satisfy a growing market. This has taken us to working with Metropolitan Coffee from whom we buy their **Integrity Fair Trade Coffee brand**. This branded range has since been extended to also include tea, hot chocolate, sugar and biscuits.



integrity		Fairtrade Certified Product	
menu	Regular	Large	
<b>Espresso</b> Rich, intensely aromatic shot of coffee with a head of golden crema, full of body and taste.	£0.95	£1.45	
<b>Cappuccino</b> Creamy, velvety, rich steamed and foamed milk, poured over espresso to soften the intensity.	£1.35	£1.65	
<b>Caffe Latte</b> Espresso based, long coffee made with steamed milk for a longer coffee experience.	£1.35	£1.65	
<b>Caffe Americano</b> Espresso with fresh hot water for a really good, long, black coffee.	£1.10	£1.30	
<b>Caffe Mocha</b> Fabulous hot, rich chocolate poured through a double espresso for an indulgent experience.	£1.55	£1.80	
<b>Hot Chocolate</b> Traditional, fine, rich and creamy hot chocolate that is truly delicious - the ultimate chocolate.	£1.45	£1.75	
<b>Classic Tea</b>	45p	55p	
<b>Speciality Tea</b>	65p	75p	

**METROPOLITAN COFFEE COMPANY** Integrity is the new range of Fairtrade products from the Metropolitan Coffee Company.

However, it is the delicious blend of coffee that we feel makes it stand out from all the rest. Equally as important is the full traceability and complete quality control from bush to cup and of course the benefits from where the Integrity espresso bean is sourced: -

- Integrity is harvested from COOCAFE – BRAZIL (FLO ID 3589) Cocafe is certified by FLO since September 2005 which has helped a lot in developing better work with the producer, orientations and development/ increase of better quality of life. In the year of 2006 more than 160 families were benefited from the commercialization of their coffees through the Fair Trade label. The benefits do not stop here, the way the Fairtrade premium is going to be used is decided by the coop members who meet once a year. During last year the premium was invested on the hiring of 6 new field technicians who benefited 2.500 families with technical visits for the improvement of productivity, quality and orientations concerning environmental practices. The results of this work are so 'visible' that only last year we were able to take away more than 40 tons of empty agro toxic packages from the environment.
- Cocafe is located in the city of Lajinha – Minas Gerais State
- Location: Zona da Mata – Minas Gerais State (Mountainous region between Espirito Santo and Minas Gerais)
- Total production: 265.000 bags
- Number of members: 3.500 members
- Integrity quality facts: Roasted for around 8 minutes in a convection roaster which guarantees an even heat all the way through the bean allowing all the flavour characteristic to develop fully. (often as a cost saving measure roasters roast at higher temp for shorter time to avoid moisture loss but this is at the expense of quality- not with Integrity!) The blend is 100% Arabica which gives a rich smooth taste with depth and the earthy tones of the Brazilian origin give enough depth to cut through milk. The coffee is packed in valve bags immediately after roasting which allows the de-gasing in the bag- Co2 naturally displaces all the Co2 thus providing perfect storage for the beans-although as a quality measure there is only a 12 month shelf life.
- More Integrity facts: The Arabica coffees are pre washed and processed at the Coop once delivered by the farms. The coffee is roasted in 120 kilo batches which after moisture loss shrinks to around 100 Kilos of top class coffee.

Metropolitan and Integrity supports us with point of sales support, bespoke Fairtrade crockery, barista support and an entire range of products including Fair trade table top sugar shakers.

We now really feel that we have something very special with Integrity and can confidently offer this to our Clients whilst wholeheartedly supporting Fairtrade!