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19-23 FEB 2024
DUBAI WORLD TRADE CENTRE

**INNOVATING
A NEW NICHE
IN THE
BEVERAGE SECTOR**



Coffeenade

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It may appear that Coffenade, the world's first sparkling coffee drink, is an overnight success.



COFFEENADE

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Launched in July 2023, by April 2024 the brand is set to hit the shelves of the worldwide domestic mass market, with 85% of its production already booked by the first quarter of 2024.

However, behind the quick success of Coffenade is Sandro Tughushi, who first developed the business seven years earlier whilst at university. Now, Sandro acts as CEO of the innovative business.

"My coursework whilst at the EU Business School was to develop a business project from scratch, which was the initial concept of Coffenade. I rediscovered the project three years ago, developing our unique product from our laboratory partner in Bern," he explained, "it appears we have hit the market at the right time, and have developed a new niche which is not an energy drink, nor a cold brew coffee."

After 189 prototypes, Coffenade's first product to reach the market is described by Sandro as its classic flavour, Coffenade Fresh Lemon- a lively fusion of cold, effervescent coffee and invigorating lemon essence.

"The product has huge potential as there are no competitors on the market," shared Sandro, "at the Gulfood Exhibition, a taste test of 312 people returned a 91.7% positive feedback".



Launching in the summer will be the addition of Coffeenade Red Berries, a blend of zesty cherries and sweet elderberries with its effervescent arabica coffee, and Coffeenade Matcha, combining matcha and sparkling coffee. The latter, Sandro anticipates, will be particularly popular in Asia.

With the brand already proving successful in its early stages, Coffeenade plan to launch five more flavours in 2025.

All Natural Ingredients

On a mission to redefine “your beverage moments”, Coffeenade uses all natural ingredients, with no flavouring or additives.

For its coffee, it works with an independent coffee farmer in Ethiopia, supplying Coffeenade with flavoursome and robust arabica beans.

“When coffee is carbonated it loses 80% of its flavour, so it is crucial to us that we use the highest quality of beans, and support the farmers supplying it,” said Sandro.

Its first social project, Sando and his team aim to visit Ethiopia in 2025 with a vision



THE FIRST EVER COFFEE INFUSED *Sparkling* DRINKS



to support the farm in its expansion through investment.

Its use of natural ingredients has guided the brand into using sustainable packaging.

“We package our products in aluminium cans with an additional nutritional layer to defend the can from the deterioration from the natural compounds. Plastic was simply not an option, not only due to the recyclability of the product, but also the flavour would absorb some of the plastic elements, affecting the quality of the product,” explained Sandro.

In addition, by using aluminium with its innovative nutritional layer it extends the shelf life of the product to 18 months, essential for the FMCG sector.

By 2025, Coffeenade plans to recycle at least 50% of its cans, with a vision to recycle all of its cans by 2030, creating a closed production cycle.

Meanwhile, the business uses its waste raw material from roasting its coffee beans back in its production process through its dry extraction process. This doesn't jeopardise flavour but significantly reduces waste.

Infusing Tradition with Creativity

A small team of 3, Coffeenade is a Swiss brand with a family feel (with Sandro's brother taking the lead on business strategy).

As the business expands, Sandro plans to implement a flat management structure, allowing everyone's ideas to be heard.

"From can design to taste, each team member has their input - I believe it's key to fuse ideas together, as well as having respect for each other and colleagues understanding their role," said Sandro.

An exciting time to be part of this growing business, in the summer the team will be working from an open air office in Geneva, powered by solar energy - adding to Coffeenade's sustainable credentials.

Whilst the business' growth at this stage hails from Coffeenade attending exhibitions such as Gulfood, Sandro is also keen to garner the strength of human connections - combining its innovative product with traditional marketing methods.

"We've found that mouth to mouth referral has been particularly effective," he said, having recently sold 600 cans in four hours at a local tennis club.

Currently producing 200,000 cans a day, Sandro foresees summer 2024 as a pivotal time for Coffeenade, where the true scale of the brand's reach and popularity will be revealed.

www.coffeenade.ch



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