

Wise coffee man gets pod of gold

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A CAIRNS businessman has paved the way for Far North coffee growers to tackle the burgeoning capsule market.

Local producers Jaques and Skybury have greater access to the Nespresso machine market, with their coffee now being pre-filled into capsules at a state-of-the-art Sydney facility and distributed en masse.

Cairns coffee capsule importer and distributor Ramzi Halabi said it was a "dream

come true", having spent years driving coffee pod growth throughout Australia.

"This advance has meant the coffee grower and roaster can now access the capsule market in full force," he said.

"This has been my dream to see our local coffee in Nespresso compatible capsules and I am excited to see it unfold, with locally grown coffee in capsules appearing in stores and available for purchase."

Mr Halabi's business, My Coffee Capsule, is also the sole importer and distributor for

Capsul'in products within Australia, New Zealand and PNG.

"The whole thing started a long time ago, my brother and I visited the local coffee plantations," Mr Halabi said.

"We loved them, but thought it was a shame the coffee was not available in Nespresso capsules.

"Back then it felt like a very far away dream and it took quite a few years to achieve.

"It's been very gratifying ... I consider the people at Jaques and Skybury as friends."

Mr Halabi said he was look-

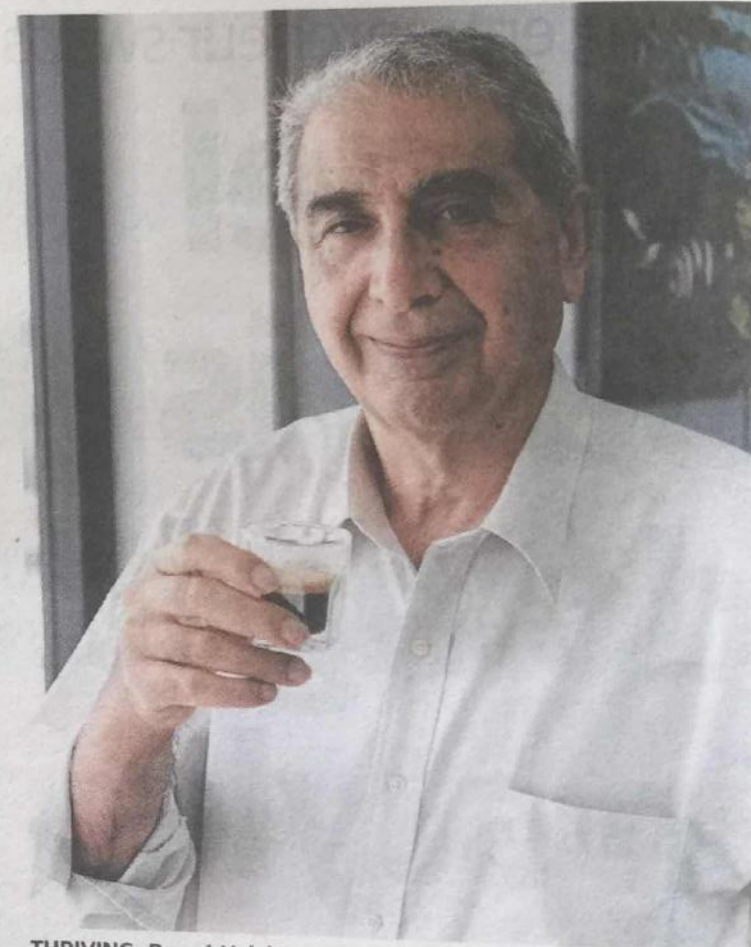
ing forward to the Australian introduction of Capsul'in "fully compostable" coffee capsules, due to hit the market later this year.

Jason Jaques, of Jaques Coffee Plantation at Mareeba, said pre-filled coffee capsules were "flying out the door".

"It has given us an alternative product to enter the market," he said.

"Our capsules are sold online and at our visitor centre."

It is estimated Australians consume about three million coffee pods daily.



THRIVING: Ramzi Halabi's coffee capsule business is expanding.