

## CAIRNS POST 23 JUNE 2014

CAIRNS coffee capsule importer and distributor Ramzi Halabi has struck a significant distribution and marketing deal involving a new state of the art Nespresso® capsule contract packing plant in Sydney.

His company, My Coffee Capsule, has acquired a half share of Coffee Capsulators International, a company which will be distributing capsule coffee throughout Australia, Papua New Guinea and New Zealand, and a quarter share in marketing firm Boss Caffè.

“Coffee Capsulators has obtained access to the largest Nespresso® capsule packing facility in the southern hemisphere, which is based in Sydney. This facility is owned by Mad Coffee Capsules Pty Ltd and we have negotiated distribution rights for their products and services.” Mr Halabi said. “There has been a significant investment into innovation and technology to set up this world class facility that will cater to the demand for coffee capsules which is the fastest growing segment in the coffee industry and has the ability to change the way Australians consume coffee.”

Mr Halabi said the plant would be using one of the most advanced and ergonomically designed Nespresso® compatible capsule available in the world and the first of its type.

This development will deliver more consumer choice to a market dominated by Nespresso®.

“New entrants in the capsule market will now have the ability to deliver a product of high quality and expand consumer choice and this is something that we are excited by,” Mr Halabi said.

“This is a landmark development in the coffee industry, one that will allow our Tableland growers to access a section of the market that they were precluded from,” he said.

Mr Halabi said coffee growers such as Jacques or Skybury or large roasters like Coffee Works, would be able to send their coffee either green or roasted to Sydney, have it filled into capsules in the automated plant and sent back to the Far North ready to sell to customers.

He said growers would no longer have to manually fill the capsules using a manual filling process which his company had developed.

Mr Halabi said the capsules would extend the shelf life of coffee to as long as 18 months.

“It is very exciting, it is a massive breakthrough and is very significant,” he said.

Through this agreement, Coffee Capsulators can provide a quality Nespresso compatible solutions under the same roof on a scale never seen before, starting from green beans, coffee roasting, coffee grinding, contract capsule filling as well as bulk, custom and retail ready packaging.

“The capsule market will continue to evolve over the next five to 10 years and as the coffee industry in general matures and the demand for café style coffee in the home becomes more ingrained, advances in this pioneering technology will spawn exciting enhancements.