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Demand for capsules stimulates economy

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CAIRNS coffee capsule importer and distributor Ramzi Halabi has reached a breakthrough in his bid to get wider acknowledgement and acceptance of the product by striking a deal with leading department store David Jones.

The retailer has agreed to sell the capsules in a package with Sydney's Danieli Coffee at its David Jones Fine Food Hall outlets in Sydney (two), Melbourne, Perth and Adelaide.

Mr Halabi, a director of My Coffee Capsule, said the deal was an important step in educating people about capsule coffee.

He said some growers and roasters were not convinced about the capsules, which now represented 30 per cent of coffee consumption.

"Many in the coffee industry are now recognising that coffee used by the capsule is the fastest-growing segment of that industry," Mr Halabi said.

"The concept, first developed by Nespresso in 1976, has become accepted and loved by coffee enthusiasts all around the globe, but particularly in Australia, where sales of Nespresso coffee machines continue to increase every year," he said.

Mr Halabi said there were four million Nespresso machines in Australia.

He said Capsul'in, an empty coffee capsule compatible with all domestic Nespresso machines, allowed users to choose their coffee.

Mr Halabi said he was delighted to have Danieli Coffee available to David Jones customers via the Capsul'in product.

"Danieli Cafe is a well known coffee institution located in The Rocks, Syd-



Something brewing: Ramzi Halabi has struck a deal with David Jones Fine Food Hall outlets to stock coffee capsules. Picture: TOM LEE

ney. Ron Danieli has a reputation of producing fantastic coffee and has won several awards for the quality of his beans and his roasting skills," he said.

"David Jones Fine Food Halls will be showcasing Capsul'in in a special presentation box with Danieli Coffee, specifically ground and prepared for the empty capsule."

Mr Halabi said sales of Capsul'in

had been strong since it was introduced to the Australian market in January this year.

He said he now had 80 growers, roasters and other outlets as customers, including Skybury, Jacques Coffee, Domingo, Cruze and Haven and Space in the Far North.

"I estimate that approximately seven tons of coffee has been utilised

in empty capsules so far this year," Mr Halabi said.

"Lots of our local growers and roasters are on board already and others are becoming interested in order to reach that segment of the market that uses a Nespresso coffee machine."

Mr Halabi estimates about two tonnes of Far Northern coffee have been used in the capsules.