

#08



COFFEECARE  
**NEWS**

## WELCOME TO OUR OCTOBER NEWSLETTER!

The past month was filled with patriotism, international recognition, and self-management achievements that make us proud. During Guatemala's national month, we celebrated not only our country but also the success of our Guatemalan coffee growers, whose dedication, commitment, and hard work have earned excellent reception in the German market—thanks to our partner, **Tchibo**.

We are also pleased to share a new success story that highlights the self-sustainability potential of our projects. We invite you to read our newsletter and learn more about the impact we are creating—from the heart of local communities to the global market.

1

## MOXNÁN COFFEE CLUB CELEBRATES INDEPENDENCE!

September was filled with joy and patriotism at the **Moxnán Coffee Club** in Huehuetenango, where children and young people came together to commemorate Guatemala's Independence Day.

The celebration began with the emotional lighting of the torch, which was carried through the community as the children proudly chanted, "¡Guatemala!"



Upon arriving at the Coffee Club, participants sang the National Anthem and learned about the significance of this important event—highlighting the importance of remembering our history as an independent nation.

This activity not only fosters civic pride but also strengthens unity and historical awareness among the new generations in the community.



## 2

### THE FLAVOR OF GUATEMALA CAPTIVATES GERMANY WITH TCHIBO

The quality of Guatemalan coffee — cultivated with dedication and sustainable practices — has reached Europe, winning over consumers thanks to the German company **Tchibo**.

Our European partner launched **Privat Kaffee "Guatemala Limited"**, a limited-edition coffee sourced from the same region where **Coffee Care** manages and leads the **Smallholder Strengthening Project**.

El Privat Kaffee "Guatemala Limited" features a chocolatey character and fruity notes, offering not only a unique flavor experience but also underscoring the importance of our work with local producers.

The project emphasizes the implementation of shade trees—an essential element for soil restoration, increased biodiversity, and improved bean quality.

This collaboration stands as tangible recognition of our farmers' efforts toward sustainable and high-quality coffee production.





3

## SUCCESS STORY

**100% OF THE HARVEST SOLD  
AT FE Y ALEGRÍA COFFEE CLUB**

*We are thrilled to share this exciting milestone for the sustainability of our projects!*

Last month, members of the Fe y Alegría Coffee Club successfully sold 100% of their coffee production. This success story is a testament to the hard work and technical learning of the participants involved in the project.

Although the path to self-sustainability is long and requires consistency, selling the entire harvest marks a very promising beginning.

The fundamental goal of the Coffee Clubs is to become autonomous and economically viable projects within their communities.

This achievement generates essential income for the club, validates the training provided, and—most importantly—instills great confidence and motivation among our youth.

*Congratulations to the Fe y Alegría Coffee Club for reaching this first major milestone!*



Forwarded

Saludos cordiales  
Espero que se encuentren bien.

Compartirles buenas noticias.

Hemos vendido el **100** % de café de esta cosecha.

Vamos a poner todo el entusiasmo para el proceso que se avecina ❤️

Gracias a uds por todas las gestiones y las nuevas ideas de café.

10:34 AM

