

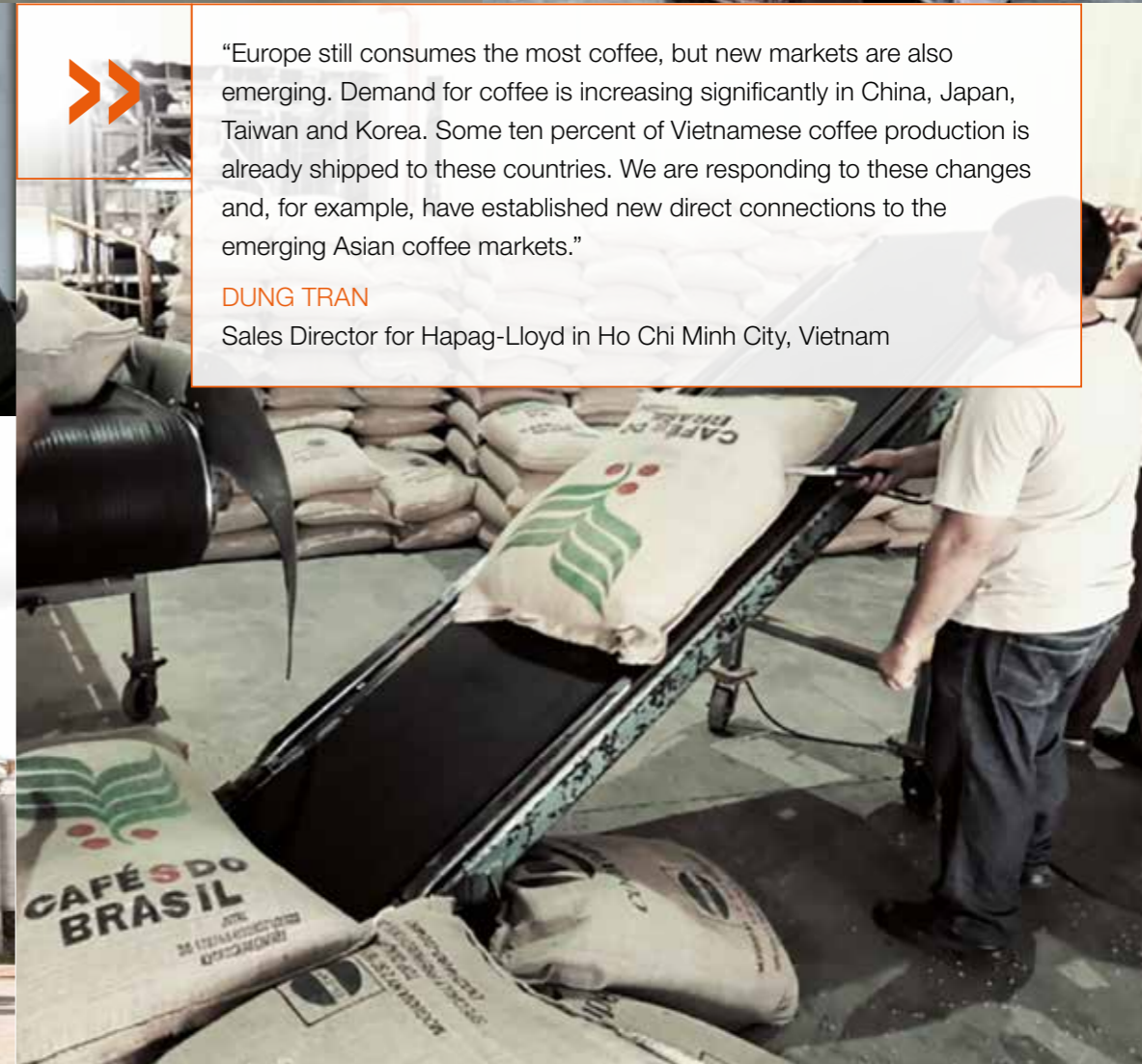
A passion for shipping coffee



Logistics is our business – coffee our passion

We love coffee. We ship it all around the world for our customers. Around every hundredth container on board our ships carries coffee beans or ground coffee.

It would be impossible to cover the global demand for coffee without liner shipping companies such as Hapag-Lloyd. This is because coffee is not cultivated where it is consumed. The “coffee belt” – the region where coffee is harvested – stretches along the equator and comprises of countries from South America to Asia. Robusta beans are primarily exported from Vietnam, Indonesia and India, while arabica generally comes from Brazil, Colombia or Costa Rica. But coffee is mainly consumed in the Western world – and increasingly in Asia.



“Hapag-Lloyd has professional partners around the world who know all about the complex logistics solutions that are involved in shipping coffee. Anyone who ships coffee with us can be assured that we don’t just know a great deal about containers and ships, we also know a lot about the coffee business. We continually analyse the most important trends in the industry and turn them into even better logistics solutions for our customers.”

SEBASTIAN KELCH

Sales Manager West Africa & Commodities for Hapag-Lloyd in Hamburg, Germany



“Europe still consumes the most coffee, but new markets are also emerging. Demand for coffee is increasing significantly in China, Japan, Taiwan and Korea. Some ten percent of Vietnamese coffee production is already shipped to these countries. We are responding to these changes and, for example, have established new direct connections to the emerging Asian coffee markets.”

DUNG TRAN

Sales Director for Hapag-Lloyd in Ho Chi Minh City, Vietnam



We are the experts for your coffee

The coffee market is growing rapidly. According to the International Coffee Organization (ICO), consumption has more than doubled over the past 25 years. Coffee is consumed differently today than it was a few years ago – coffee shops, highly professional baristas, local private roasting houses and the introduction of capsule coffee makers means that coffee has become a hip lifestyle drink today.

But coffee was seen as just as much of a premium product back then as it is today – and we treat it as such.

Our customers – raw coffee traders, producers and purchasing organisations – appreciate Hapag-Lloyd's extraordinarily good customer service. Our staff possesses a high degree of product expertise. In Hamburg, there is a Customer Service Import Coffee Desk, which was specifically set up to handle all matters related to the shipment of coffee. Globally speaking, we are well-positioned thanks to our sales managers who specifically deal with this type of cargo.



“Our dedicated team in Brazil provides exclusive customer service from the Customer Service Export Coffee Desk. Here in Brazil, we offer our customers capacities to Europe and Asia twice per week. We overcome challenges promptly and reliably. Knowing that empty containers are available at the agreed time is something that all of our customers – not just those in Brazil – can rely on.”

ADRIANA FARIAS
Specialist Sales Execution for
Hapag-Lloyd in São Paulo, Brazil



We know it and you know it: coffee is a natural product, harvests are dependent on the climate and they vary from year to year. As a logistics services provider, we adapt to these uncertainties and respond quickly. Despite the volatility of the transport volume, we strive to have equipment and shipping capacity available to bring the harvests quickly and professionally to your destination. On-time delivery and quick cargo handling at the terminals are a matter of course for us.

- The containers we use meet very high standards and are clean and odourless
- Our innovative steel-floor containers are particularly well-suited for shipping coffee
- We line the containers with cardboard to avoid moisture damage
- Jute fibre mats protect against condensation during transport
- We also ensure sufficient air circulation when loading the cargo
- Bookings are confirmed within a short period of time
- The highest security standards are in place from plantation to port



“Coffee is a highly sensitive natural product. Foreign odours and moisture in the container must be strictly avoided. Our innovative steel-floored containers are optimally suited for shipping coffee.”

FRANK NACHBAR

Director Container Engineering & Maintenance for Hapag-Lloyd in Hamburg, Germany

More than 100 years' experience with coffee

We have also built up our expertise throughout our history. Coffee has been a typical cargo aboard our ships for more than a century now.

“The ‘Granada’ steamer belonging to the Hamburg-Amerika Linie arrived in Hamburg following its final voyage carrying 113,085 sacks of coffee with a value of more than ten million marks. This is the largest shipment of coffee that has ever been carried to Europe.” This was written in our employee magazine, the “Zeitschrift der Hamburg-Amerika Linie” back in 1901. At that time, most coffee came from South and Central America and from the West Indies. Around 1900, the Hamburg-Amerika Linie (Hamburg-Amerikanische Packetfahrt-Actien-Gesellschaft, or Hapag for short) was one of the most important carriers of Brazilian coffee to Europe.

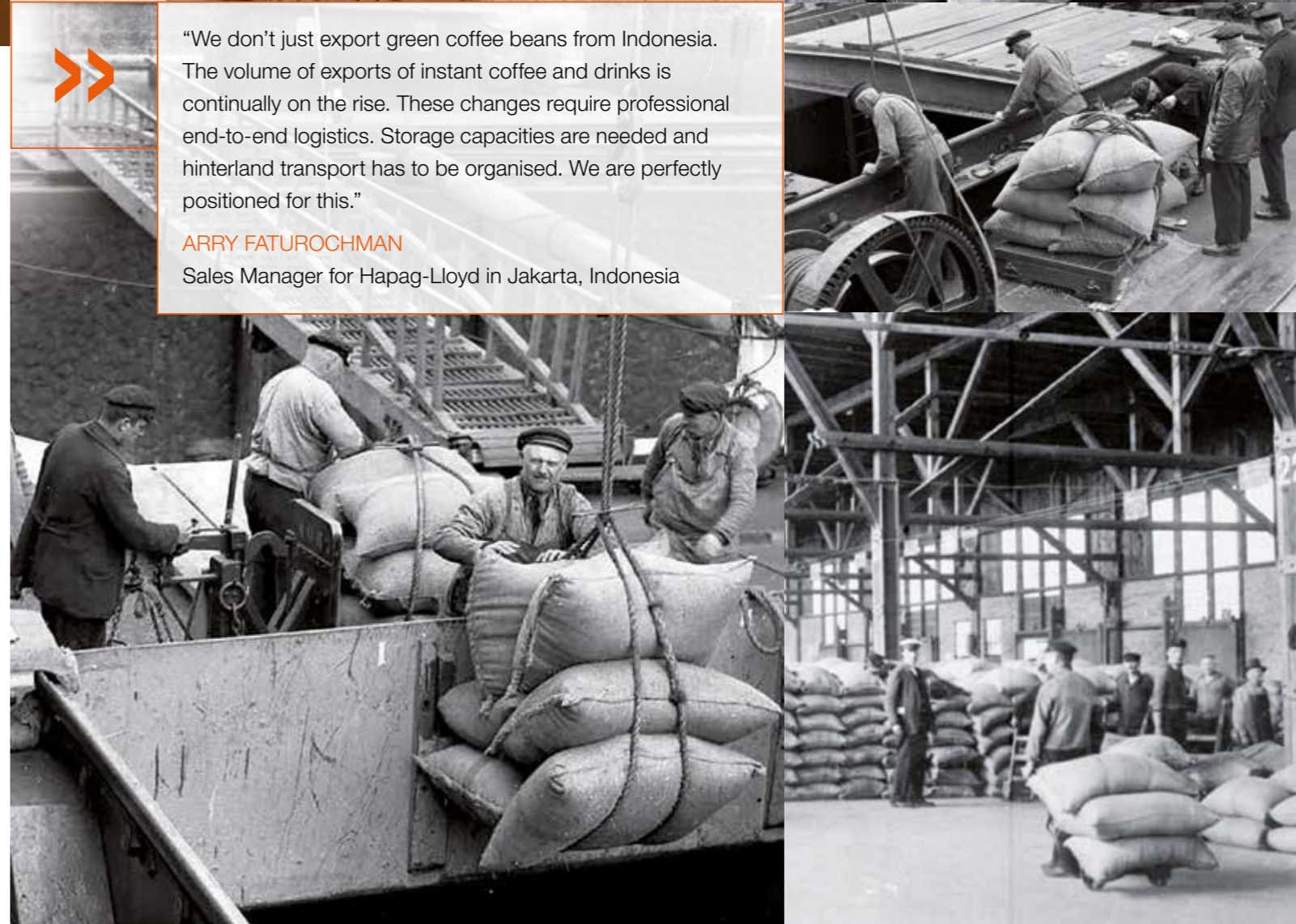
Today, Hapag-Lloyd serves almost every coffee-exporting country with around 130 liner services and is one of the world's largest carriers of coffee. Coffee is our passion, and has been for a long time.



“We don't just export green coffee beans from Indonesia. The volume of exports of instant coffee and drinks is continually on the rise. These changes require professional end-to-end logistics. Storage capacities are needed and hinterland transport has to be organised. We are perfectly positioned for this.”

ARRY FATUROCHMAN

Sales Manager for Hapag-Lloyd in Jakarta, Indonesia





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