



JAMAICA BLUE MOUNTAIN COFFEE



Presenter:

Pia Bramwell

Managing Director, Oubu Coffee /
Sherwood Forest Coffee Estate

- E: p.bramwell@oubu-coffee.com
- T: +1 876 470 7487
- LI: [linkedin.com/in/piabramwell](https://www.linkedin.com/in/piabramwell)

Courtney Bramwell

CEO, Oubu Coffee / Sherwood Forest
Coffee Estate

- E: c.bramwell@oubu-coffee.com
- T: +1 876 568 0576



OUBU COFFEE AND SHERWOOD FOREST COFFEE ESTATE

- Started in 2011 in London/Cph – Licenced Jamaica Blue Mountain Coffee importer
 - Start up in roasted coffee – pivoted to green bean trade
- JBMC is heavily regulated – only licenced participants can use the trademark.
- JBMC is a premium product and sold world-wide to a niche market.
- Relocated to Jamaica in 2018





SHERWOOD FOREST AND THE BENEFITS

- Backwards integration – full control of supply chain from cherries to final roasted product.
- Expansion beyond traditional markets (Japan, ‘old’ Europe)
- New products, categories and positioning in the market.
- Data driven sales and marketing
- Traceability and Authenticity



FROM PRODUCER TO BRAND OWNER TO PARTNER

Full control of supply chain means exactly that

- We produce and export our own green coffee beans
- We can either roast and pack our brand (Oubu) - or roast and pack your brand!
- We bulk roast and ship to co-packers
- We work with roasters in Europe to accommodate co-packing and product packaging requirements.
- While we welcome additional green bean customers we seek new roasted coffee partnerships in either of our product categories



CORE PRODUCTS

OUBU BRANDED COFFEE

Roasted coffee packed in exclusive eco-friendly cardboard cylinders with valved pouch.

Sold as gift items to high-end retailers and online

100% JBMC GREEN BEANS

China, South Korea, Japan, Australia, Europe, North America

Traders, specialty coffee roaster, premium range brand owners.



CORE PRODUCTS

ROASTED COFFEE

- Whole beans / ground coffee
- Bulk packed in 5lb pouches for re-packing/co-packing
- HORECA packed on 250g silver pouches for

NEW!

Single Serve (Nespresso / K-cup).
Available for sampling from
January!

First local producer or with EU
producer





WHY OUBU AS A PARTNER

- Dedicated partner working hard for your success
- Distinct advantage in authenticity and track and trace information directly applicable in marketing.
- Internationally recognised for quality and JBMCs long history in the specialty coffee market
- Flexible positioning options – flexibility on product development

