

Public Coffee Roasters presents
"Sustainably Encapsulated"
Highest Quality Coffee in 100% Biodegradable Capsules Made from Wood

March 22, 2021 (Hamburg, Germany) – Today, Public Coffee Roasters launches three hand-roasted varieties of specialty coffee that are packaged in fully biodegradable Nespresso-compatible capsules made of natural wood fibres and lactic acid. Until now, Public has avoided the sale of capsule based products out of determination to respect the environment. However, this new capsule technology makes it possible for everyone to prepare coffee quickly without having to compromise on quality or sustainability. The first varieties to be launched, named Dark Temptation, Orang Utan, and Tender Temptation (decaffeinated), will be available in the company's online shop and priced between €7.70 and €9.10 for a 14-capsule box.

"Direct trade and environmental responsibility are extremely important for us. We work with the best coffee farmers in the world, rely on fair and transparent practices, and develop our own roasting profiles and recipes. Until now, we have not been willing to make compromises on either quality or sustainability and therefore we have never offered capsules," explains Argin Keshishian, Co-Founder and Managing Director Public Coffee Roasters. "Now, we proud to announce that we have found a way for our hand-roasted specialty coffees to be enjoyed in capsules that are 100% biodegradable."

The capsules are made of natural wood fibres and the bioplastic PLA (lactic acid), so that the use of aluminium, plastic, and microplastics can be eliminated. All the wood fibres used are residual products of wood processing from southern Germany and come from domestic, sustainable forestry. The materials are processed into coffee capsules in a small factory in Baden-Württemberg. To distinguish between the different types of coffee, the Public Coffee Roasters team decided to engrave numbers on the tips of the capsules so that the different types can be identified even when the capsules are outside the box. "Through this integrated engraving of the capsules, we are able to completely avoid environmentally incompatible printing inks," Arameh Keshishian explains stressing the sustainability concept in the development of the Public Coffee Roasters capsules. Keshishian adds: "It was immediately clear to the whole team that if we were to make coffee capsules, it would only be a 100% biodegradable product. Just as with our coffee roasts, we make no compromises."

The new capsule packaging is produced in a local paper factory on Lake Tegernsee following holistic sustainability practices and ensuring that the shortest possible routes for transport are prioritized. When brewing the new capsules, heat, pressure, and water are involved. The interaction accelerates the decomposition process because the wood fibres absorb the water during brewing and thus decomposition begins soon after your coffee is prepared. The hydrophilic

effect of the machine enables rapid decomposition of the capsule body and the material can be compressed and even ground between your fingers after only a short time.

DARK TEMPTATION | Espresso or Lungo

The washed Catuai varieties come from the "Café Organica Marcala (COMSA)" and make this espresso particularly mild. The beans are grown at an altitude of about 1,600 metres on the mountain slopes of the La Paz region in western Honduras. When blended with the Brazilian coffee beans which are processed by drying the whole cherry under the Brazilian sun, the DARK TEMPTATION gets an extraordinary deep sweetness and a strong body. These flavors are developed perfectly through a gentle roasting. The recipe is rounded off by a spicy aroma of Indian beans from COMSA which is an association of small farmers who cultivate an average of three hectares of land and focus on ecological, economic, and social farming. Around 2,000 farmers now benefit from this association.

ORANG UTAN | Espresso or Lungo

The special climate of the tropical rainforest allows the unique Sumatran Arabica coffee to thrive particularly well. It is also the natural habitat of the last 14,000 wild Sumatran Orang Utans. The coffee comes from smallholder families in the Gayo highlands. These farmers cultivate their coffee gardens ecologically and have committed themselves to protecting the rainforest and its animals and plants. The families receive a premium of 50 cents per kilogram of green coffee, and another 50 cents per kilogram is used to support the Sumatran Orang Utan Conservation Program which has been working to protect the Sumatran Orang Utans and their habitat since 1999.

TENDER TEMPTATION | Espresso or Lungo

The most important criterion when choosing beans is quality. This decaffeinated espresso is of the best quality beans so drinkers will not miss the pleasure of a high quality coffee. The beans are decaffeinated while still green without the use of synthetic chemicals. The decaffeination process uses carbon dioxide (CO₂) and pressure to separate the caffeine from the coffee in an environmentally friendly manner that does not sacrifice taste. All the beans in this espresso come from the Puno region of Peru and are certified organic. The beans are grown on coffee bushes that are cultivated in mixed cultures, thus promoting biodiversity. The gentle roasting on the Elbe gives Tender Temptation its slightly sweet and nutty taste - for a carefree coffee pleasure.

About Public Coffee Roasters

Come in and take a deep breath at the Hamburg roastery on the River Elbe. As soon as you enter, you can smell the high-quality coffee with its unique aroma. The hand-roasted coffees are developed with a passion and love for the full-bodied taste. Smell, taste, and feel coffee that appeals to all the senses and is not only of the highest standards in terms of quality, but also when it comes to sustainability. Public Coffee Roasters has three retail locations and a thriving online sales business. To order and learn more, please visit: <https://publiccoffeeroasters.com/>



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