

SOCIAL CASE

2024



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Presented by

**CAFÉ
WILLIAM**

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The Company

Since 1988, Café William has specialized in producing organic, fair-trade coffees that both taste good, and do good. After an in-depth review of the brand strategy and values in 2021, the company put a special focus on sustainable development in all aspects of its operations. This led to the development of a long-term strategic plan that centered around sustainable innovation and commitment to both people and planet.

Now, the organic coffee producers showcase values that embrace and inspire change for the better, constantly evolving to go beyond the norm of sustainability in the coffee industry. In remaining engaging, accessible, and sustainable development-oriented, Café William ensures its practices better the world just as much as it betters the taste in your cup.

Background

Beginning its production journey as Café Vittoria in 1988, the company began in the restaurant industry, distributing coffee to a variety of restaurants in Quebec City. In 1995, they decided to switch to Sherbrooke, Quebec, where they continue to roast their coffees to this day.

The company decided to step outside of their distribution circle in 2003, when they launched their retail brand of coffees for the average consumer to purchase. A few years later, Costco brought them onto their shelves, which proved to be critical for the company's growth. Then, in 2017, new owners took on the management of the company, strengthening their overall positioning in the Quebec market. In this same year, the brand grew from 75 retail outlets, to over 1,200 online and brick-and-mortar stores. Four years later, in 2021, Café Vittoria officially changed its name to Café William.

Since its inception, Café William has continued to commit to roasting only fair-trade coffee, with continued support from strategic partners such as Fairtrade, the most recognized and trusted sustainability label in the world. Their aim has always been to produce the most delicious tasting coffee while remaining true to their ideals, from their ethically, organically and fairly sourced coffee beans, to transport, roasting, packaging, right through to brewing at home.

Beyond the Cup - Sustainability at Café William

One of the most unique points of Café William's sustainability initiatives is its environmentally-friendly transport practices. Currently, the brand transports certain beans from their point of origin to their roasting facilities by sailboat, eliminating greenhouse gas emissions compared to traditional transport practices. In the near

future, they will implement 100% electric trucks to transport the beans from the ports to the facilities to further minimize the carbon footprint.

The brand also has the goal of acquiring a LEED certification for its new future-ready facilities, through optimizing energy efficiency, choosing greener materials, increasing the quality of air and light in workspaces, and more. They are also the first in the world to install a 100% hydroelectric roaster, ensuring its beans are roasted to perfection without the use of fossil fuels. When it comes to packaging, 30% of the composition of their new coffee bags are made of recycled material, with the philosophy that its packaging should be as respectful towards the planet as their coffee is.

With these initiatives in mind, Café William redefines the industry standard of environmentally-friendly and socially-responsible practices, with the goal of offering the most sustainable coffee in the world.

The Café William Portfolio

Currently, the brand offers two collections: Classic and Sustainable (see more in Appendix 1). Each collection offers unique blends, from different points of origin to flavor profiles, to capture a variety of preferences. Their most recent offering, the limited edition Colombia ANEI, represents their sustainable innovations and goals to the fullest. The roast, a rich flavoring with a hint of cocoa, was produced in partnership with the ANEI cooperative, a Colombian cooperative of organic and fair-trade coffee producers. They also sell some coffee equipment and merchandise on their website to complement the coffees.

Café William's retail presence extends to both ecommerce and brick-and-mortar stores, with examples being their website, Costco, IGA, Amazon, and Metro (see Appendix 2).

Your Mandate

"What we do outside the cup is as important as what's inside."

"We believe that the profit-driven, growth-at-all-costs business model of the past is obsolete and unsustainable. Instead, we measure our success by our social and environmental impact." - Café William, 2024.

Café William does not want to be limited to its operations to promote sustainability and a better planet for all. They want to be able to provide Canadians with superior coffee in every stage of their supply chain, reaffirming their commitment to improving our communities and the planet. In order to achieve their goals, they realize that the future lies not only in their hands, but in the hands of their current and potential consumers.

It is with this goal in mind that Café William has reached out to your team to propose a strategy aimed at sparking a conversation about sustainability among current and potential consumers, with the aim of increasing brand awareness and motivating the new generation to purchase it.

It is important to note that Café William considers it critical to have consumers taste their coffee in engaging and dynamic environments where their vision and values are put forward. In order to align with their development, brand recognition, and positioning goals, your strategy must consider interacting with consumers in a way that positions Café William as a conscious and sustainable choice, both online and offline, at events and at home.

Café William wants a strategy that can be launched quickly and effectively, in a relatively short amount of time (0-6 months); however, they are not looking for inauthentic trends or more conventional tactics. They are looking for ideas that favor creativity to captivate their audience and create a memorable experience, to naturally generate visibility. They have provided a budget of 25,000\$ for your strategy.

A Word From the President

"We're committed to great-tasting coffee and our beliefs, from the provenance of our coffee beans to the grocery aisle. As one of Canada's leading importers of Fair Trade coffee, we believe that coffee growers deserve the compensation they deserve. But we're not stopping there: sailboat transportation, electric trucks, an eco-responsible factory and intelligently designed packaging are currently in the works - and there's much more to come. Our coffee makes people feel good, knowing they're making a choice that's good for everyone. "Fairtrade isn't just a logo - it's how we rightly recognize and reward the immense efforts of those who grow and harvest coffee."

— Rémi Tremblay, PDG, Café William

It's your time to shine!

Appendix 1

Product Portfolio

Sustainable Collection



Awake

- Light roast
- Origin: Nicaragua, Ethiopia, Guatemala
- Flavor profile: Citrus, Cereal, Lively
- 340g

Sustain

- Medium roast
- Origin: Nicaragua, Colombia, Ethiopia
- Flavor profile: Chocolate, Caramel, Balanced
- 340g

Vision

- Medium roast
- Origin: Mexico, Nicaragua
- Flavor profile: Cherry, Chocolate, Rich
- 340g

Evolve (decaf)

- Medium roast
- Origin: Nicaragua, Honduras
- Flavor profile: Berries, Aromatic, Juicy
- 340g

Impact

- Dark roast
- Origin: Nicaragua, Colombia
- Flavor profile: Smoky, Nutty, Round
- 340g

Classic Collection



Colombian ANEI (Sailboat coffee)



CAFÉ WILLIAM

- Medium roast
- Origin: Colombia
- Flavour profile: Cacao, Roasted, Balanced
- 300g

Appendix 2

Retail Presence (non-exhaustive)

- Costco Québec, Ontario, Maritimes
- Métro
- IGA
- Maxi
- Provigo
- Super C
- Rachelle Bery
- Marché Tau
- En ligne (cafewilliam.com, Amazon)
- Longo's
- Loblaws
- Etc.

Appendix 3

Sources

<https://cafewilliam.com/pages/sustainability>

<https://cafewilliam.com/collections/all>

<https://cafewilliam.com/blogs/news/anei-the-colombian-cooperative-behind-cafe-williams-sail-shipped-coffee>