



# RECENT APPLICATIONS OF THE GUIDE: COLOMBIA

- Toma Café
- Program launched in March 2010
  slogan "Necesitas más cuerda?"
- Active participation of largest players (roasters + soluble)
- Main strategic lines being developed
  - benefits of coffee
  - better preparation practices
  - value addition in retail
  - creating a support network



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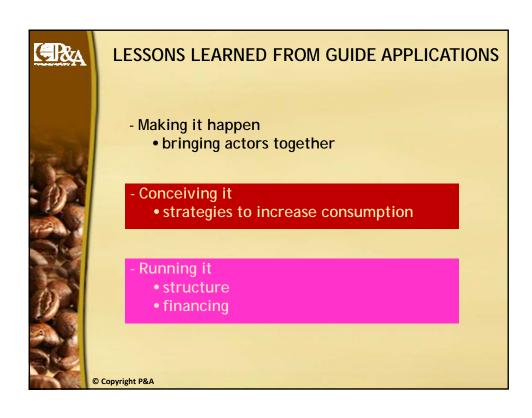


## TOMA CAFÉ - COLOMBIA



- One of the most successful consumption programs related to Guide
- Strong executive coordinator + P&A consultancy
- Communications team (PR + advertising + IT) working together
- Consumption growing (Nielsen)
- 2011 plan being approved now

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### **NEW IDEAS ABOUT PROMOTING CONSUMPTION**

- Markets where coffee is novelty
  - natural enthusiasm
  - industry "creates" consumption by itself (Indonesia / China)
- Markets where coffee is traditional
  - need to generate enthusiasm
  - institutional programs are vital (Brazil / Colombia / Central America / Mexico)
- Mix of both
  - India
  - Africa

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## **UPDATING THE GUIDE**

- Convert guide to new technologies
  - web 2.0
  - website / new platforms
  - easier access
- Renew content
  - new experiences / case studies
- Improve methodology
  - benefit from lessons learned



**Ewitter** 



ADAPTING GUIDE TO NEW CONSUMPTION SCENARIO

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#### **UPDATING THE GUIDE**

- Possibility to reach more markets
  - Vietnam?
  - emerging markets
  - others
- More user-friendly tool
  - institutional
  - private
- Explore opportunities
  - disposable income growing (producing countries)
  - new markets
  - new consumers
  - the new middle-class

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  - efforts towards promotion of coffee consumption in producing countries
  - since the conception of the ICO Guide



LEADING A UNIQUE CONTRIBUTION

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