

# COFFEE NETWORK UPDATE

80025012  
© Copyright P&A

Carlos Henrique Jorge Brando  
P&A - Radiumsystems – May 2008



RSS

## POSTS

Most Recent

Most viewed

Most visited (week)

### COMMUNITIES

Visits



Coffee Promotion Community

[Positively Coffee](#)

16/01/2008 11:12

LINK TO SITE

489



Coffee Promotion Community

[ICO-News From The Executive Director](#)

16/01/2008 11:07

LINK TO SITE

489



Coffee Promotion Community

[KEY ISSUES: Producing Countries](#)

16/01/2008 10:57

DISCUSSION  
FORUM

489



Coffee Promotion Community

[Just Coffee](#)

16/01/2008 10:56

VIDEO

489



Coffee Promotion Community

[Espresso Shots](#)

16/01/2008 10:49

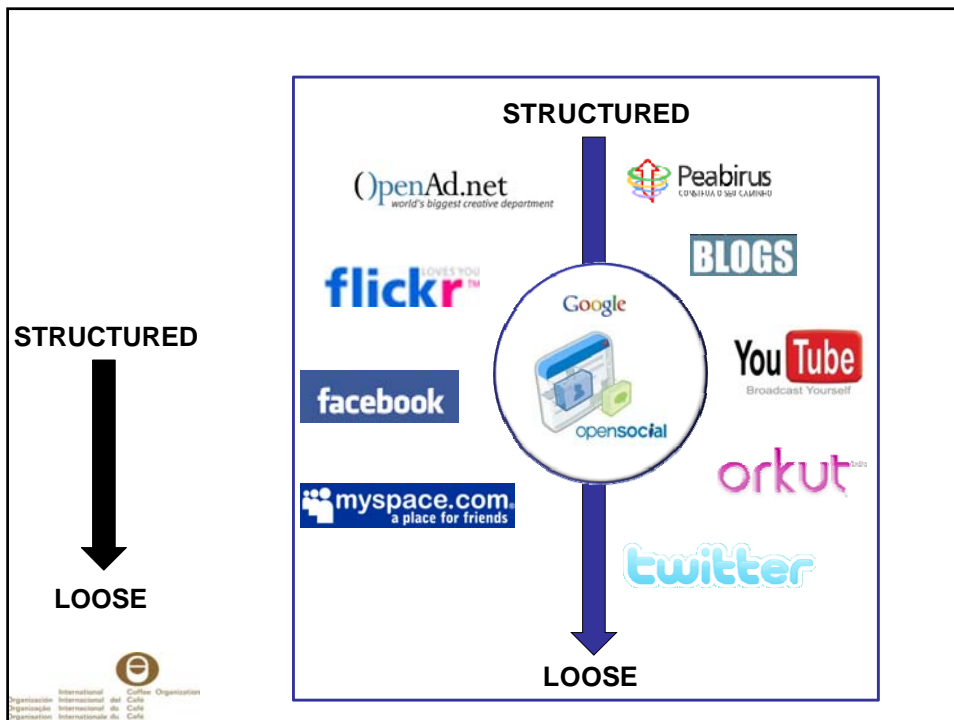
PRESENTATION

489

# COFFEE NETWORK

**INTERNET 2.0 IS VERY, VERY, VERY DYNAMIC**

© Copyright P&A



## PRODUCING COUNTRIES



**- KEY ISSUES** → **COMMUNITIES**

- coffee and health
- types of coffee
- methods of preparation
- quality
- coffee and youngsters
- coffee in schools
- coffee shops / baristas
- capacity building
- events / competitions / fairs
- retail (supermarkets and traditional)

**- STRATEGIC APPROACHES**

- union of all sectors
- structured approach
- institutional programs
- public relations

m

PH

## TRADITIONAL MARKETS



**- KEY ISSUES** → **COMMUNITIES**

- coffee and health
- certification / sustainability / traceability / origin
- new products (science / technology / research)
- coffee shops
- baristas
- young consumers

**- STRATEGIC APPROACHES**

- partnerships with brands
- public relations

m

PH

EMERGING MARKETS



**- KEY ISSUES** → **COMMUNITIES**

- coffee and health
- methods of preparation
- coffee and youngsters
- coffee shops
- capacity building
- coffee in schools
- types of coffee
- events / competitions / fairs


**- STRATEGIC APPROACHES**

- coffee as a lifestyle
- public relations

START MY PROFILE COMMUNITIES MEMBERS HELP
0 New Messages | P&A | Exit

SEARCH [Advanced search](#) [Questions](#) [RSS](#)

**Collaboration Community**



**Coffee Promotion Community**  
 NET: [ICO\\_COFFEE\\_PROMOTION\\_NETWORK](#)  
 Mediator: P&A  
 Created on: 13/Dec/2007  
 Members: 3  
 Visits: 479  
 URL: <http://www.promotionnetwork.com/redes.form/comunidade?id=3>  
[RSS](#)

You can post your videos, opinions, photos, links, presentations and everything you find useful to generate ideas and strategies. Enjoy!


Website: <http://www.ico.org/>

## LIST OF COMMUNITIES

[INVITATION](#) [JOIN](#)

**Shared content**


**Videos**



20/Dec/2007  
Just Coffee

[ADD](#) [EDIT](#) [SEE](#)

**Photos**



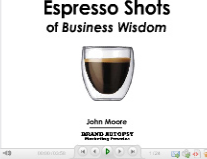
INDIA  
Coffee from India

[ADD](#) [EDIT](#) [SEE](#)

**Recommended links**

- Positively Coffee
- ICO - News From The Executive Director
- Specialty Coffee Association of America
- Specialty Coffee Association of Europe
- Coffee Board of India
- International Coffee Organization

**Presentation**



Espresso Shots of Business Wisdom

John Moore  
BARISTA RECEPTS  
Espresso Shots

20/Dec/2007  
Espresso Shots of Business Wisdom

[ADD](#) [EDIT](#) [SEE](#)



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## COFFEE PROMOTION IDEAS

- discuss coffee promotion issues
- propose ideas
- vote on new ideas



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## GROWERS & ORIGINS

- growers' space to discuss and exchange experiences
- meeting point for growers and associations / cooperatives



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## CERTIFIED, ORGANIC AND OTHERS

- certification issues
- exchange experiences (consumers, certifiers, consultants, growers...)



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## COFFEE RESEARCHERS' FORUM

- agronomy, technology, science, innovation
- a place to exchange ideas and projects and to promote innovation



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## AROUND THE CUPPING TABLE

- cuppers' discussion forum
- exchange information and meet cuppers around the coffee world



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

## TRADING MATTERS

- coffee trading, warehousing, financing, logistics
- business opportunities
- meet traders and coffees around the world



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
 Organizaçao Internacional do Café  
 Organisation Internationale du Café  
 Coffee Organization  
 Organización Internacional del Café  
 Organizaçao Internacional do Café  
 Organisation Internationale du Café

## ROAST MASTERS

- grinding and roasting techniques
- blends
- marketing strategies



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
 Organizaçao Internacional do Café  
 Organisation Internationale du Café  
 Coffee Organization  
 Organización Internacional del Café  
 Organizaçao Internacional do Café  
 Organisation Internationale du Café

## THE ART OF ESPRESSO

- for espresso lovers
- techniques and innovation
- blends and quality



DO YOU WANT TO MEDIATE THIS COMMUNITY?





**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization

## HOT & COLD BEVERAGES

- new ideas, ingredients and products
- exchange experiences and give your opinion on new products



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization

## BARISTA WORLD

- baristas' meeting point in the web
- exchange experiences
- job opportunities and competitions



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization  
International Coffee  
Organization

## PROMOTE YOUR COFFEE

- the ideal marketing channel for everyone to show their coffees, brands, etc
- green, R&G, soluble...



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization  
International Coffee  
Organization

## MY FAVORITE COFFE

- give your opinion
- find the best brands and vote
- help your peers and learn more about coffee



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization

## COFFEE & HEALTH

- discussion forum
- publish new findings
- positively coffee site promotion / link



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



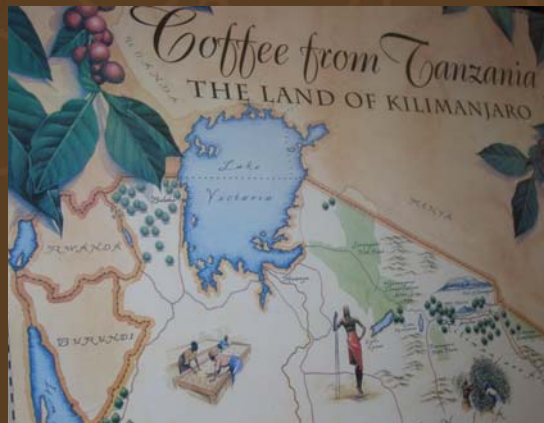
**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization

## COFFEE & TRAVEL

- coffee places to visit
- exchange information about coffee spots
- meet others who love travel... and coffee



DO YOU WANT TO MEDIATE THIS  
COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization  
International Coffee  
International Coffee

## COFFEE ART

- create a virtual coffee art gallery
- meet coffee artists around the world



DO YOU WANT TO MEDIATE THIS COMMUNITY?



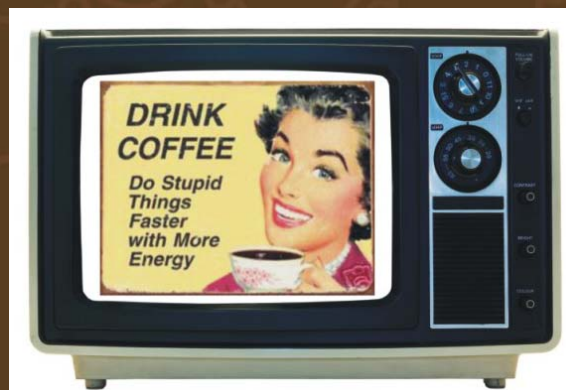
**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café  
Coffee Organization  
International Coffee  
International Coffee

## COFFEE ADVERTISING

- post videos, photos, billboards, etc. related to the coffee world
- publish your own coffee advertisement idea



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
 Organização Internacional do Café  
 Organisation Internationale du Café  
 Coffee Organization

## COFFEE IMAGES

- have a photo of your farm, cup, people, yourself, anything about coffee?
- this is the place to share it with the world



DO YOU WANT TO MEDIATE THIS COMMUNITY?



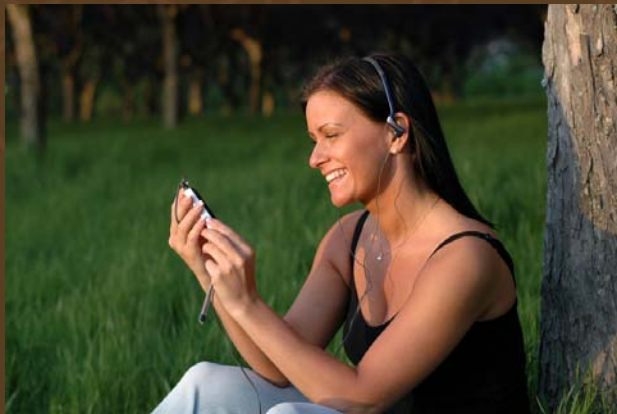
**COFFEECLUB  
NETWORK**



Organización Internacional del Café  
 Organização Internacional do Café  
 Organisation Internationale du Café  
 Coffee Organization

## COFFEE MUSIC

- is there anything better than a cup of coffee and your favorite song?
- what is your favorite music style?



DO YOU WANT TO MEDIATE THIS COMMUNITY?



**COFFEECLUB  
NETWORK**



## MY COFFEE PLACE

- where am I in the coffee world?
- what is my favorite coffee space?
- meet coffee lovers like you



**DO YOU WANT TO MEDIATE THIS  
COMMUNITY?**



**COFFEECLUB  
NETWORK**



## WHAT IS THE ROLE OF THE MEDIATOR?

- invite members, your friends and start community
- post topics, photos, videos, etc...
- promote members' interaction
- support members in your community
- manage your community, or else it won't grow and last
- interact with other communities in the network

**HAVE FUN DOING YOUR JOB!**



**COFFEECLUB  
NETWORK**

Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

**WHY BECOME A MEDIATOR?**

- meet coffee contacts and friends
- interact with potential clients and partners
- expand your network of contacts
- enlarge your coffee knowledge
  
- promote yourself
  - your work
  - your company
- do business and make money

**PROMOTE YOURSELF, YOUR IDEAS,  
YOUR COMPANY, YOUR BUSINESS...**



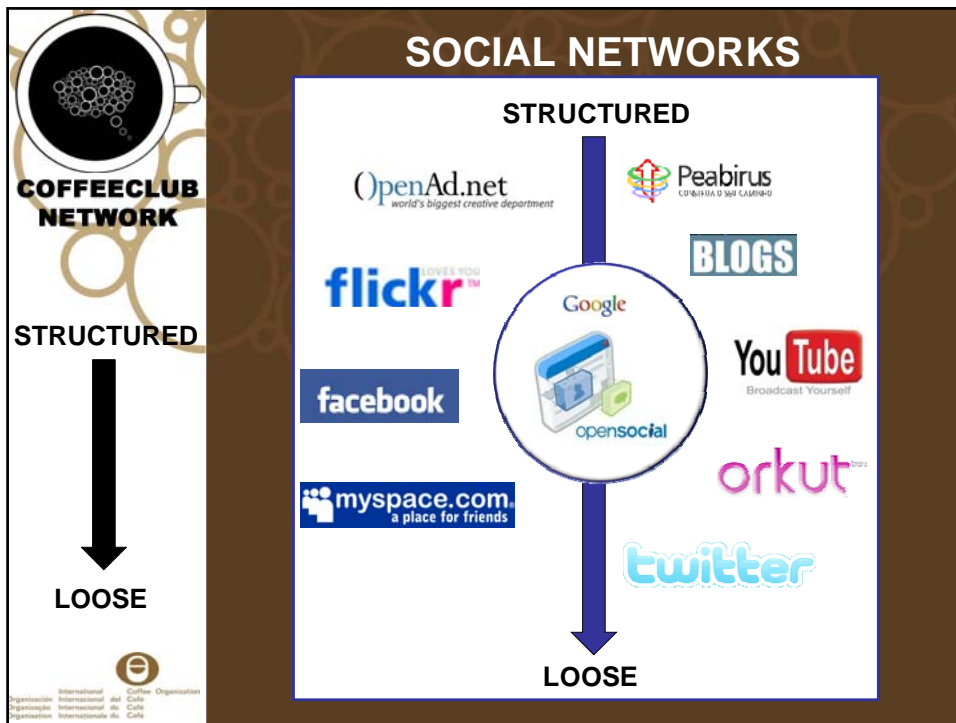
**COFFEECLUB  
NETWORK**

Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

**CREATE YOUR OWN COMMUNITY**

- communities available if you want to become a mediator
- if you have a different idea and want to discuss a different coffee related subject...
- go ahead and create your own community
- create your own coffee space
  - personal
  - private / professional
  - business / company
  - association
  - you name it

**PROMOTE YOURSELF, YOUR IDEAS,  
YOUR COMPANY, YOUR BUSINESS...**



**COFFEECLUB NETWORK**

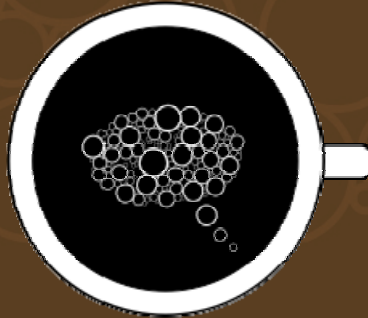
[www.coffeeclubnetwork.com](http://www.coffeeclubnetwork.com)

Organización Internacional del Café / International Coffee Organization / Organización Internacional de Café / Organizzazione Internazionale del Caffè





[www.coffeclubnetwork.com](http://www.coffeclubnetwork.com)



**COFFEECLUB  
NETWORK**

**THANK YOU!**



International Coffee Organization  
Organisation Internationale du Café  
Organización Internacional del Café