

Ausgewähltes Virtuelles Europa

Treffen in Mödling
15.-21.12.2018



Erasmus+

Nickos Synodinos
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THE COMPANY...

Coffee Island



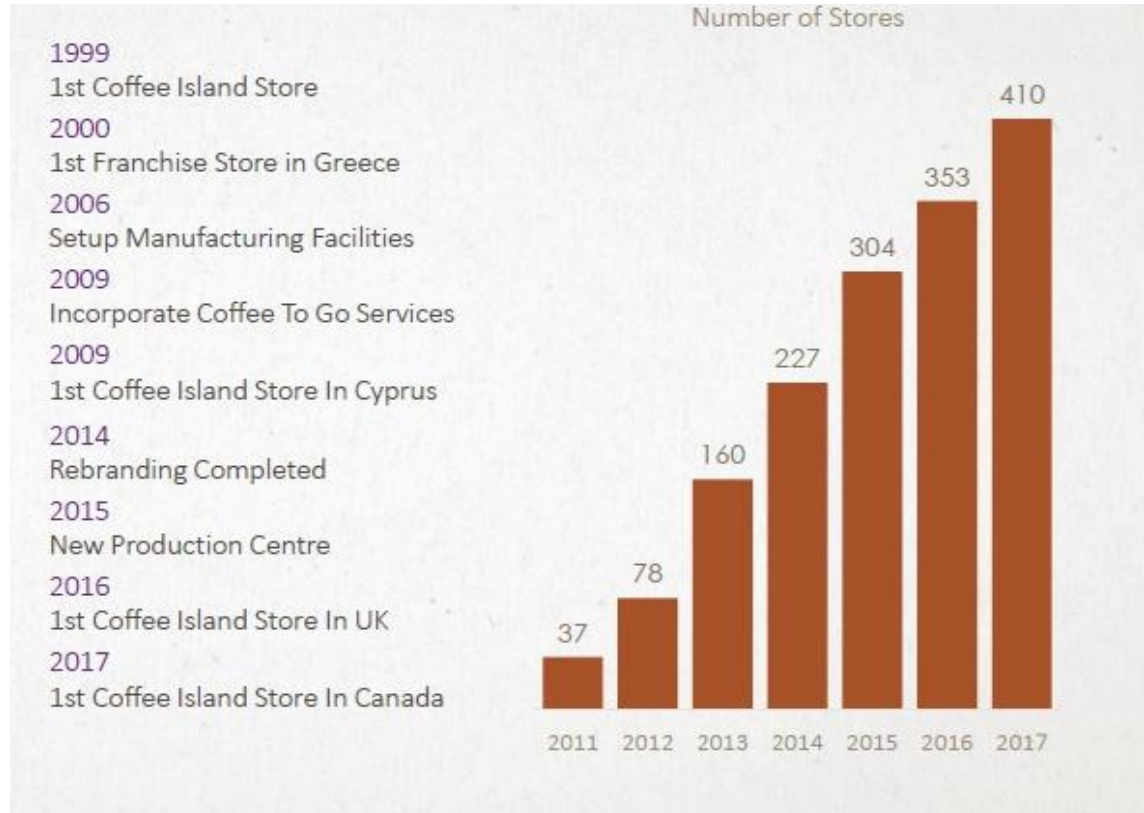
coffeeisland.gr

On the 3rd and the 12th of December 2018 Mr. Konstantinos Konstantinopoulos, CEO of Coffee Island, visited us and we interviewed him, since we had the best and most reliable “source” right in front of us!



Why did we choose to present Coffee Island ?

Coffee Island is a Greek company that has improved throughout the last years. Its sustainable growth has motivated us to search about this company. In addition to the fact that the first store was actually established in Patras.

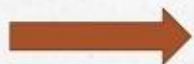


FOUR WAVES OF DEVELOPMENT

Tanja.seethaler



Coffee Island



- _ Scientific Methods and Principles
- _ Accuracy and Measurement in Brewing
- _ Deep Understanding of Properties of Coffee
- _ Attention to Water Chemistry

THE STORES...





The company numbers over than 360 stores in Greece [20 of them are in Patras].

In 2009 the firm began to operate abroad by opening the first ‘Coffee Island’ shop in Nicosia and then, 49 stores opened in Cyprus.

2017 YEND MARKET ALLOCATION

EUROPE



363

MARKET
LEADER



45

MARKET
LEADER



1

NEW
MARKET

NORTH AMERICA



1

NEW
MARKET

410
COFFEE
ISLAND

EUROPE 2017^{YEND} STATUS

	BRAND	STORES	ORIGIN
1	COSTA COFFEE	2.849	UK
2	STARBUCKS	2.466	U.S.A
3	McCAFE	2.254	AUSTRALIA
4	TCHIBO	844	GERMANY
5	CAFFE NERO	721	UK
6	COFFEE ISLAND	410	GREECE
7	SHOKOLANDITSA	361	RUSSIA
8	ESPRESSO HOUSE	345	SWEDEN
9	GREGORY'S	310	GREECE
10	EVEREST	242	GREECE

EUROPE 2017^{YEND} GROWTH IN ABSOLUT UNITS

	BRAND	GROWTH vs '16
1	STARBUCKS	247
2	COSTA COFFEE	244
3	McCAFE	176
4	ESPRESSEO HOUSE	90
5	COFFEE ISLAND	57
6	CAFÉ NERO	44
7	COFFEE FELLOWS	37
8	COLOMBUS CAFE	35
9	KAHVE DUNYASI	31
10	CHICCO DI CAFFE	23

Industry and production

UNIQUE SELLING POINTS

MicroFarm Project®



Hand-picked Herbs



Nitro Coffee



Make your blend



Freshly grounded capsules



Coffee Island obtains its products from Farmers in countries, in which coffee is being cultivated, such as Costa Rica, Guatemala, Brazil, etc. It is the largest buyers of roasted coffee and the cooperation with the producers is peak.

https://www.youtube.com/watch?v=_FNgam2DJIQ

PRODUCTION FACILITIES

- “State of Art” Roastery



PRODUCTION FACILITIES

- “State of Art” Roastery



PRODUCTION FACILITIES

- Ultra modern production of instant beverages



Coffee Island is composed of approximately 3,000 employees and has over than 400 stores.

The big number of the stores has as a result the boost of the local economy, assisting the company on having a profit so as to expand overseas (Canada, Cyprus, U.K.).

COMPANY

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graph TD; COMPANY[COMPANY] --> Shareholders[Shareholders]; COMPANY --> ManagementTeam[Management Team];
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Shareholders

Management Team

2016



https://www.google.com/search?q=greek+pensioner&hl=el-RS&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj3upnqvaTfAhWCOSwKHxiRDwMQ_AUIDigB&biw=1280&bih=610&dpr=1.5#imgrc=db9cfcAMPujWJM:



https://www.google.com/search?q=Coffee+Island+%CE%BA%CE%B1%CF%84%CE%B1%CF%83%CF%84%CE%B7%CE%BC%CE%B1%CF%84%CE%B1+event&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi1ovSCsKTF_AhWItIsKHfFRaKQQ_AUIDvgC&biw=1280&bih=610#imgrc=axVYiIN-XOztCM:

OUR POINT OF VIEW

Last but not least, we would like to say that we appreciate the fact that the company focuses on the human being. In fact Mr. Konstantinopoulos (the CEO of Coffee Island) himself told us that as a consequence of their acquaintance with the local people (farmers mostly) they want to provide them an easier education way and better life conditions.



Thank you
for your attention