



# Norwegian Coffee Culture

– *Pure, light and naked*



# The Nordic People love coffee

Why are we the heaviest coffee drinkers in the world?



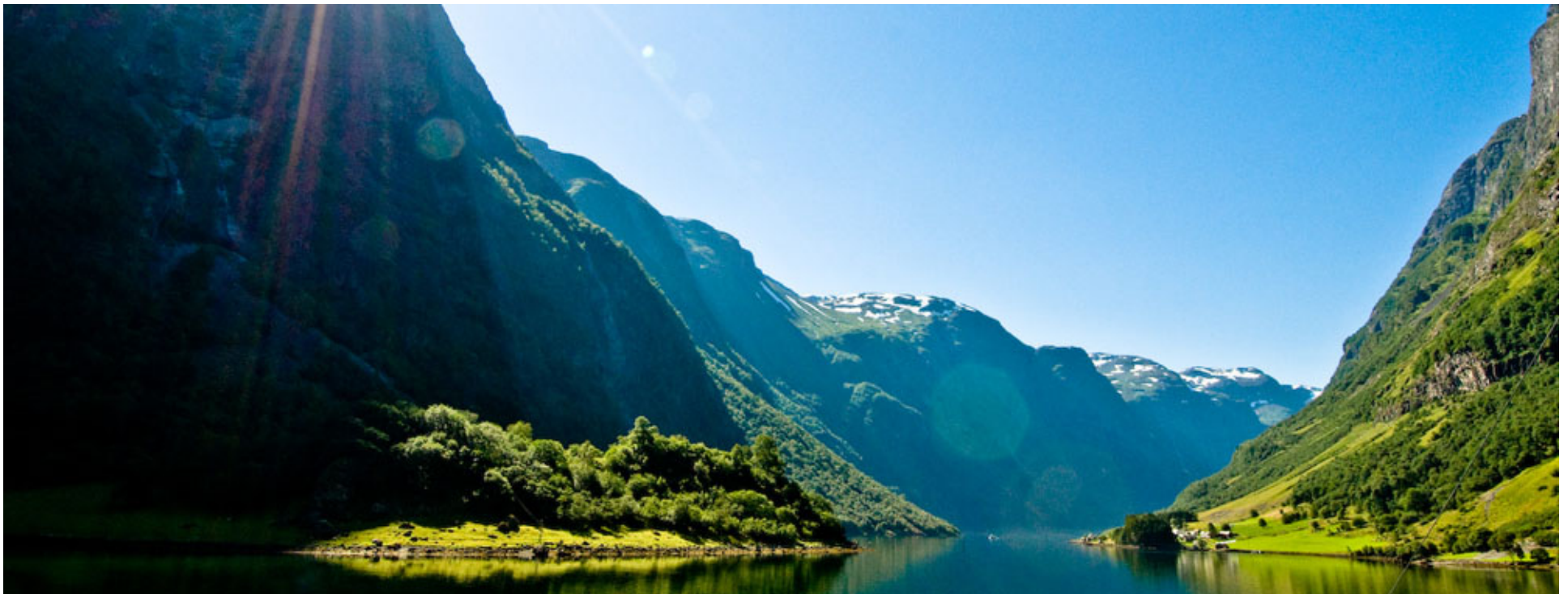
# Norwegian Coffee Association & European Coffee Brewing centre

*50 years in the business for good coffee*

## Our mission

- To work for a constantly better coffee culture
- By focusing on quality coffee in each and every cup

We are 5 million people...  
80% of grown-ups are drinking coffee...  
4 – 5 cups per day in average....



# Norwegians love coffee



# Import of Green Coffee (kg)

(Except decaffeinated and instant)

	2 010	2 011	2 012
Brazil	16 486 411	19 483 722	14 370 772
Colombia	6 161 233	6 511 103	5 814 574
Guatemala	4 408 270	3 346 148	3 702 661
Nicaragua	263 594	1 485 338	1 782 064
Kenya	1 334 032	957 236	1 123 502
Costa Rica	8 735	37 267	947 144
Vietnam	340 528	743 237	837 637
India	949 314	881 252	827 952
Honduras	352 983	384 727	719 298
Mexico	2 361 674	641 887	618 884
Peru	978 031	428 159	547 960
Ethiopia	1 180 204	612 605	493 042



# Coffee is Available Everywhere

- More than 90% of the coffee is roasted in Norway by Norwegian roasters.
- Where do we consume our coffee;
  - Place no 1: At home (40 %)
  - Place no 2: At work (39 %)
  - The 3<sup>rd</sup> place: At coffee bar, café, restaurant, at friends homes (21%)
- Approx. 700 articles regarding coffee & health are published yearly.
  - 75 % extremely positive, 20 % neutral, 5% negative (not alarming)

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## Oliver Strand: *The New York Times*

“The small-batch roasters in the Nordic countries roast lighter than the rest of the world, and Oslo roasts lighter than the rest of the Nordic countries.”

“Now Oslo is to coffee what San Sebastian or Copenhagen is to food: it’s where you go to get your mind blown.”



# Black coffee



Only 10% use additives like milk and sugar in their coffee, as e.g Cappuccino, Caffe Latte.



Black coffee is considered as the most **trendy way** to ask for your coffee;

*Country, region, plantation, as for wine.*



We are the biggest coffee drinkers in the world

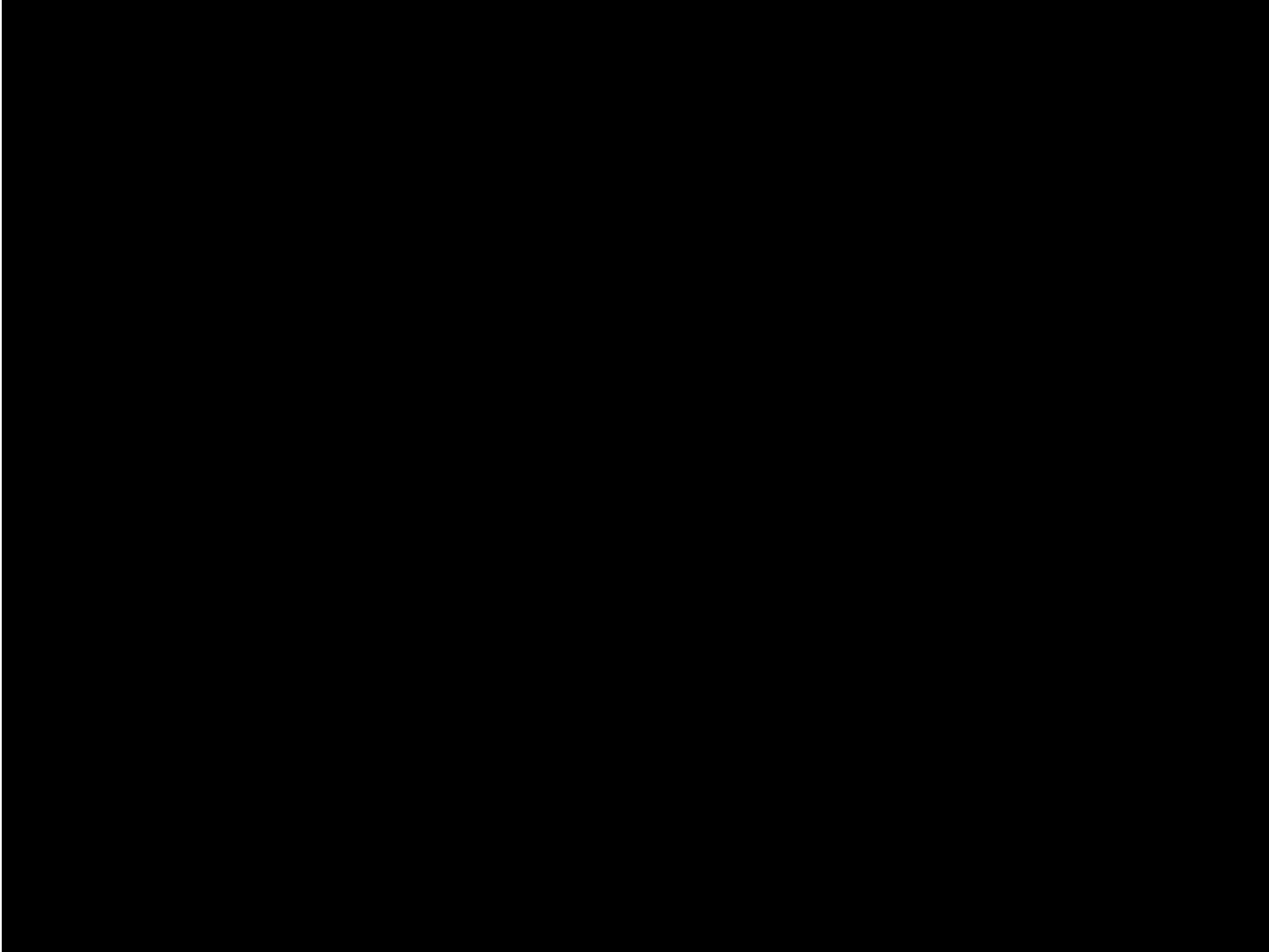
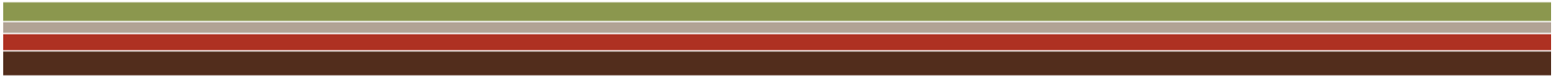
# Why?



- High quality green beans
- Light roast
- Focus on perfect brewing
- Drinkable – Easy to drink

**or.....**

**warm comfort in harsh conditions???**



# High Quality Green Coffee

## Through Tracability and Certification Programs



Traceability and record keeping



Monitoring business processes



Training



# Uncompromising; High Quality is First Priority





# Common quality standards

- All coffee roasters in Norway recommend;
  - Dosage 60-70 gram per litre of water
  - To use brewing machines approved by ECBC
- All coffee is grinded according to 5 standard grindings. This is unique!



Coffee???



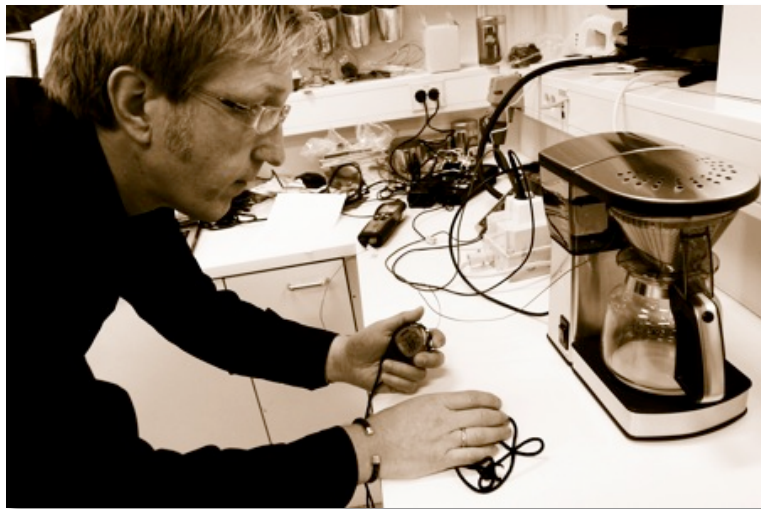
A lot of good coffee has been destroyed by a miserable brewer...



# European Coffee Brewing Centre

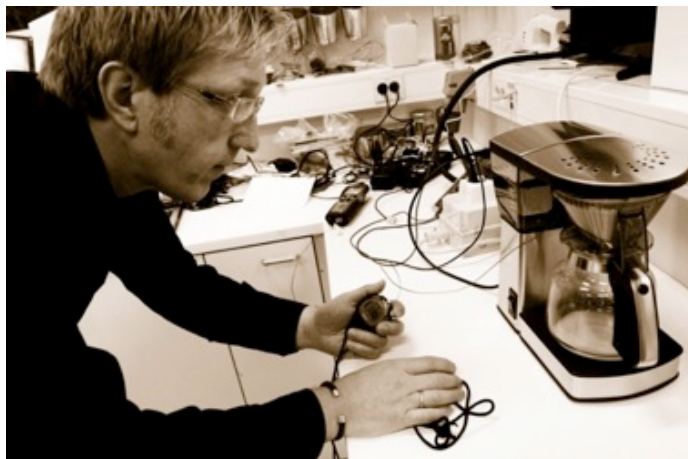
Since the Pan American Coffee Bureau closed down its Coffee Brewing Centre in 1975, NCA in Oslo has been the only organisation in the world with a coffee brewer certification programme.

The test-centre in Oslo was financially supported by the ICO from 1987-1991.



# To brew coffee correctly, a range of factors must be right

- the degree of the grind
- the contact-time between coffee and water
- the temperature of the water
- the filtration and wetting process
- the technical construction of the brewer



# Allways repeating the brewingstandards from the very first day....



**NYHET: Gratis kaffemål!**

De får det der De kjøper kaffe!

Vi laget dette målet for Dem - og det er like enkelt som det ser ut. Bruk målet hver gang De lager kaffe, da får De god kaffe - hver gang! For ren kjele eller kanna bruker De jo alltid, og vannet får De vel renne til det blir kaldt og friskt. Og så lar De ikke kaffen stå og koke, men bare trekke, ikke mer! I 5-6 minutter - ikke mer - ikke mindre. Slik blir kaffen alltid god - ja, så blir det kaffe som virkelig NYTES!

1. Ren kjele eller kanne
2. Kaldt, friskt vann
3. Risting ved hver gang
4. La stå kaffen stå og bakte

Når kaffen er god, gjør kaffe godt!

*Dagspresse 1963*



**Kaldt og friskt som kildevann . . .**

Vann - rent, kaldt og friskt - det er en glede å use av. Kaffen berater vi for - og så skulle kanskje vannet få odde-lagge hele kaffeformegelen for oss? Nei, vannet får renne til det blir kaffen verdig! Kaldt og friskt! Kjele eller kanna må selvsagt være helt ren, og kaffen må måles opp for hver gang! Den fine aromaen skal med i koppen - ikke kokes bort. Kaffen skal bare trekke i 5-6 minutter - ikke mer - ikke mindre! Noen sekunder sekundet ved springen gir oss kaffe som virkelig NYTES!

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4. La stå kaffen stå og bakte

**SIKK KAFFEMÅLET!**

Når kaffen er god, gjør kaffe godt!

*Dags-/ukepresse 1963*



**5-6 minutter . . .**

Og disse 5-6 minuttene er alltid sløstede på klokken når De har bruk for dem - når De skal lage kaffe! Slik kaffen og koker, måler den nye av sin aroma og blir svart og søtt. Trekker kaffen for lenge, blir den bitter - bitter over at ingen passer på . . . Altså. La ikke kaffen bli stende og koke - bare trekke i 5-6 minutter - ikke mer - ikke mindre! Og bruker De kaldt, friskt vann, ren kjele eller kanna og kaffemålet hver gang, får De god kaffe! Kaffe De har all mere av - og som alle NYTES!

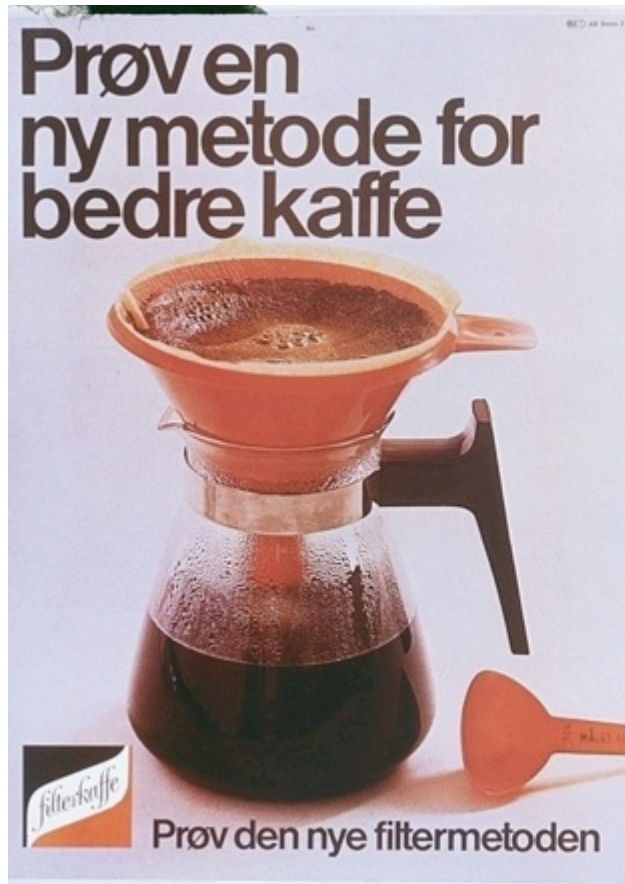
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**SIKK KAFFEMÅLET!**

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*Dags-/ukepresse 1963*

# The filter campaign in 1973-1974





# Welcome to Norway...



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# A country with beautiful nature...





# Friendly people...





**And great coffee!!!**

