



## Facts and figures

**A. Kuster Sirocco AG** is a traditional, **family-owned company** with its headquarters in **Schmerikon in the canton of St. Gallen, Switzerland**.

The company was **founded in 1908** and operates a **coffee roasting facility**, and also deals in other foodstuffs (including two bouillons). During office hours, customers can also buy directly at the production site and company headquarters in Schmerikon. The company is a long-standing **member of SCAE** (Speciality Coffee Association of Europe).



## Management

**Ralph Grüniger**, great-grandson of founder Alfons Kuster senior, has been in charge of the company since 1997, the fourth generation of his family to do so.

## Employees

A total of **20 employees** work in the company's production and sales departments.

## Customers

- the prestige segment of the restaurant and catering industries in Switzerland and abroad
- national and international key consumers (hotel industry, airlines, corporates etc.)
- a selected range of retailers in Switzerland (Globus Delicatessa, Jelmoli Gourmet Factory, Confiserie Sprüngli, Loeb Bern, etc.) and abroad (e.g. Harrods in London, Feinkost Käfer in Munich)
- private customers



## Mission and corporate philosophy

*"We are constantly in search of the best green coffee and high-quality teas in the world."*

Ralph Grüniger, owner and CEO

### Fair prices, fair trade

Sirocco negotiates fair prices with its partners and has maintained **close relations with renowned producers** for generations. Whenever possible, products are purchased directly from the growers in the countries of origin. Sirocco attaches importance to maintaining **sustainable fair-trade standards** (for example, it has roasted organic coffee from fair-trade sources since 1989).

Wherever possible, the company works **directly with plantations and growers**, which means it is also directly involved in the cultivation, harvesting and initial processing stages in the country of origin in order to secure the best quality possible.

The company likewise attaches great importance to **environmentally sound production** and having a modern administrative and sales infrastructure.

### Employees

As a family-run company, Sirocco pays particular attention to its **employees**. Most of them have worked for the company for several years, some for more than ten. The Head of Production, for example, has been with the company for over 30 years. Sirocco's own highly trained customer consultants cater to the needs of customers in the hotel, restaurant and catering industries.

### Responsibility

Sustainability, fairness and social responsibility are not merely passing fads but have been central concerns for more than 100 years since the company was founded, and handed down from generation to generation. For decades, most of the company's customers have prized it as a fair, reliable partner that not only guarantees uncompromising product quality but also markets its range at extremely fair prices.



## Products

### Coffee – Meeting the most exacting demands

#### A commitment to coffee

By focusing on sources of prime green coffee, Sirocco has identified a number of clear trends. The growing popularity of coffee machines and other coffee-making systems means consumers are better informed and appreciate first-class quality more than ever before. Gastronomy professionals likewise have higher expectations regarding coffee quality. Sirocco meets all these demands and acquires new customers constantly.

**First-class** green coffee forms the basis of all Sirocco's coffee blends. For decades, Sirocco's coffees have been obtained exclusively from superior-quality **Arabica varieties** (*Coffea arabica*), which tend to be more aromatic. However, the Arabica bush places high demands on the climate and environment, and its cultivation requires greater care and effort. Sirocco deliberately refuses to use the lower-quality, more economical Robusta beans.

#### The art of roasting

Over the years, Sirocco has developed its own roasting process known as the **Alpine Roast**<sup>®</sup>. The method uses more air than the conventional roasting process and enables us to reduce the natural acids in the green coffee to a minimum without destroying the delicate aromatic components of the fine Arabica coffee.

***"The roasting of specialty coffees can best be compared to the work of gourmet chefs – first-class ingredients form the basis, but the real work lies in preparing them or, in our case, roasting them."***

Ralph Grüniger, owner and CEO

Sirocco sources its **green coffee** from the best growers around the world, with a focus on Central and South America. Nevertheless, fine speciality coffees can also be found in East Africa (Kenya, Ethiopia) and Asia (Indonesia).



### From tree to cup

- Sirocco recognizes the importance of **following the path of green coffee beans** from tree to cup and plays a significant role in the process.
- It has agreed **binding quality standards** with partners in the producer countries. An **initial quality-based selection of the beans** takes place during harvesting itself.
- The green coffee beans are not transported loose in containers, as is usual for the mass-market segment. Sirocco insists on the **traditional method of shipment in sacks**. Although this type of packaging is more expensive, it guarantees the **most reliable and best form of transportation** for sensitive goods.
- With more than **100 years' experience** together with the practical knowledge and expertise that go with it, A. Kuster Sirocco AG can guarantee its customers consistently high, exclusive coffee pleasure.





– **Tea – uncompromising organic quality**

In 2009, Sirocco launched an extensive range of top-class **teas** whose quality sets new standards in the world of tea enjoyment.

Tea is a fascinating natural product that is plentifully available in a wide range of qualities worldwide. However, Sirocco was not satisfied with the available standard qualities – either in terms of taste or ideology – because the company was looking for very special taste experiences from an uncompromisingly natural product.

Top-quality raw materials from experienced, passionate producers – all of them natural products from verified organic sources – form the core of the exceptional range consisting of black, green and white teas, as well as a variety of herb and fruit infusions.

Hand-picked, subjected to extremely gentle drying and processing techniques, packed in handcrafted sachets made from biodegradable materials (no nylon) before finally being packed by hand in pouches designed to allow none of the flavor to escape: it would be impossible to treat the product with more care and respect.

The range is available as hand-made sachets as well as ten flavors in exclusively designed tin containers as loose leaf tea. The thread used to sew the sachets is unbleached and natural. Every sachet is packaged individually to ensure that the exquisite qualities of its contents are captured until the moment the customer decides to enjoy them.

These elegant tea sachets and high-quality individual packaging reflect the unique properties of the quality tea variants selected by Sirocco. At the same time, it goes without saying that all fair-trade standards are respected during the production of the teas.

***"We are looking for outstanding quality and the people who produce it, for the people who take delight in it and know how to appreciate it"***

Ralph Grüniger, owner and CEO



Large tea leaves are a sign of outstanding quality and there is enough space in the sachet for their elegant taste to unfold. Every moment of pleasure they give is testimony to the very special care taken during their cultivation and production.



### From bush to cup

- carefully hand-picked in the world's **best-known tea-growing regions**
- painstakingly processed by experienced, passionate **tea masters**
- initial selection of the **choicest qualities** made on the spot
- Packing and transportation in selected packaging provides **optimum protection** for the delicate goods.
- Manually packaged in **handcrafted tea sachets** made from biodegradable materials
- careful hand-packaging of the sachets in **pouches to seal in their flavor**
- All in all, care and attention that ensures our customers can look forward to the **very finest quality**.





## Other Sirocco products



**Meat stock.** This stock has been prepared according to the same recipe since 1941. As a strong base for bouillons and sauces, it has repeatedly been singled out as one of Switzerland's must-have luxury products and is produced without added monosodium glutamate.



**Vegetable stock.** For several years now, Sirocco has offered a vegetarian variant of the stock, which has become extremely popular for soups as well as for steaming, boiling or poaching vegetables. It is also without added monosodium glutamate.

For further information:

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