

# LORICAFFÈ®

## Market

It is surprising how people embraced the new innovations in the market. The first steps started with small roaster machinery, faster than imagined, the company has fulfilled its first missions, to present the espresso coffee in the Albanian market with the LoriCaffé logo, was spread all over Albania. The market in Albania was at the very first steps to begin, as only the leaders of LoriCaffé had the ambition and the good will to take the risk on introducing an essential product that became part of the daily tradition of the Albanians.

## Achievements

In the last decade, LoriCaffé fulfilled successfully the quality requirements of the market by making huge investments to ashore the highest technology in the equipment and the technological process bases, which has raised the quality of the product itself. The long chain of the production with the total control of each step, starting with the quality control of the row material, and finishing when the consumers drink the coffee in the cup, by retrieving

the necessary data of the perception of the consumer toward the quality offered made this brand special. In 2007, the company achieved the certificated standards ISO 22000-2005 and ISO 9001-2000 and this gave the company the confidence of attempting the move toward the neighbor countries too, where the fame and the good name of the company has eased the path.

## History

LoriCaffé, was found in 1995, by a team, who believed that the Albanian market, needed a strong change, in the way that they were used to drink and taste coffee. The first objective was to bring in the Albanian market, the method, taste and aroma of the famous "espresso italiano".

The consumers were expecting to taste an Albanian product in a famous Italian taste of drinking coffee, and LoriCaffé has made this possibility by introducing it in the market. During the years the market was expanded not only in Albania, but also in Macedonia, Kosovo, Monte Negro, Greece, Germany, USA etc. Taking the position as one of the best products Made in Albania, it was a natural way that Albanians were

presented with a product which had a distribution chain. The strong pillars are, Quality of the Product and Customer Care. We take care of the clients, and in order to reach all the demands they have we offer to them more products improved in quality, but in the same time we try to reflect all their suggestions as a simple demand to many market research. As part of the day by day perseverance in the market it has become a standard procedure of the training of the barman, to ashore the best way of using the espresso machine and all the tools needed, to present our coffee and its product in the best way.

## Products

In the market are present, from a long time, four type of coffee: Espresso Coffee Turkish Coffee Moka Coffee Pods Also in 2014, a new product line was launched: Lori Natural, with different types of tea, cocoa and chocolate. All brands are sugar-free, by leading the process of the high quality and demands of the market, setting the standards in the market. Lori Caffé takes special care to ensure that clients can access their favorite products in all dimensions of the market







## THINGS YOU DIDN'T KNOW ABOUT LORI CAFFÉ

The way that the coffee interacts with the human body is the main reason why we keep offering the coffee to our clients. Generally speaking, it acts positively with a normal consumption of 2 to 3 cups a day, reducing the risk of Alzheimer disease by 60-65%. by controlling the over production of the needed Beta-Amyloid protein responsible for that decease. In other studies, is proved the decrease of the liver's cancer probability by 41% in subjects, regular consumers of the coffee. In different studies all over the world, is proved that the type 2 diabetes's risk is reduced by more than 60% in subjects that regularly drink Coffee, especially in female subjects. These facts, already known by the shareholders and the board of directors has become a mission of almost 20 years of successful activity in Albanian market.

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### Recent Developments

Starting on the year 2014, a new product line was launched: Lori Natural, with different types of tea, cocoa and chocolate. All brands are sugar-free and contain no preservatives, by leading the process of the high quality and demands for the market, setting the standard in the market. Lori Caffé takes special care to ensure that clients can access their favorite products in all dimensions of the market and in a large variety of locations in Albania like shops, markets and bars.



### Promotion

LoriCaffé brand reflects the characteristics of its clients and are widely accepted in the market for a strong and pleasant taste. LoriCaffé serves high-quality coffee for coffee lovers — people who take what they do seriously, without taking themselves too seriously. LoriCaffé consumers perceive

themselves as authentic and true to themselves. They take pride in knowing who they are and where they come from. This perception of identifying through the product has made the story of the past 20 years and will be the core value for the years to come.

### Brand value

The core value of the brand, in addition to caring about the individual communities it serves, is to recognize that it has also a responsibility to the whole planet, so they do special care not to damage the Ozone layer and also to decrease at the maximum the CO2 emission in the air. Lori Caffé has a guest-first culture that results in an intense, day-in and day-out focus on keeping clients happy. The company strives to go above and beyond people's expectations of a traditional service and works to deliver best quality products.

