

# Löfbergs – Innovation for the Next generation Coffee lovers

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KÄFFEROSTERIET  
**LÖFBERGS**  
ETABLERAT  
1906

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# Innovation – It's so easy...



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# Innovation – It's so easy...

MUSEUM  
OF FAILURE  
INNOVATION

LEARNING  
IS THE  
ONLY  
WAY TO  
TURN  
FAILURE  
INTO  
SUCCESS.



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# Coffee Porridge



# Coffee Snuff



# Coffee Yoghurt



Why not?

Chewable Coffee



# Coffee Herring?

# NOT



Mock-up



# Löfbergs' Group

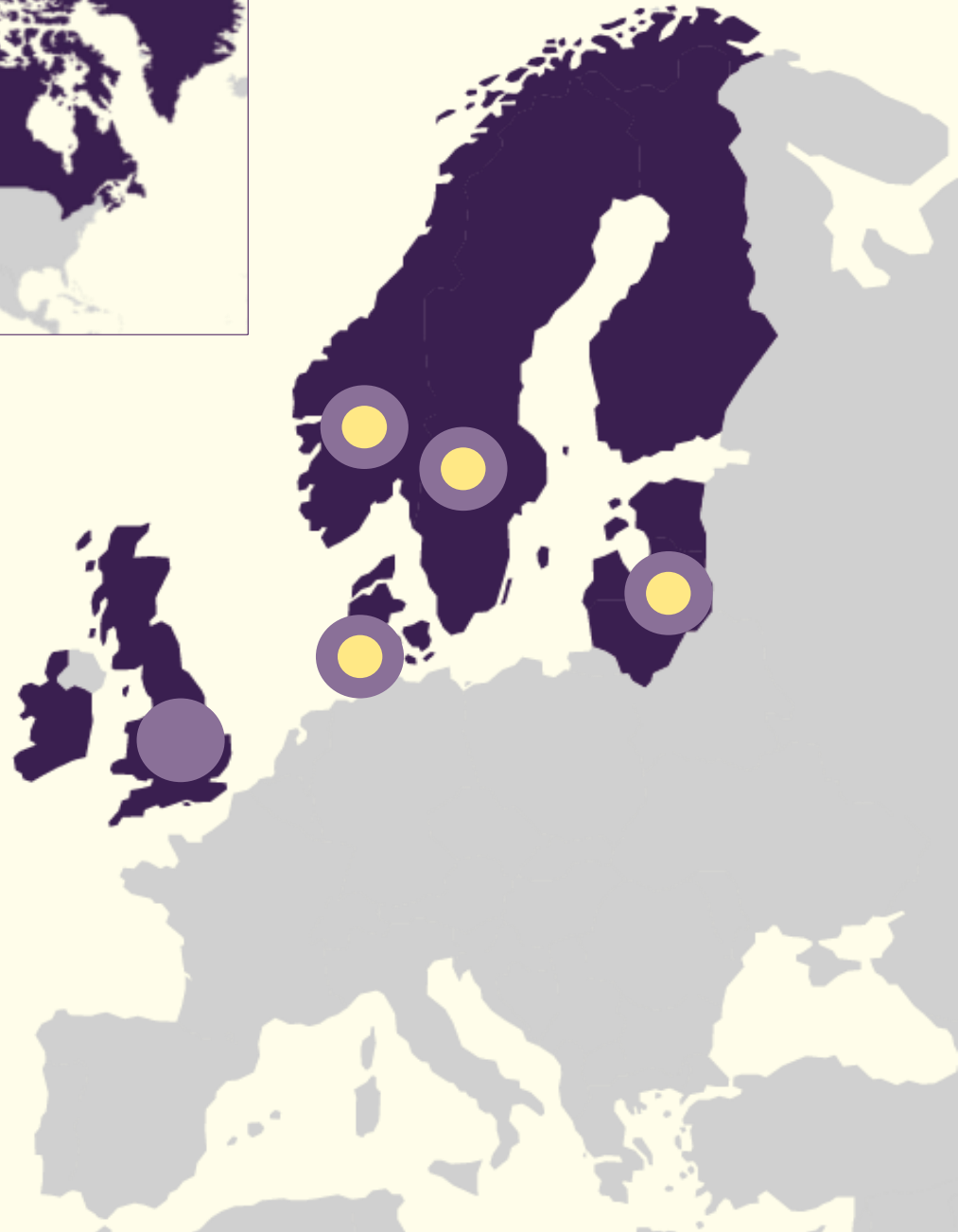
- Founded in 1906. Owned by the **Löfbergs' family**, now in its third and fourth generation.
- **340** employees
- A turnover of €180 Million, 27,000 metric tons of coffee.
- **10.2 million cups** of coffee a day.
- Great focus on **innovation** and meeting new **consumer trends**.
- One of the world's largest buyers of **organic** and **Fairtrade** labelled coffee.



# Our markets



-  Offices
-  Roasting-houses
-  Our sales



# Three business areas - each as important



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E-trade

# Our view on Innovation

Focus on trends, stretching the group brands, with a big leap – launching innovative/radical products/concepts — in order to accelerate growth and strengthen brands.



**READY TO DRINK**



**READY TO DRINK**



**SOCIAL**



**NATURAL**

**TRENDY**



**ON**



**THE GO**

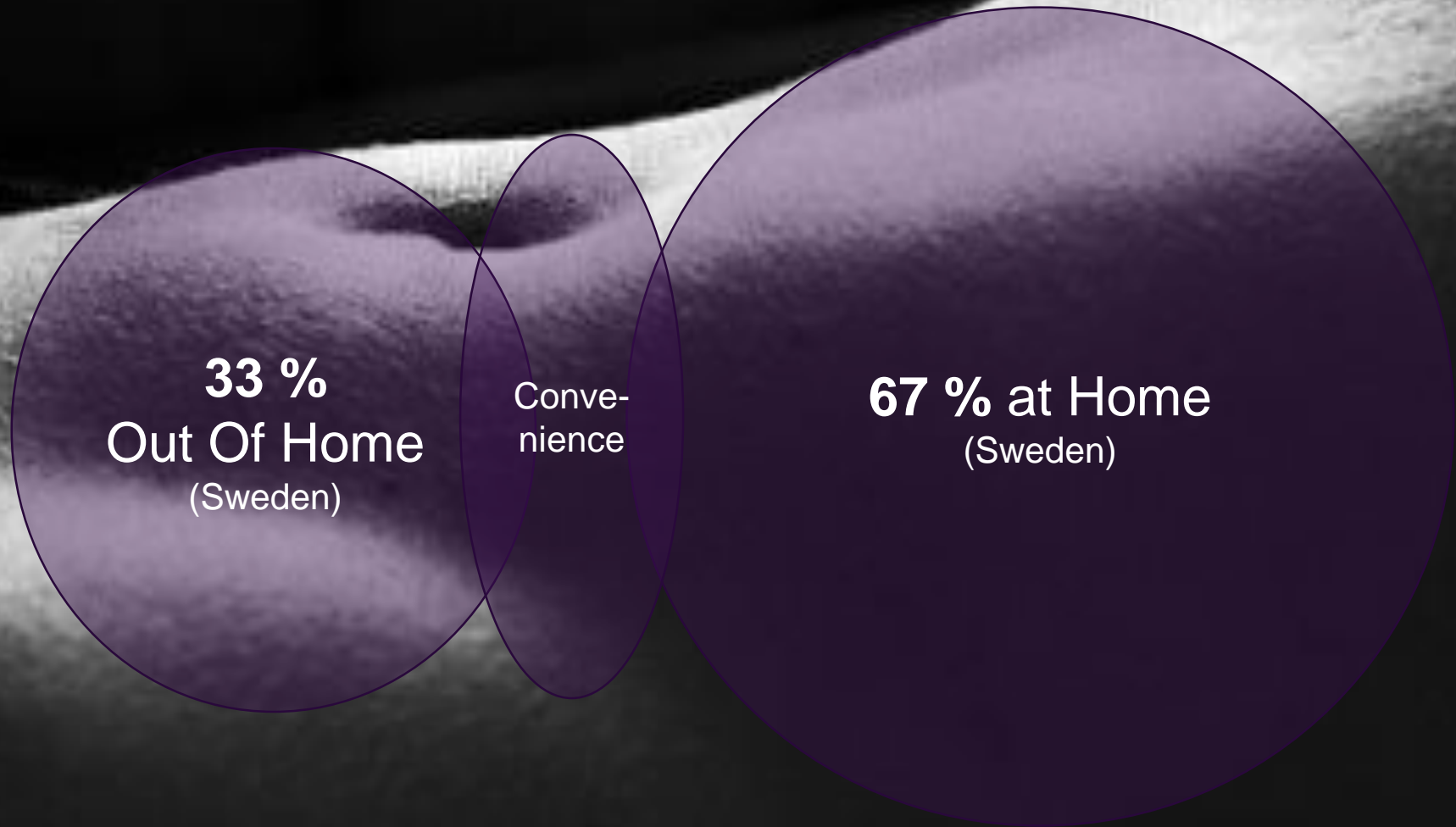


**ORGANIC**

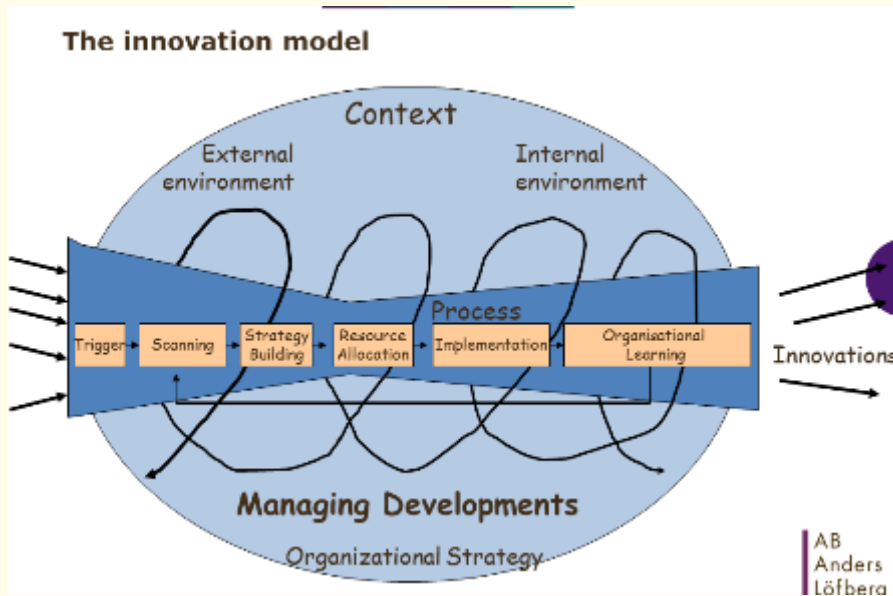


**ACTIVE LIFESTYLE**

# Share of...




There is a process...  
however, let's not go into this...





# How we nurture the culture of Innovation





# Transparency

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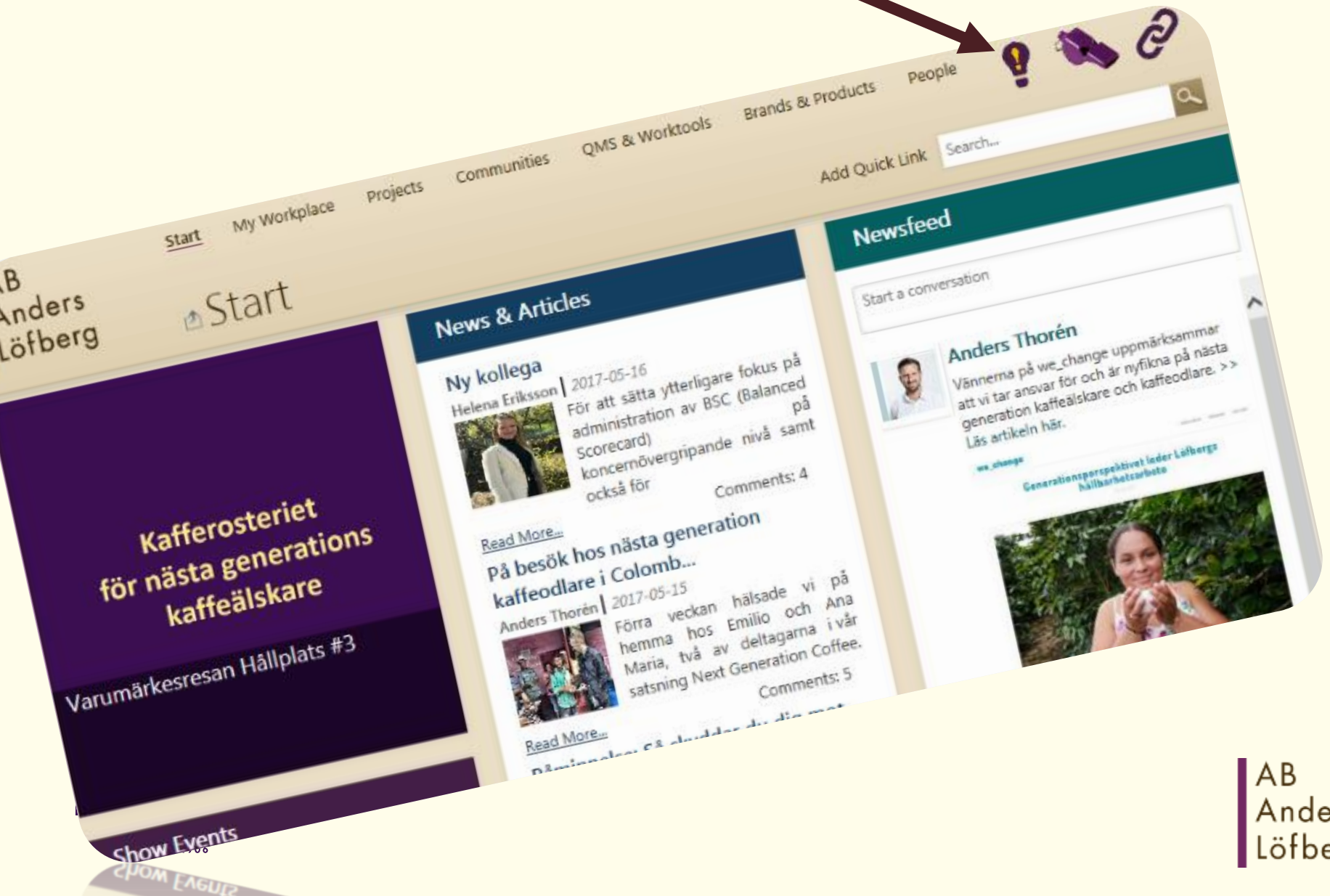


**Be curious  
And share!**

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OF PANO

# Building the culture...





# Meeting the consumer ourselves

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# Micro Innovation IRL



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AB  
Anders  
Löfberg



**On the way...**

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TRY  
**ICED COFFEE**

**Is this  
something  
new?**

*MAKE IT WITH...*

**Plenty of ice**



**COOLING-DELICIOUS-REFRESHING!**

1992...

...seen that  
...done that  
...Nielsen



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Today!



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# ICE Concept



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# Tribe



# Cocktail time

Cold Brew  
Sea buckthorne  
Honey  
Orange juice



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# Nitro



# Why ICE and RTD?

- **We build our brands**
- **We add value to our brands** – meeting new consumption needs in many different occasions builds preference and loyalty → **Tribe**
- **Brands for Next Generation** – constantly find new ways to connect our core offer & competence in a relevant way for new target groups → **Survival**
- **Profitable growth** Entrance to total product portfolio!



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# Who do we want to attract?

- **Next generation of coffee lovers**
- Attract additional target groups with ICE,
- Concious consumers seeking natural and sustainable alternatives,
- High demand for milk-free products, also consumers who are not intolerant or vegan.
- "Free from", no milk and no added sugar



# Some results

- Launched in Sweden and Denmark 2015.
- Other markets 2016 and 2017
- International/Export launch right now.
- First assortment within Löffbergs that is the same in all channels
- Internal transformation!
- Great brand-reach
- Step one in our "Ready-to" journey  
...more to come





# What's next – ICE...



"Power to the plants"

# Conclusion

- **Understand the environment**
- **Translate it into tangible ideas**
- **Launch fantastic products**



**Thank You!**

**Be curious!**