

SELLER'S GUIDE TO SPECIALTY COFFEE MARKETS

Overview

The African Fine Coffees Association (AFCA) is thrilled to announce that we are partnering up with Vuna Coffee School to offer the online course, Seller's Guide to Specialty Coffee Markets, at an exclusive rate for AFCA members. Course details from Vuna and other requirements are listed below.

Course Description: The growing demand for specialty coffees across the world has opened opportunities for high-quality coffees and suppliers of producing origins offering unique products. While this is a global trend, the specialty market and consumer trends have evolved differently across the three most prominent coffee-consuming regions, namely North America, Europe, and East Asia. In this **six-week online course**, students will learn the **unique characteristics of each region regarding quality, sustainability, and consumer trends**. With this information at hand, students will be able to **design more targeted sales and marketing strategies** depending on their focus.

Who is it for? This course is designed for coffee professionals working with producer organizations and coffee SMEs who **aim to enter or expand their presence in premium and specialty export markets**. It is particularly suited for those involved in **market access, sales, and business development who need to refine their strategies for targeting specific global regions**. Ideal participants are those with foundational knowledge of the coffee market and export business but are seeking to **optimize their sales techniques to boost client conversion rates and scale export volumes for increased revenue**. Important: Currently, this offer is exclusively available to all AFCA members.

About the Instructors: Bram de Hoog is a seasoned coffee professional boasting over a decade of experience within the industry. His expertise lies in supply chain management and the intricate art of green coffee procurement.

Throughout his career, Bram has seamlessly transitioned across various pivotal roles. From mastering the art of coffee as a barista to collaborating with a prominent specialty coffee exporter in Nicaragua, his journey culminated in the position of Green Coffee Buyer at Ally Coffee—a leading global importer of specialty coffee. His extensive portfolio includes successful purchases and collaborations with clients across most specialty markets. He is running a roastery funded and owned by a collective of coffee farmers worldwide.

Beginning her coffee career in Shanghai, China a decade ago, **Winnie Yeh** navigated roles from assistant trainer and head of a coffee academy to R&D manager and VP of the e-commerce business department at Shunda Food Company. Her clientele spanned Research & Development and Marketing managers in the food and beverage, and e-commerce sectors, representing renowned companies like Starbucks, KFC, Coca-Cola, Pizza Hut, McDonald's, Suntory, Saturnbird Coffee, or Yongpu. With a decade's worth of expertise in the Chinese coffee market, she specializes in product research and development, and education and training.

Currently at the Torch Coffee Lab, Winnie spearheads green bean R&D and sales, eager to share her insights and the latest trends in the Chinese coffee market.



Bram de Hoog



Winnie Yeh

Course Details

Course:	Seller's Guide to Specialty Coffee
Instructor:	Bram de Hoog & Winnie Yeh
Location:	Online with Vuna Coffee School
Country:	Open to all AFCA members
Duration:	4-6 weeks
Cost:	US\$484
Language:	English



Payment Details: Payment should be made to the African Fine Coffees Association (AFCA) via credit card or telegraphic transfer. Please indicate your full name and the course title when making a payment, and share proof of payment via email to Feven Genene, Ethiopia Chapter Coordinator, at feven.genene@afca.coffee. If you require an invoice before completing your purchase, please contact Ross Muhumuza, Finance Manager, at ross.muhumuza@afca.coffee.

Credit Card Payment Link:

<https://payments.pesapal.com/afca>

Please include a 3.75% transactional fee.

Wire Transfer Details:

Name: African Fine Coffees Association
Address: P.O. Box 27405, Kampala, Uganda
Bank Name: Standard Chartered Bank Uganda Limited
Account No: 8702887196701 (\$US)
Bank Address: P.O. Box 7111, Kampala, Uganda
Plot 5 Speke Road Branch
SWIFT Code: SCBLUGKA
Please include a \$25 bank fee.

Cancellation Policy: Please note that all sales are final for online courses. For any questions, please contact AFCA at secretariat@afca.coffee.

Other Information

Students will be required to create a profile and enroll on the Vuna Coffee School website to receive their certificates. The instructor will provide detailed instructions on Orientation Day. Students should expect to invest up to 28 hours to complete the course. They should also expect to participate in three live training sessions (1.5 hours each).