LOGISTICS AND SHIPPING

Quick and efficient logistics network for coffee shipment to our global customers.

DIRECT TRADE AND RELATIONSHIPS

We have a direct trade approach and liaise with coffee farmers and cooperatives. Our focus in promoting this partnerships and relationships to ensure fair prices, support sustainable farming practices, and promote social and economic development in the communities where the coffee is grown.

PRODUCT RANGE:

Green Coffee, Roasted Bean







QUALITY ASSURANCE:

- 1. Handpicked
- 2. Hard sorted/selected
 - 3. Wet processed
- 4. Fermented and sun dried. Expert roasting process for our beans with quality checks



TASTING NOTES:

Full body with strong rich taste, Distinctly bright acidity and potent sweetness. Floral tones with black currant and citrus over tones.

SUSTAINABILITY AND ETHICAL SOURCING:

We promote farming practices that enhance biodiversity and water conservation. We also advocate for climate-resilient coffee varieties to mitigate the effects of climate change. Most Kenyan coffee is produced by smallholder farmers. Initiatives that focus on direct trade practices help in ensuring these farmers get a better share of the profits by eliminating middlemen, thereby improving their incomes.

CUSTOMER REVIEW







"Beans had great aroma and were crisp and fresh, making grinding a breeze"



"I've now found a coffee that really suits my taste buds. Lovely strong taste with no bitterness when a dash of milk is added."

AVANA HOTEL Lubumbashi



FOR TRADE ENQUIRIES, CONTACT US:

HEADQUARTERS

- **\ +254 722 552 241**
- 10th Floor, Lilac Valley Suites, Riverside Mews,
 Off Riverside Drive Nairobi,

DUBAI OFFICE

- +971 555017640
- info@rokand.com
- United Arab Emirates,7th floor, Room 214, Centurion Tower



INTRODUCTION TO KENYAN COFFEE



In the heart of Kenya, nestled between the breath-taking vistas of the Great Rift Valley and the majesty of Mount Kenya, lies a secret as rich and inviting as the soil from which it springs: the story of Kenyan coffee. Kenyan coffee, is not just coffee.

It's a symphony of flavors, a ballet of aromas, and a testament to centuries of tradition and innovation. Grown at high altitudes, in rich volcanic soils, each bean is nurtured by cool temperatures and sporadic rainfall, creating conditions perfect for producing coffee that dances across the palate with notes of blackcurrant, ripe berries, and a hint of savory-sweet complexity unparalleled on the global stage.



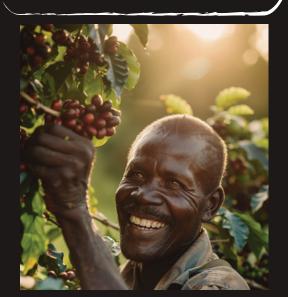
INSPIRATION

Founded by two young entrepreneurs who grew up and drew their inspiration by acquiring coffee knowledge handed down by their parents and grandparents in the heart of Mount Kenya. This enabled them to gain first hand exposure of the challenges and struggles yet joyous moments of peasant coffee farming. They were able to get a decent education yet the family's status quo remained unchanged. With motivation to shift the status quo, they broadened their knowledge and experience gained from their parents through education in agribusiness and accounting & finance.

This granted them a rare but valuable opportunity to understand the coffee industry's value chain, direct global connection and sustainable practices that will not only promote the environment but will also improve the livelihoods for coffee farmers for generations to come through innovation, employment, value addition and market expansion that links them with coffee lovers around the globe.

SERVICES Coffee Sourcing In collaboration with the local coffee farmers and cooperatives in Kenya, we ensure quality, consistency and diversity in our coffee bean supply as we adhere to fair trade practices and sustainability.

Coffee Selection Organize with coffee roasters seeking to purchase finest green beans by providing coffee origin trips, public cupping sessions as well as customized coffee profiles of their choice giving buyers confidence of their purchases. Grading and classification is based on altitude and/or region; botanical variety; wet or dry preparation process; bean size (screen size); bean shape and colour; number of defects (imperfections); roast appearance and cup quality (flavour, characteristics, cleanliness) and density of the beans.





COFFEE SOURCING

In collaboration with the local coffee farmers and cooperatives in Kenya, we ensure quality, consistency and diversity in our coffee bean supply as we adhere to fair trade practices and sustainability.

COFFEE SELECTION

Organize with coffee roasters seeking to purchase finest green beans by providing coffee origin trips, public cupping sessions as well as customized coffee profiles of their choice giving buyers confidence of their purchases. Grading and classification is based on altitude and/or region; botanical variety; wet or dry preparation process; bean size (screen size); bean shape and colour; number of defects (imperfections); roast appearance and cup quality (flavour, characteristics, cleanliness) and density of the

PROCESSING AND PACKAGING

We have modern processing and attractive packaging that meet market expectations and requirements while adhering to the set international standard which maintains quality and integrity of coffee.

COFFEE CONSULTATION

Our expert team has vast knowledge and expertise in the coffee industry thus providing consultation on various aspects in the coffee business value chain from sourcing, bean selection to marketing strategies.