



LES CAFÉS  
**sati**

# Press kit 2022

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# The perfection of the coffee bean for over 95 years



**Café Sati, a historic roaster in Alsace, perpetuates a know-how passed down from father to son to produce quality coffee. From the selection of the cherries to the roasting, from the tasting to the sale, the coffee is sublimated by the mastery of techniques, rich in tradition.**

A family business created by the grandfather of Nicolas Schulé - the current director - its history began in Strasbourg in 1926 in a roasting workshop called "les cafés Arc" ("À la Renommé du Café") at 5 rue des Francs-Bourgeois. Georges Schulé roasted coffee there and delivered it to his customers. In 1952, the company was renamed Sati (Société Alsacienne de Torrification et d'Importation). When Georges died, his wife took over, and in the early 1960s Sati took a new turn: that of mass distribution, which was growing rapidly. The Alsatian company ensured the continuity of its development by building a new roasting plant at the Port du Rhin in 1964. Since 1992, Sati has also been present in Poland via its subsidiary, which is equipped with ultra-modern roasting equipment.

Cafés Sati has based its growth on development in line with its founding values. A steady and reliable growth, perpetuating a company on a human scale with 49 employees on its Strasbourg site.

**1926**

**YEAR OF CREATION**

**49**

**EMPLOYEES**

**38 millions d'€**

**TURNOVER IN 2020**

**3500**

**TONNES OF ROASTED  
COFFEE / YEAR**

**85%**

**ACTIVITY IN  
SUPERMARKETS**

# The taste of coffee

Café Sati favours producers from private farms or organised in cooperatives, with whom the Schulé family has forged strong links for a fairer trade.

For more than 20 years, Café Sati has offered a range of organic and Fairtrade/Max Havelaar certified products, guaranteeing fair remuneration for producers, enabling them to improve their working and living conditions while preserving the environment.

Over the years, Sati has become a master in the art of tasting and selecting the best coffees in the world, favouring the finest Arabicas, grown at high altitudes and processed with care. His favourite regions are Central and South America and East Africa. Some 30 different origins are selected for the preparation of its recipes. This is a delicate stage, because to select the best coffee, it is also necessary to understand the constraints of the market. The coffee tree fears all excesses of drought, cold, wind or rain, which can make the plants more susceptible to fungal diseases and hinder their harvest and drying. It is therefore the selection of the beans and the elaboration of the blends that determine the quality and consistency of a good coffee.



A delicate  
art, for ever  
more finesse

Before making a final choice, samples of the beans are tasted. To select the best, experienced palates form a tasting panel that tests the coffee; a daily ritual lasting 1.5 hours during which aromas, acidity, flavours and persistence in the mouth are analysed. Only the 4 members of the jury are authorised to validate the coffees to be used for production.

Café Sati roasts in accordance with the tradition and know-how of the craftsman. The coffee is roasted from the heart, with a slow, gentle and gradual rise in temperature to give the aromas time to reveal themselves and express themselves. Each bean has its own DNA. This varies according to the nature of the soil, the climate, the altitude... The same cherry can be used with different extraction processes and be used in different blends. Sati's master roasters excel in the art of creating new recipes as well as the art of blending, which has become the pride of the roaster!





# A team of talents



*Nicolas Schulé*

**President of Café Sati**

3rd generation of the Schulé family, he took over the management of the company in 2009.

A driving force in the company and an active member of the daily tasting panel!

*Sébastien Maurer*

**Triple French Champion of Cup Tasting -  
Quality Manager**

He excels in the art of finding the ideal raw material for the production of coffees sold in supermarkets. An innate gift coupled with real know-how to identify the qualities of coffees but also to discard those with marked defects (metallic, earthy, fermented, etc.).

Motivated by the challenge, he has been competing since 2013 in the French Cup Tasting Championship, a title he won three times, in 2014, 2016 and 2017.



*Virginie Leclerc*

**Human Resources Manager**

3rd generation of the Schulé family and sister of Nicolas Schulé.

In 2018, she won third place in the French Cup Tasting Championship.

Not forgetting the 47 other members of the team, without whom nothing would be possible!

# A pioneering spirit in a few dates

Governed by a policy of constant quality, sustainable development, rigorous selection of green coffees and methods that respect the know-how of the artisan roaster, Café Sati has never ceased to invest in order to meet market demand by proposing breakthrough innovations!

Throughout the history of the Schulé family and Cafés Sati, it is certainly innovation, marking the family's open-mindedness and interest in new processes and new products, that has been the strength of the company and ensured its continuity.



**1926** Georges Schulé creates a roasting workshop.

**1930** Sati is the first to market decaffeinated coffees in France and holds the exclusive concession for the COFFEX decaffeination process.

**1964** The company moves to the Port du Rhin and begins construction of a new roasting unit and offices. This year also marks the company's entry into supermarkets.

**1977** Installation of a film press (film surrounding the coffee beans that comes off during the roasting process). This innovation allows the recovery of this waste; a first step towards sustainable development.



**1982** Sati uses a revolutionary vacuum packaging process, a first in France: flexible packets equipped with a freshness valve that preserves the fullness of the aromas. That year, Sati was also the first in France to market "Pure Origins" in supermarkets: Moka, Guatemala, Colombia and Brazil, while soluble coffee made its debut on the shelves!



**1990** Entry into the market of "flavoured ground coffees" flavoured with vanilla or chocolate, new in France.

**1992** Establishment of the Sati Polska subsidiary in Poland, in Kwidzyn near Gdansk.

**1997** Obtained ISO 9001 certification.





# A pioneering spirit in a few dates



**2000**

The Port du Rhin factory and facilities have been modernised, after 5 years of work and a total investment of almost 5 million euros!

**2001**

Launch of the double label Bio and Max Havelaar from fair trade and organic agriculture.

**2006**

IFS (International Food Standard) certification obtained.

**2014**

Sati launches its first Nespresso compatible capsules.  
First French Cup Tasting Champion title for Sébastien Maurer

**2016**

French Cup Tasting Champion title for Sébastien Maurer

**2017**

- Title of French Roasting Champion
- French Cup Tasting Champion title for Sébastien Maurer

**2018**

- Title of French Roasting Champion
- 3rd place in the French Cup Tasting Championship for Virginie Leclerc



**2019**

Investment of €4.5 million for the extension of the premises and deployment of new equipment. Objectives: expansion of the production and storage unit by 3000m<sup>2</sup> and creation of 500m<sup>2</sup> of offices. Doubling of the packaging area.

Sébastien Maurer finishes 3rd in the French Cup Tasting Championships



**2020**

Sati obtained the PME+ and Alsace Excellence labels, which reward its daily commitment to an ethical and responsible approach while highlighting the expertise and historical know-how of the roaster.



# A pioneering spirit in a few dates



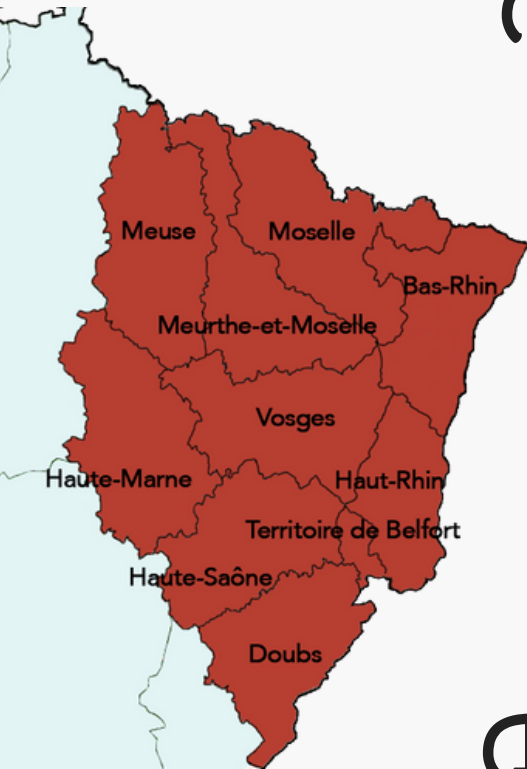
2021

- Sati innovates and releases the Home Compost capsule. Compostable in less than 6 months at room temperature and made of 100% renewable materials. Zero waste when recycled in a domestic compost. The Home Compost capsules range is composed of 8 products including 4 organic references. This novelty allowed us to be selected in the top 10 of product innovations at the Anuga trade fair in Cologne.
- In 2021, Sébastien Maurer, quality manager at Café Sati, participates again in the Cup Tasting France championship. He brilliantly reached the 2nd place of the competition.





# For the supermarkets and hypermarkets



Being primarily a regional company, this proximity is the strength of Café Sati.

Today, Sati's products are distributed in supermarkets and hypermarkets in the north-east of France (10 departments and 15% market share in all supermarket chains) and in all the good restaurants in Alsace-Lorraine.

On the national market, Sati is present through private label products (Marque De Distributeur). Finally, 5% of Strasbourg's production is exported to ten or so countries, including the USA and China.

# For the hotel and restaurant sector

To ensure that a good coffee is the signature of a good meal, in 2013 Sati launched an offer dedicated to the hotel and restaurant sector "Les Cafés Sati Gastronomie".

The company intends to strengthen its market position by doubling its sales force. The team thus offers professionals a turnkey, tailor-made service around the world of coffee. Sati provides coffee machines, maintenance and adjustments, dishes, sugar, speculoos, etc., as well as training for customers to help them make the best choice of coffee.

Local craftsmen and producers are always favoured (e.g. Reneka machines come from Rosheim).



# Respect for the environment

Because of their activity close to nature, Les Cafés Sati can only be sensitive to the fragility of the environment. The company has therefore chosen to use river transport (5% of the coffee received). From certain exporting countries, the green beans are loaded into 24-tonne containers, transported by cargo ship and then by barge or barge via the Rhine and delivered directly to the silos. The coffees are also packed in recyclable jute bags.

In the manufacturing process, a dust removal system limits the emissions of volatile dust produced during the cleaning of the green coffee, and a catalyst reprocesses the fumes. Finally, a film press transforms the films produced during the manufacturing process into small vegetable sticks. The company can boast of recycling 70% of the waste it produces! Finally, it obtains 100% of its renewable energy from ES.



## At the heart of the circular economy

Café Sati work hand in hand with associations from the social and solidarity economy on projects based on sustainable development:



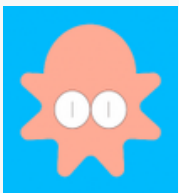
### *Les Jardins de la Montagne Verte*

A project that won the Ministry of Ecology's Trophée du Mécénat with the Ecological Solidarity Prize in 2013. The Strasbourg-based association for social and professional reintegration produces and distributes organic vegetables and offers agricultural and para-agricultural services. Sati donates the coffee bean skins produced during the roasting process to the association. This organic 'waste' is a great fertiliser, ideal for feeding the 15 ha of land. More than 12 tonnes of potting soil per year are produced in this way, representing a saving of 14,000 euros for the association. For its part, Sati saves on incineration costs.



### *Libre Objet*

Created in 1997, Libre Objet is a Strasbourg-based association for integration in the artistic sector, welcoming nearly 200 people on subsidised contracts. Since 2010, the association has been recovering empty coffee packaging that is not fit for sale because of a few manufacturing defects. With these packages, Libre Objet designs original shopping bags, some of which are bought by Sati.



### *Octop'us*

The Strasbourg-based NGO Octop'us gives a second life to burlap bags by reusing them during the various clean-up actions they organise, thus replacing the traditional plastic bags.



### *Valterra Strasbourg*

Valterra offers its customers the possibility of using hessian bags as containers to fill them with compost and wood chips, thus replacing plastic bags. These bags are made from recycled material and this revalorisation is part of an eco-citizen approach!



# Home compostable capsules

The year 2021 marks a new stage in the CSR strategy of Café Sati with the launch of compostable capsules at home! A new generation of capsules that makes the Alsatian roaster a pioneer in innovation in favour of the environment.



TÜV Austria Ok Home Compost certified, the capsule can be disposed of after use in the garden compost. It decomposes naturally in less than 6 months at room temperature between 20 and 30C°.

It is also certified OK Biobased 4 stars guaranteeing a capsule made of 100% renewable materials.



## Zero Waste approach

This new capsule is part of a zero waste approach, provided that it is reused in domestic compost. If it is correctly sorted, it will in turn become a 100% organic fertiliser that can be used to plant vegetables while restoring the quality of the soil.





# Naturalba - Café Sati

Café Sati and Naturalba, a Costa Rican coffee grower, have together developed Costa Rican coffee from a responsible and ecological approach.

Both have a common commitment to the preservation of the environment and in particular the Costa Rican biological treasure.



The coffee comes from the volcanic valleys of the Turrialba region of Costa Rica. The coffee plots are located between 800 and 1600 meters above sea level and are mixed with other crops to obtain a quality soil and to guarantee biological diversity. The coffee is produced with respect for nature through sustainable agriculture.

## *A biodiversity paradise to be preserved*

Costa Rica concentrates more than 6% of the world's animal biodiversity, including 10% of bird species. The Turrialba region is located in the heart of an important biological corridor for a large number of species: the Biological Corridor of the Cordillera Volcanica de Talamanca, CBCVT.

However, the tropical climate encourages the rapid growth of weeds, leading many farmers to use herbicides and pesticides.

The current challenge lies in the need to completely dispense with these synthetic products in order to preserve Costa Rica's biological treasure.

Today, Naturalba has already been rewarded by the fruits of its labour. By combining 100% organic farming and diversifying the crops on the same plots, Turrialba has become a real productive ecosystem that is home to a large quantity of fauna and flora.





# Les Talents Sati

In 2013, Les Cafés Sati launched Les Talents Sati, an art competition open to students of the HEAR (Haute école des arts du Rhin) aimed at highlighting the links between art, industry and the city, and intended to sublimate the façade of the coffee roastery in an original way. Initiated with the aim of supporting contemporary artistic creation, this long-term corporate sponsorship initiative also demonstrates Café Sati's desire to accompany the transformation of the Port Autonome's urban and industrial landscape. The competition is open to 10 partner art schools in France, Germany, Switzerland and, from 2021, in Belgium. The winning work will be visible for a year, which offers an extraordinary visibility for artists in the making.



## Winners 2013 « Heure luxueuse »

By Margot Dien and Baudoin Lindas, students at HEAR. The work recalls the idea of movement and dynamism of roasting. Indeed, the removable grey and golden pieces come to life according to the intensity of the wind.



## Winner 2014 « Trombine d'Usine »

By Alexis Reymond, student at HEAR. A photographic fresco honouring the employees of Café Sati. Their faces and bodies adorn the facade of the factory.

## Winners 2016 « Blazing Darkness »

By Nina Kronenberger, Maria Sieradzki and Merle Sommer from the Saarbrücken School of Fine Arts (Germany). The work, which represents a coffee tree flower opening towards the sky, decorates the landscape by day and by night with an original printing process on a photoluminescent tarpaulin that captures solar energy and partially restores light after dark.



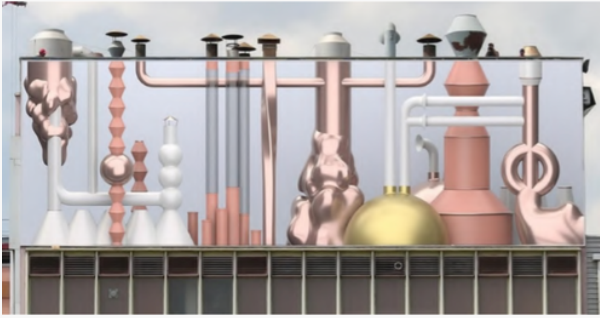
## Winners 2017 « Intemporel »

By Pierre Boyer and Youri Asantcheeff of the HEAR. The work represents a cup of coffee which, sublimated by the photographic framing, resembles an arch delimiting the celestial vault. A subtle nod to the Beatus Rhénanus bridge linking Strasbourg to Kehl.



# Les Talents Sati

## Winners 2018 « Curiosités industrielles »



By Joanna Hateley and Thomas Roger, students at HEAR. The two students proposed to reveal the other side of the SATI set, all in volumes and transparency, like a shop window. Rather than thinking of the screen as a surface concealing the interior of the factory, they created an illusion of what might be hidden in the building.

## Winner 2019 « Fenêtre sur Canal »



By Justine Siret, student at HEAR. A project born from the desire to play with several spaces in the same image. "I would like to use this 18m x 6.5m screen to create a new window on this building, leading to an imaginary space which would appeal to motorists (...) and in which one would find elements relating to the identity of Sati."

## Winners 2020 - 7th edition « Situ Sati »



From Maéva Sanz student at the Beaux-Arts de Cergy and Elie Bouisson graduate of the HEAR. "Situ Sati is a counterpoint in a world with a frantic lifestyle." The duo wanted to capture the present moment and slow down this temporal notion in a world constantly in motion. The idea was born during confinement, with this need for freedom and to cut off from virtuality.

## Winner 2021 - 8th edition « Arcadia »



By Victoria Kieffer, a graduate of the HEAR. Through this work, the young artist evokes both her Polish heritage and the Alsatian heritage that she encountered during her studies. The fresco is conceived from patterns made on cut paper, inspired by wycinanki (Polish cut paper) and patterns from digital archives of decorative arts books.



# A grain of knowledge!



After oil, coffee is the second most traded commodity on the stock market.

Coffee alone supports over 25 million people worldwide.

**Coffee is the second most consumed beverage in the world after water (the equivalent of 167 million 60 kg bags in season 2020/2021).**

Brazil is the world's largest coffee producer, followed by Vietnam, Colombia, Indonesia and Ethiopia.

There are over 70 species of coffee trees. Arabica and Canephora (Robusta) are reserved for consumption. Arabica is the most noble!

**The shrubs produce fruit (cherries) after 4 or 5 years.**

The coffee beans are extracted either by wet extraction (the cherries are pulped as soon as they are harvested and then the coffee is washed in water) or by dry extraction (the cherries are dried in the sun and then hulled to recover the beans).

**Green coffee has no smell, it is only when it is roasted that it releases its aromas!**

For a single cup of espresso, you need 35 to 40 roasted coffee beans.

**In a roasted coffee bean there are between 800 and 1000 aromatic compounds.**

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