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Coffee bean perfection for over 95 years



Cafés Sati, Alsace's historic coffee roaster, perpetuates know-how handed down from father to son to produce quality coffee.

From cherry selection to roasting, from tasting to sale, coffee is sublimated by the mastery of techniques, rich in tradition.

A family business founded by the grandfather of Nicolas Schulé - the current managing director - its history began in Strasbourg in 1926, in a roasting workshop called les Cafés Arc (À la Renommé du Café). Georges Schulé roasted coffee and delivered it to his customers.

In 1952, the company changed its name to Sati (Société Alsacienne de Torréfaction et d'Importation). On Georges' death, his wife took over, and in the early 60s Sati entered a new phase of growth, that of mass retailing.

In 1964, the Alsatian company ensured the continuity of its development by building a new roasting plant at the Port du Rhin. Since 1992, Sati has also been present in Poland via its subsidiary, equipped with ultra-modern roasting equipment.

Les Cafés Sati's growth has been based on development in line with its founding values. Steady, reliable growth, perpetuating a human-scale company with 49 employees at its Strasbourg site.

1926

YEAR OF CREATION

50

COLLABORATORS

49 million €

SALES IN 2022

3250

**TONNES OF ROASTED
COFFEE / YEAR**

85%

**SALES IN
SUPERMARKETS**

The taste of coffee

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

For over 20 years, Café Sati has offered an organic and Fairtrade/Max Havelaar certified range, 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 testing and selecting the world's finest coffees, giving priority to the finest Arabicas, grown at high altitudes and carefully processed. His preferred terroirs include Central and South America, as well as East Africa. Some 30 different origins are selected for the recipes. It's a delicate stage, because to select the best coffee, you also need to understand the constraints of the market.

The coffee plant fears all excesses of drought, cold, wind or rain, which can make the plants more susceptible to fungal diseases and hamper harvesting and drying. It is therefore the selection of beans and the elaboration of blends that determine the quality and consistency of a good coffee.



*A delicate
art for ever
greater
finesse*

Before making a final choice, samples of beans are tasted. To select the best, experienced palates form a tasting panel to test the coffee; a daily ritual lasting 1h30, during which aromas, acidity, flavors and persistence in the mouth are scrutinized. Only the 4 members of the jury are authorized to validate the coffees destined for production.

Les Cafés Sati roasts with respect for tradition and craftsmanship. The beans are roasted from the heart, with a slow, gentle, gradual rise in temperature to give the aromas time to develop and express itself. Each bean has its own DNA. This varies according to soil type, climate, altitude... The same cherry may be extracted using different processes, and used in different blends. Sati's master roasters excel in the art of creating new recipes and blends, which have become the pride of the roaster!



A team of talents



Nicolas Schulé

Chairman of Cafés 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

Quadruple French Champion of Cup Tasting - Quality Manager

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

Motivated by the challenge, he has been competing in the French Cup Tasting Championship since 2013, a title he has already won four times, in 2014, 2016, 2017 and 2022.



Virginie Leclerc

Human Resources Manager

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

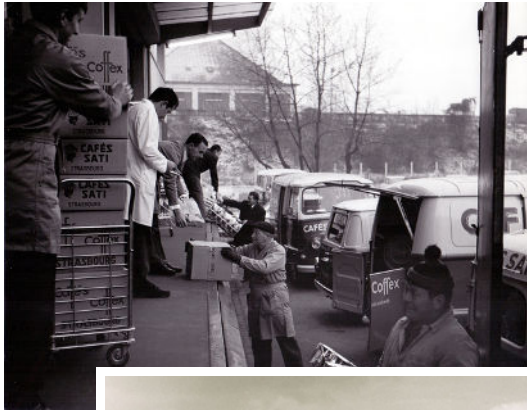
In 2018, she took third place in the French Cup Tasting Championship.

And let's not forget the 47 other members of the team, without whom nothing would be possible!



A pioneering spirit in a few dates

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



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 for "flavored ground coffees" flavored with vanilla or chocolate, a first in France.

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

1997 ISO 9001 certification obtained.



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 our Quality Manager at Cafés Sati, Sébastien Maurer,

2017

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

2018

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



2019 Cafés Sati is investing 4.5 million euros to extend its premises and install new equipment. Objectives: expansion of the production and storage unit by 3,000m² and creation of 500m² of offices. Doubling of packaging area.

Sébastien Maurer finishes 3rd in the French Cup Tasting Championships

A pioneering spirit in a few dates

2020

Sati has been awarded the PME+ and Alsace Excellence labels, rewarding its daily commitment to an ethical and responsible approach while highlighting the roaster's expertise and historical know-how.



2021

- Sati innovates with the Home Compost capsule. Compostable in less than 6 months at room temperature and made from 100% renewable materials. Zero waste when reused in home composting. This new product was selected as one of the top 10 product innovations at the Anuga trade fair in Cologne.
- In 2021, Sébastien Maurer once again takes part in the Cup Tasting France championship. He brilliantly came 2nd in the competition.

2022

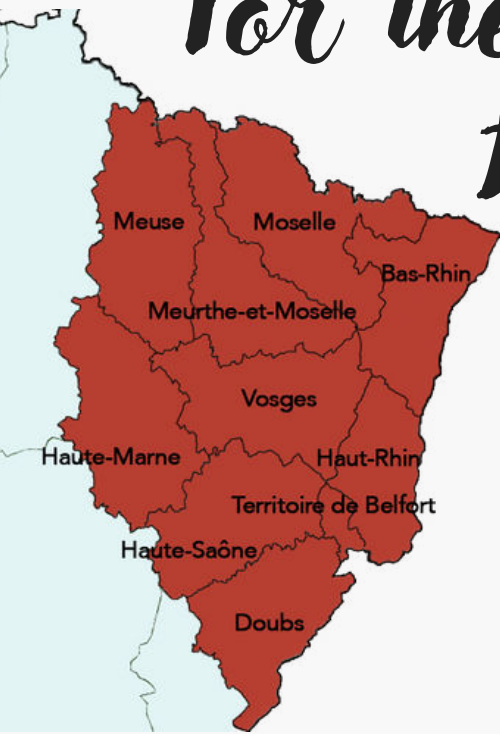
- Our quality manager Sébastien Maurer wins the Cup Tasting France championship for the fourth time!



CHAMPIONNAT DE FRANCE
CUP TASTERS



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",

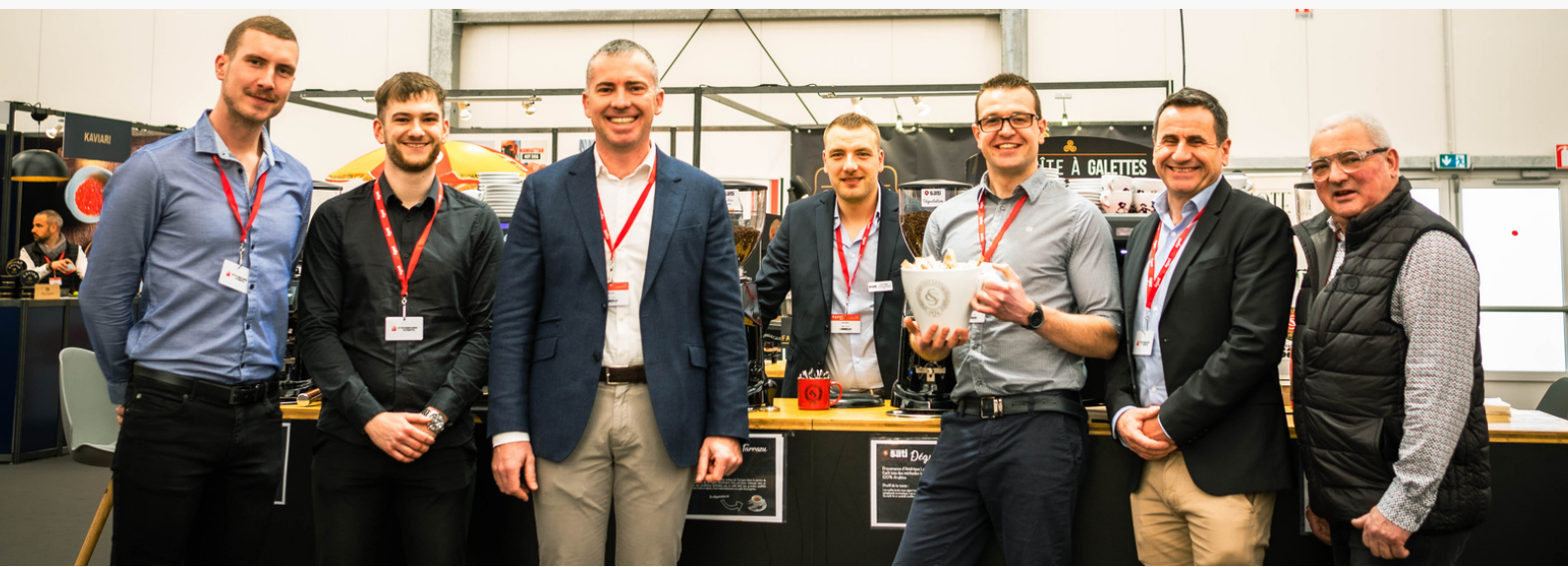
The company intends to strengthen its market position by doubling its sales force. The team offers professionals a turnkey, made-to-measure service around the world of coffee. Sati provides coffee machines, maintenance and settings, crockery, sugar, speculoos, etc., as well as training to help customers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

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



LES CAFÉS
sati

G a s t r o n o m i e



Respect of the environment

De par leur activité au plus proche de la nature, Les Cafés Sati ne peuvent qu'être sensibles à la fragilité de l'environnement. Ainsi l'entreprise a fait le choix des transports fluviaux (5% du café reçu). Depuis certains pays exportateurs, les grains verts sont chargés dans des conteneurs de 24 tonnes, acheminés par cargos puis par barges ou péniches via le Rhin et livrés directement dans les silos. Les cafés sont par ailleurs conditionnés dans des sacs en toiles de jute recyclables.

Au niveau des process de fabrication, un système de dépoussiérage permet de limiter les émissions dans l'atmosphère des poussières volatiles produites lors du nettoyage du café vert, et un catalyseur traite les fumées. Enfin, une presse à pellicule transforme les pellicules émises lors de la fabrication en petites baguettes végétales. L'entreprise peut se targuer de recycler 70% des déchets qu'elle produit ! Enfin, elle s'approvisionne à 100% en énergies renouvelables auprès d'ÉS.



At the heart of the circular economy

Les Cafés Sati travaillent main dans la main avec des associations issues de l'économie sociale et solidaire autour de projets basés sur le développement durable :

Les Jardins de la Montagne Verte



Un projet primé par le Trophée du Mécénat du Ministère de l'Ecologie avec le Prix de la solidarité écologique en 2013. L'association strasbourgeoise de réinsertion sociale et professionnelle produit et distribue des légumes biologiques et offre des prestations de services agricoles et para-agricoles. Sati fait don à l'association des pellicules de grains de café émises lors du processus de torréfaction. Ce « déchet » organique constitue un formidable engrais, idéal pour alimenter les 15 ha de terres. Plus de 12 tonnes de terreau par an sont ainsi produits, soit une économie de 14 000 euros pour l'association. De son côté Sati économise les frais d'incinération.

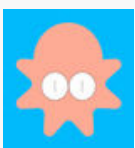
Libre Objet



Créée en 1997 Libre Objet est une association strasbourgeoise d'insertion dans le secteur artistique accueillant près de 200 personnes en contrats aidés.

Depuis 2010, l'association récupère les emballages de café vides non conformes à la vente pour quelques défauts de fabrication. Avec ces emballages Libre Objet conçoit des sacs cabas originaux dont une partie est rachetée par Sati.

Octop'us



L'ONG Strasbourgeoise Octop'us offre une seconde vie aux sacs en toile de jute en les réutilisant lors des différentes actions de nettoyage qu'ils organisent et ainsi remplacer les traditionnels sacs en plastique.

Valterra Strasbourg



Valterra propose à ses clients d'utiliser les sacs en toile de jute comme contenant pour les remplir de compost et copeaux et ainsi remplacer les sacs plastiques. Ces sacs sont issus du recyclage et cette revalorisation s'inscrit dans une démarche d'écocitoyenneté !

Home compostable capsules

The year 2021 marks a new stage in the CSR strategy of Cafés Sati, with the launch of home compostable capsules! A new generation of capsules that puts the Alsatian roaster at the forefront of innovation in favor of the environment.



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

It is also OK Biobased 4-star certified, guaranteeing a capsule made from 100% renewable materials.



Zero waste approach

This new capsule is part of a zero-waste approach, provided it is reused in domestic compost. If correctly sorted, it will in turn become a 100% organic fertilizer for planting crops and restoring soil quality.





Naturalba - Café Sati

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

Both share a commitment to preserving the environment, and in particular the Costa Rican organic treasure.



The coffee comes from the volcanic valleys of Costa Rica's Turrialba region. The coffee plots are located at altitudes of between 800 and 1,600 metres, and are mixed with other crops to ensure high soil quality and biological diversity.

The coffee is produced with respect for nature through sustainable agriculture.

A biodiversity paradise worth preserving

Costa Rica is home to over 6% of the world's animal biodiversity, including 10% of the world's bird species. The Turrialba region lies at the heart of an important biological corridor for a large number of species: the Biological Corridor of the Talamanca Volcanic Cordillera, CBCVT.

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

Today's challenge lies in the need to do without these synthetic products altogether, in order to preserve Costa Rica's biological treasure.

Today, Naturalba has already been rewarded by the fruits of its labor. By combining 100% organic farming and diversifying crops on the same plots, Turrialba has become a truly productive ecosystem, home to a wealth of flora and fauna.



Les Talents Sati

In 2013, Les Cafés Sati launched Les Talents Sati, an art competition open to students at the HEAR (Haute école des arts du Rhin) aimed at highlighting the links between art, industry and the city, and designed to sublimate the roastery's facade in an original way. Initiated with the aim of supporting contemporary artistic creation, this long-term corporate sponsorship initiative also reflects Cafés Sati's desire to support 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, Belgium. The winning work is on display for a year, offering unparalleled visibility for up-and-coming artists.



Lauréats 2013 *« Heure luxueuse »*

By Margot Dien and Baudoin Lindas, students at HEAR.

The work reflects the idea of movement and dynamism in roasting. Indeed, the removable gray and gold parts come to life according to the intensity of the wind.

Lauréat 2014 *« Trombine d'Usine »*

By HEAR student Alexis Reymond.
A photographic fresco honoring the employees of Cafés Sati. Their faces and bodies adorn the factory facade.



Lauréats 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 day and night with an original printing process on a photoluminescent tarpaulin that captures solar energy and partially restores light after dark.



Les Talents Sati

Lauréats 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.



Lauréats 2018 *« Curiosités industrielles »*

By Joanna Hateley and Thomas Roger, students at HEAR.

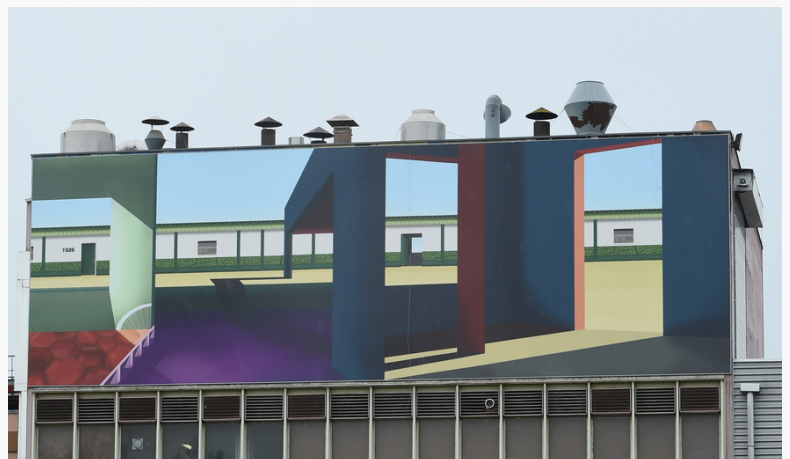
The two students proposed to reveal the other side of the SATI set, all in volumes and transparency, like a shop window. Rather than thinking of the screen as a surface concealing the interior of the factory, they created an illusion of what might be hidden in the building.



Lauréate 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."



Les Talents Sati



Lauréats 2020 « 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.

Lauréate 2021 - 8ème édition « 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.



Lauréats 2022 "A window in time"

Johannes and Ozan, students in the Master Studio program at the Basel School of Art, propose the coexistence of different eras in a single image.

Starting with the foundation of Strasbourg, continuing with Notre Dame de Strasbourg and finally opening a window in time through the cathedral portal to the façade of the Sati coffee roaster founded in 1926.

A grain of knowledge!



After oil, coffee is the 2nd most traded commodity on the stock market.

Coffee alone supports more than 25 million people worldwide.

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

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

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

Shrubs produce fruit (coffee cherries) after 4 or 5 years.

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

Green coffee has no odour, it's only when it's roasted that it releases its aromas!

A single cup of espresso requires 35 to 40 roasted coffee beans.

A roasted coffee bean contains between 800 and 1000 aromatic compounds.

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