



LES CAFÉS  
**sati**

# *Press kit* **2024**

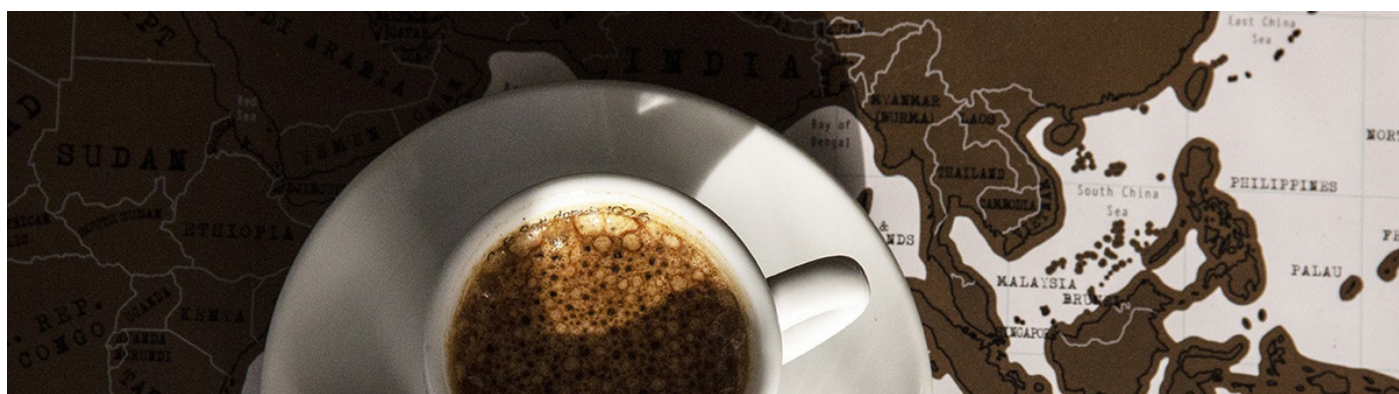


Cafés Sati

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# Coffee bean perfection for over 95 years

## *Cafés Sati*

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.

**1926**  
creation

**54**  
collaborators

**62 millions d'€**  
sales in 2023

**5 500 tonnes**  
of roasted coffee

**85 %**  
sales in  
supermarket

## *Torréfaction intergénérationnelle*

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 and 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.



# The taste of coffee

## A rigorous selection of beans

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 40 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.



## Bio-sourced materials

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

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



## A tasting jury



Before making a final choice, samples of grazing beans are tasted by experienced palates of a tasting jury which tests the coffee.

It is a daily ritual lasting 1h30 during which aromas, acidity, flavors and persistence in the mouth are dissected. Only the 4 members of the jury are authorized to validate the coffees intended to be used for production.

## A delicate art for ever greater finesse

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**

**Quality Manager**

He excels in the art of finding the ideal raw material for the manufacture of coffees marketed in mass distribution. An innate gift coupled with real know-how to identify the qualities of coffees but also to rule out those with marked defects (metallic, earthy, fermented, etc.).

Motivated by the challenge, he has been competing in the French Cup Tasting Championship since 2013, a title he has already won five times, in 2014, 2016, 2017, 2022 and 2024!



**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 50 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.

- Georges Schulé creates a roasting workshop.

1926

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

1930

- 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.

1964



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.

- 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!

1982

- Entry into the market for «flavored ground coffees» flavored with vanilla or chocolate, a first in France.

1990

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

1992

- ISO 9001 certification obtained.

1997



2000

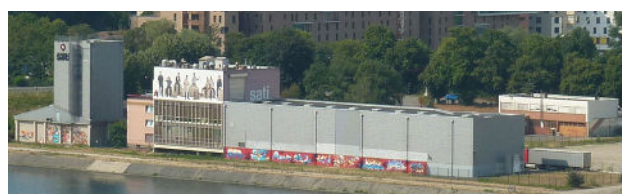
- The Port du Rhin factory and facilities have been modernised, after 5 years of work and a total investment of almost 5 million euros!

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.





# A pioneering spirit in a few dates

- French Cup Tasting Champion title for our Quality Manager at Cafés Sati, Sébastien Maurer,
- French Roasting Champion title and French Cup Tasting Champion title for Sébastien Maurer
- French Roasting Champion title
- 3rd place in the French Cup Tasting Championship for Virginie Leclerc



- 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.



- Our "Café Aristide Briand" Project, aimed at allowing high school students to roast their own coffees, is welcomed by the visit of the Minister Delegate in charge of Education and Vocational Training, Mrs. Carole Grandjean!



- Launch of a format innovation: 500g ground for a 45% reduction in packaging and the addition of recyclability of the sachet!

2016

2017

2018



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

2020



- 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. 8

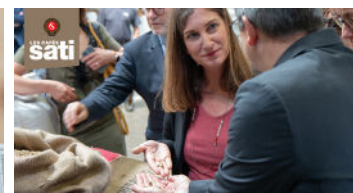
2021

- 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!

2023



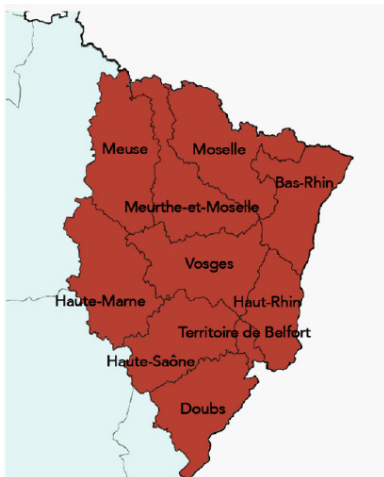
2024

- Sébastien wins the Cup Taster championships! He is now a five-time French champion! Sébastien comes in 7th place in the world during the semi-final of the World Coffee Championships!



to be continued

# Our professional services



## Supermarkets and Hypermarkets

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

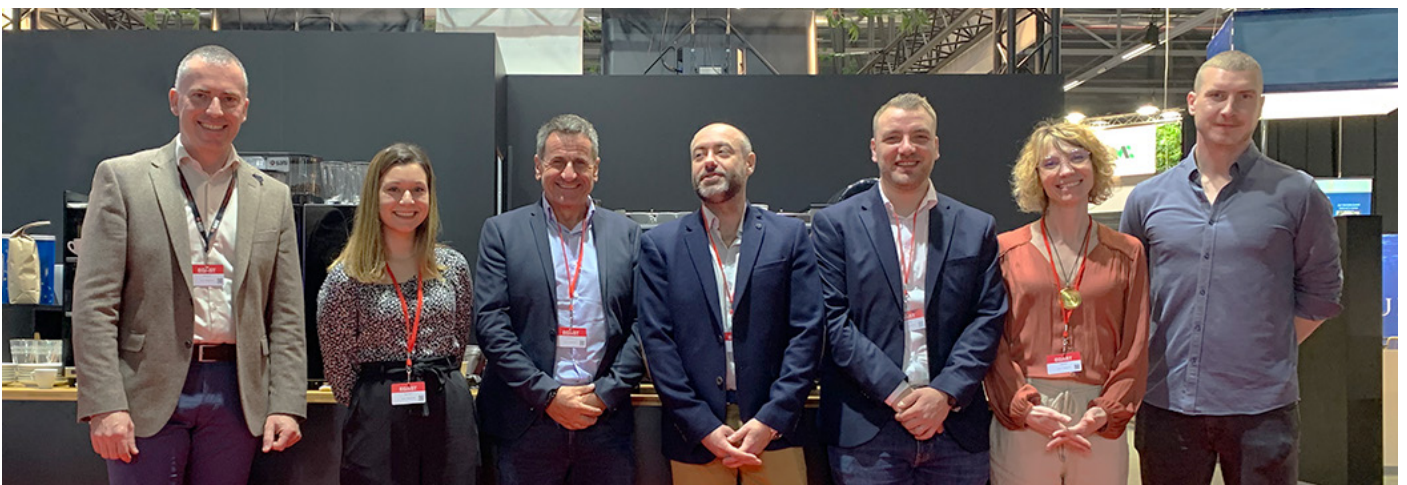
Today, Sati's products are distributed in supermarkets and hypermarkets in the north-east of France (10 departments and 15% market share in all supermarket chains) and in all the good restaurants in Alsace-Lorraine.

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.

## Hotel and Restaurant

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).





# Respect of the environment

Due to their activity as close as possible to nature, Les Cafés Sati can only be sensitive to the fragility of the environment.

So the company chose river transport (5% of the coffee received). From certain exporting countries, green grains are loaded into 24-ton containers, transported by cargo ships then by barges or barges via the Rhine and delivered directly to the silos. The coffees are also packaged in recyclable burlap bags.

In terms of manufacturing processes, a dust collection system limits emissions into the atmosphere of volatile dust produced during cleaning of green coffee, and a catalyst reprocesses the fumes.

Finally, a film press transforms the films released during manufacturing into small vegetable sticks. The company can boast of recycling 70% of the waste it produces! Finally, it sources 100% of its renewable energy from ES.



## At the heart of the circular economy

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

### Les Jardins de la Montagne Verte



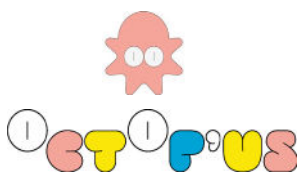
Since 2008: partnership with the Jardins de la Montagne Verte, a reintegration company. The company collects green coffee husks, ideal as natural compost in their gardens. For its part, Sati saves incineration costs.

In 2013, Café Sati and the Jardins de la Montagne Verte won the sponsorship trophy in the Ecological Solidarity category awarded by the Ministry of Ecology, Sustainable Development and Energy.

### Libre Objet

Created in 1997, this Strasbourg association for integration into the artistic sector welcomes nearly 200 people on subsidized contracts.

Since 2010, the association has been collecting empty coffee packaging that is not suitable for sale due to some manufacturing defects. With this packaging Libre Objet designs original shopping bags, part of which is purchased by Sati.



### Octop'us

The Strasbourg NGO Octop'us offers a second life to jute bags by reusing them during the various cleaning actions they organize and thus replacing traditional plastic bags.

### Valterra Strasbourg

Valterra offers its customers the use of burlap bags as containers to fill them with compost and wood chips and thus replace plastic bags. These bags come from recycling and this revaluation is part of an eco-citizenship approach!



**VALTERRA**  
COMPOST

# News

## Aristide Briand roasting project rewarded

The "Café Aristide Briand" project is a project supported by the Lycée Aristide Briand and Les Cafés Sati. The goal of the collaboration: to create a roastery within the establishment where students could roast their coffee independently.

The Coffee Project was noticed by National Education because of its original and innovative character!

And in June 2023, Madam Minister Delegate in charge of Education and Professional Training, Carole Grandjean, gave us the honor of visiting our roastery.



## Optimization of packaging

In 2024, we have chosen to develop a 500 g package of ground coffee in order to avoid excess packaging on batches of 2 x 250 g.

In addition to being more practical, this format is also completely recyclable!

Our goal is now to gradually move to recyclable up to 100 of the 500 g pack range by 2025!



## Sébastien Maurer: eternal champion!



Once again, in 2024, our favorite Quality Manager wins the French Cup Tasters championships!

This victory represents Sébastien's 5th title, a very nice run since his debut in the competition in 2013.

He thus went to the World Coffee Championship, in Chicago, to compete in the Cup Tasters world championship.

Sébastien will manage to reach the semi-final to finish 7th in the world among more than 35 national champions, congratulations to him!

## Fairtrade coffee and us

In 2023, we purchased nearly 180 lots (containers) of green coffee from 65 different cooperatives, or around 50,000 bags of green coffee.

We have worked with nearly 10 countries in Central America, South America and Africa.

To date, we roast nearly 90 different references for our partners and our brand. The total bonuses in 2023 amount to 2,119,000 USD.

Our commitment is such that more than 50% of volumes are labeled Fairtrade and/or Max Havelaar!





# Naturalba Project

## *A responsible initiative*

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

Both share a common commitment to preserving the environment and in particular the Costa Rican biological treasure.

## *Pampered Coffee Beans*

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 in order to obtain quality soil and to guarantee biological diversity.

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



## *Guarantees for producers*

Working and sourcing products directly from a farm allows you to avoid intermediaries and guarantee fairer remuneration for producers and their employees.



The Naturalba project is the alliance of two families, passionate about quality coffee, and who wanted to develop a fair trade project hand in hand.



## *A biodiversity paradise to preserve*

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

The current challenge is based on the need to completely do without synthetic products, used in particular because of climate change to preserve Costa Rica's biological treasure.

Today, Naturalba is already rewarded with the fruits of its work.

By combining 100% organic agriculture and diversifying crops on the same plots, Turrialba has become a true productive ecosystem sheltering a large quantity of fauna and flora.



# Les Talents Sati

In 2013, Les Cafés Sati launched Les Talents Sati, an artistic competition open to students from HEAR (Haute école des arts du Rhin) aiming to highlight the links between art, industry and the city, intended to enhance original way the facade of the roastery.

Initiated with the aim of supporting contemporary artistic creation, this long-term corporate sponsorship initiative also demonstrates the desire of Cafés Sati to support the transformation of the urban and industrial landscape of the Autonomous Port.

The competition is open to the 10 partner art schools in France, Germany, Switzerland and since 2021 in Belgium. The winning work is visible for a year, which offers extraordinary visibility for emerging artists.



## 2013 : « Heure luxueuse »

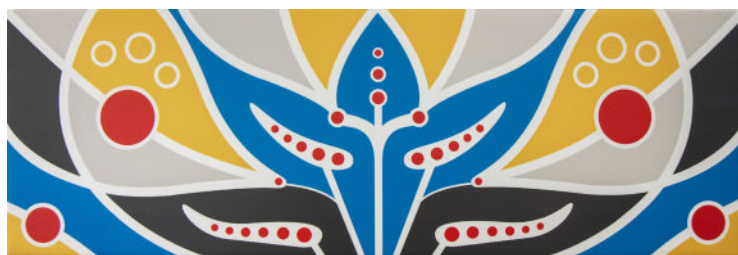
De Margot Dien et Baudoin Lindas, étudiants de la HEAR, à Strasbourg.

L'oeuvre retrace l'idée de mouvement et de dynamisme de la torréfaction. En effet, Les pièces amovibles grisent et dorées s'animent selon l'intensité du vent.

## 2014 : « Trombine d'Usine »

D'Alexis Reymond, étudiant de la HEAR.

Une fresque photographique mettant à l'honneur les collaborateurs des Cafés Sati. Leurs visages et leurs corps ornent la façade de l'usine.



## 2016 : « Blazing Darkness »

De Nina Kronenberger, Maria Sieradzki et Merle Sommer de l'école des Beaux-Arts de Saarbrücken (Allemagne).

Une fleur de caféier s'ouvre vers le ciel. Elle orne le paysage de jour comme de nuit via un procédé original d'impression photoluminescente.

## 2017 : « Intemporel »

De Pierre Boyer et Youri Asantcheeff de la HEAR.

L'oeuvre représente une tasse de café qui s'apparente à une arche délimitant la voûte céleste. Un subtil clin d'oeil au pont Beatus Rhénanus reliant Strasbourg à Kehl.



## 2018 : « Curiosités industrielles »

De Joanna Hateley et Thomas Roger, étudiants de la HEAR.

L'envers du décor SATI, tout en volumes et transparence, est dévoilé comme une vitrine. Les artistes ont créé une illusion de ce qui pourrait se cacher dans le bâtiment.



# Les Talents Sati

## 2019 : « Fenêtre sur Canal »

By Justine Siret, HEAR student.

A project born from the desire to play with several spaces in the same image. The imagination appeals to motorists through a window where we find elements relating to the identity of Sati."



## 2020 : « Situ Sati »

From Maéva Sanz at the Beaux-Arts of Cergy and Elie Bouisson graduated from HEAR.

The duo wanted to capture the present moment and slow down, in a constantly moving world. The idea was born during confinement, with this need for freedom and to cut off from virtuality.



## 2021 : « Arcadia »

By Victoria Kieffer, HEAR graduate.

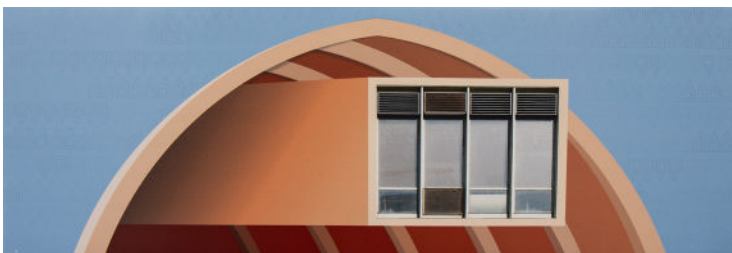
The artist evokes both his Polish and Alsatian heritage. The fresco is designed from patterns made on cut paper, inspired by wycinanki and patterns from digital archives of decorative arts books.



## 2022 : « A window in time »

By Johannes and Ozan, students at the master studio of the Basel art school.

Coexistence of eras starting with the founding of Strasbourg then Notre Dame de Strasbourg and finally opening a window through the cathedral to the facade of the roastery founded in 1926.



## 2023 - 10ème édition : « L'Heure Bleue »

From Eliza Sanchez, HEAR graduate.

His artistic work has crossed borders, from Alsace to China, and offers us a captivating cyanotype. This herbarium is a tribute to the plant diversity of Port du Rhin. It is here that the artist picked these plants, which have become giant on the facade of our roastery.





# Knowledge



- After oil, coffee is the 2nd most traded commodity on the stock market.
- Coffee alone supports more than 25 million people around the world.
- Coffee is the second most consumed beverage in the world after water.
- Brazil is the world's largest producer of coffee, followed by Vietnam, Colombia, Indonesia and Ethiopia.
- There are more than 70 species of coffee plants. Arabica and Canephora (Robusta) are reserved for consumption. Arabica is the noblest!
- The shrubs produce fruit (cherries) after 4 or 5 years.

- The coffee beans are extracted by the wet process (the cherries are pulped immediately after harvest then the coffee is washed in water) or by the dry process (the cherries are dried in the sun then shelled to recover the beans).
- 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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