

kivU noir

RWANDAN SINGLE ESTATE ARABICA

FOR IMMEDIATE RELEASE

September 13, 2019

**KIVU NOIR, THE WORLD'S FRESHEST COFFEE,  
INVITES YOU TO BECOME A COFFEE AMBASSADOR**

Today marks the launch of a competition with the potential to change the way you understand the coffee process. Kivu noir is offering two customers and their guests a **five-day all-expenses-paid trip to Kigali** and Lake Kivu to **experience first-hand how the world's freshest coffee is created.**

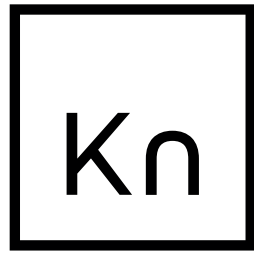
More than that, this is an opportunity for two journalists or food writers to accompany the prize winners on the trip of a lifetime. As a company that **goes Beyond Fair Trade and produces the world's freshest coffee**, Kivu noir is proud to share the beauty of their country, the passion of their people and the quality of their coffee with you.

Rwanda is a country famed for the quality of its coffee and Kivu noir is looking for true coffee ambassadors who want to understand and appreciate what goes into creating a premium specialty coffee. The experience on offer includes a cupping session run by a Q Grader where the various lots of Kivu noir coffee – including honey, natural and fully washed – will be tasted. This is a great introduction to becoming a coffee expert!

**THE PRIZE**

- Return flights for two to Kigali in Rwanda departing from the international airport closest to the winners' homes.
- Three nights in luxury accommodation in Kigali. This will be broken into one night before the trip to Lake Kivu and two nights after.
- Whilst in Kigali, winners will visit the roastery, take part in a cupping session run by a Q Grader, enjoy a sightseeing tour and spend a day at leisure.
- Two nights at Lake Kivu where they will be taken on a boat trip across Lake Kivu to the washing station at Nkora. The visit here includes a tour of the plantation and a visit to the school that Kivu noir has established for their farmers' children.
- There is also the option for winners to book a Mountain Gorilla trek on the way to Lake Kivu. The cost of this activity will not be covered by Kivu noir.
- Kivu noir will provide the winners with free coffee for one year.

Terms & Conditions apply and are available on the website.



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## HOW IT WORKS

Customers who **buy Kivu noir coffee online through the website** receive an entry into the competition. There is no limit to the number of entries per person, as each bag that is purchased counts.

Journalists or food writers **who engage with Kivu noir, share posts or write about the company** will be entered into a draw. Two writers will then be selected to accompany our competition winners on their Rwandan experience.

## THE DESTINATION

Forward thinking and empowering, **Rwanda is one of the safest countries in Africa** and is emerging as an economic force on the continent. These qualities are epitomised by the high-tech efficiency and clever planning of its capital, Kigali. Clean streets, well-manicured green spaces and friendly people make this an ideal place to visit.

A direct translation from the French *Pays des Mille Collines*, the term 'land of a thousand hills' is an apt description for the strikingly green countryside of Rwanda. Rippling with steep, terraced hillsides that seem to rise into the clouds, this tiny, landlocked country boasts extraordinary natural beauty and a strong environmental policy to protect it

In the center of Africa, 4,800 ft above sea level lies Rwanda's deepest body of water, Lake Kivu. The sixth-largest lake in Africa, Kivu is one of the freshwater lakes in Africa's Great Rift Valley and sits on the border with the Democratic Republic of Congo. It is here, on the volcanic shores of this great lake that Kivu noir is grown and harvested.



### LAKE KIVU

In the center of Africa, 4,800 ft above sea level lies Rwanda's deepest body of water, Lake Kivu.



### THE LAND OF A THOUSAND HILLS

*Pays des Mille Collines*, or 'land of a thousand hills' is an apt description for the strikingly green countryside of Rwanda.



### MOUNTAIN GORILLAS

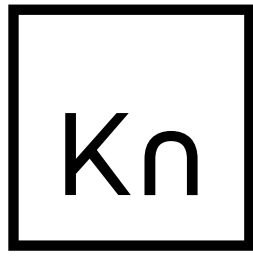
48 square miles of mountain forest, the six Virunga Volcanoes and the world-famous Mountain Gorillas.

#### MBANZA COFFEE, INC.

2035 Sunset Lake Road, Newark, Delaware  
19702 United States of America

#### CAFERWA COFFEE (PTY) LTD.

Avenue des Poids Lourds, Muhima, Kigali  
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## THE WORLD'S FRESHEST COFFEE

Kivu noir is of the famed Red Bourbon Arabica variety and is grown at high altitude, on the rolling hills around Nkora, along the western shores of Lake Kivu. Rwanda is known worldwide for its fine coffees – a product of rich soils, high altitudes, plentiful equatorial sunshine and rainfall – and for how the coffee is carefully processed. **This location, where the air is still pure, unpolluted and free of chemicals** provides ideal growing conditions for the Red Bourbon Arabica coffee bean, and is also home to the endangered Mountain Gorillas.

Kivu noir's secret to its freshness lies in the fact that it goes **from their harvest to your cup typically within one month**. A five-step supply chain with no third-party involvement ensures that this premium-grade coffee with fruity tasting notes and an SCAA score of over 86% arrives at its destination before any degradation in flavor can take place.



### KIVU NOIR GROUND COFFEE

1 lb medium roast ground coffee

\$19.99



### KIVU NOIR WHOLE BEAN COFFEE

1 lb medium roast whole bean coffee

\$19.99

## BEYOND FAIR TRADE

Kivu noir is more than a producer of specialty coffee. The company proudly employs Fair Practices, **supporting and empowering the local women and their communities** who survived the 1994 Rwandan genocide against the Tutsi. A part of Kivu noir's proceeds are shared with these women and the company has been nurturing a close relationship with their farmers for many years. By providing their farmers with quality bonuses and support such as farming tools and training, Kivu noir equips them for a life beyond their day job.

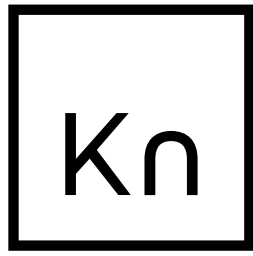
Kivu noir's Fair Practices ensure that their coffee is made with respect to people and the planet and they have rigorous social, environmental, and economic standards in place to **promote safe, healthy working conditions, protect the environment, enable transparency, and empower communities to build strong, thriving businesses**. These practices extend to providing healthcare to the farmers and building a school for the farmers' children at Nkora, where the coffee is grown.

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**For more information:**

- contact us at [fresh@kivunoir.coffee](mailto:fresh@kivunoir.coffee)

**Become a coffee ambassador:**

- <https://kivunoir.coffee/coffee-ambassador>

**Terms & Conditions:**

- <https://kivunoir.coffee/terms-and-conditions>

**Visit our Media Center page:**

- <https://kivunoir.coffee/mediacenter>

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- [instagram.com/kivunoir](https://instagram.com/kivunoir)

Kivu noir coffee is available on [kivunoir.coffee](https://kivunoir.coffee), Amazon USA and Amazon UK.