

# Hebron



**'FROM SEED TO CUP'**



COMPANY PROFILE



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# Company History and Milestones

Hebron's first business project was a coffee shop with a distribution store at the heart of Padova, Italy and an online sales point for the retail sales of capsuled coffees.

2014

2015

2018

After a while this business was expanded from retail only into production and retail of capsuled coffees . The production was housed in 600m2 rented facility that was located on the outskirts of Padova.

Then Mr.Tsegabe Eilu with the rest of his family members decided to found a company called Hebron Ethiopia Trading P.L.C and launch an integrated coffee business projects in Yirgalem Integrated Agro-Industrial park located in Sidama region, Ethiopia.

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## OUR VISION

To bring "The Value Addition Hub" title for Ethiopia in addition to its "Coffee Origin" title by becoming globally competitive in coffee & related products and services."

# COMPANY VISION

## COMPANY MISSION



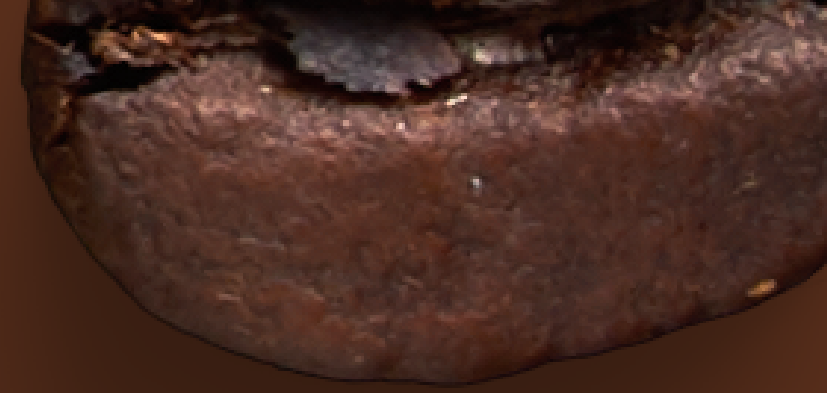
### OUR MISSION

- Suppling quality Coffee Products & Services through multiple options & channels to the market.
- Suppling Coffee related Machineries, Equipment & Technological solutions to the market.
- Providing Coffee value adding skill Trainings, Researchs & consultation services to the market.

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# Values

- Quality
- Excellence
- Innovation
- Competitiveness
- Efficiency
- Sustainability
- Social Contribution



# Our Aspiration

**WE ASPIRE : “TO BECOME THE HUB/GO TO PLACE FOR VALUE  
ADDED COFFEE PRODUCTS AND VALUE ADDING SERVICE  
MARKET.”**

**Hebron Ethiopian Coffee apart from its presence in the local market, it has international destination markets across:**

- **Asia,**
- **Europe: especially Italy,**
- **North America**
- **The Middle East and**
- **Africa.**

# Our Products and What Makes Us Unique



**Hebron**

## GREEN COFFEE

**4 - single origins**

- Guji Coffee
- Sidama/ Bensa Coffee
- Yirgachefe Coffee
- Jimma Coffee

**Coffee Blends**

**CONTACT US**

011-673-223-2  
+251-923-813-825

+251-978-011-681  
contacthebronethiopia@gmail.com



**Hebron**



# Products and What Makes Us Unique

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## ROASTED COFFEE

Destination specific roasted flavours  
Technically measurable roast profile



### 4 - single origins

- Guji Coffee
- Sidama/ Bensa Coffee
- Yirgachefe Coffee
- Jimma Coffee

### 4 Blends

- Cremosso
  - Espresso
  - Intenso
- Top Selection

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## FLAVOURS

### 4 - Single Origins

- Guji coffee
- Sidama/Bensa coffee
- Yirgachefe Coffee
- Jimma coffee

### 3 - Blends

- Cremosso
- Espresso
- Intenso

## SIZE & PACKAGING

- 1kg, 5kg and 10kg packaging with valve and UV protection

- 500kg big bag for large volume order

## PREPARATION

### *Destination specific roast flavors*

Our roasts are produced by considering our destination market test preference.

### *Technically measurable roast profile*

Our roasts are produced using roasting profile that can be measured technically so that we can be able to produce consistent products with justifications.

# Products and What Makes Us Unique



The image shows the packaging for Hebron Ground Coffee. At the top, the 'Hebron' logo is in a dark red box. Below it, 'GROUND COFFEE' is written in large, bold, dark brown letters. Underneath, it says 'Brewing method specific'. There are three circular images: a wooden bowl of coffee, a pile of coffee grounds, and a metal coffee filter. At the bottom, it lists '4 - single origins' and 'WITH A BLEND'. Contact information is provided at the very bottom.

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## GROUND COFFEE

Brewing method specific

**4 - single origins**

- Guji Coffee
- Sidama/ Bensa Coffee
- Yirgachefe Coffee
- Jimma Coffee

**WITH A BLEND**

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## FLAVOURS

### 4 - Single Origins

- Guji coffee
- Sidama/Bensa coffee
- Yirgachefe Coffee
- Jimma coffee

### 1 - Blend

- Espresso

## SIZE & PACKAGING

- 250gm packaging with valve, UV protection and zip lock.

- 250gm Tin can

## PREPARATION

### *Destination specific roast flavors*

**Our grounded coffees are prepared with the consideration of the brewing methods they are going to be used for.**

**They are;**

1. **Jebena/Kittle coffee pot appropriate**
2. **MOC pot appropriate**
3. **French press appropriate**
4. **Barista machine (House hold) appropriate**

# Products and What Makes Us Unique



**Hebron**

## CAPSULE COFFEE

"The first capsule coffee produced in coffee producing country"



**4 - single origins**

- Guji Coffee
- Sidama/ Bensa Coffee
- Yirgachefe Coffee
- Jimma Coffee

Our Coffee capsules are compatible to :

1. Nespresso 5-6 gr
2. Lavazza:
  - A modo mio 7-8gr
  - Blue. 11-12 gr

**ROBUSTA FREE COFFEE CAPSULES**

**CONTACT US**

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## FLAVOURS

### 4 - Single Origins

- Guji coffee
- Sidama/Bensa coffee
- Yirgachefe Coffee
- Jimma coffee

### 4 - Blends

- Cremosso
- Espresso
- Intenso
- Top selection

## SIZE & PACKAGING

6gm coffee capsule in 10 capsules per bag of a UV protected packaging in bags per back of a card board box packaging.

### *our coffee capsules are:*

1. Nespresso compatible
2. Lavazza Compatible

- A modo meo-8gm
- Blue-10gm

## PREPARATION

### ***Robusta free coffee capsules***

It is well known that robusta coffee is a coffee type with more negative side effects of coffee.

***"The first capsule coffee to be produced in coffee producing country."***

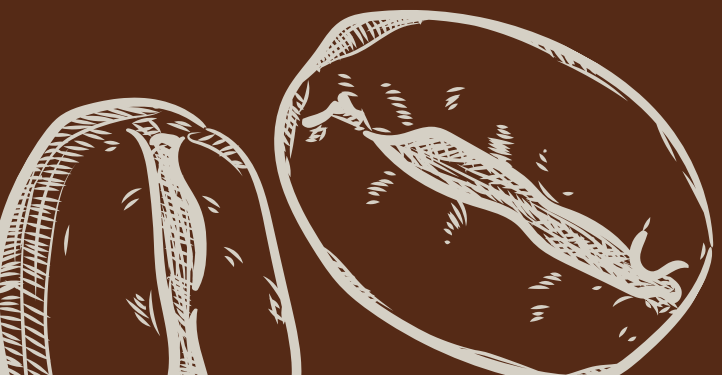
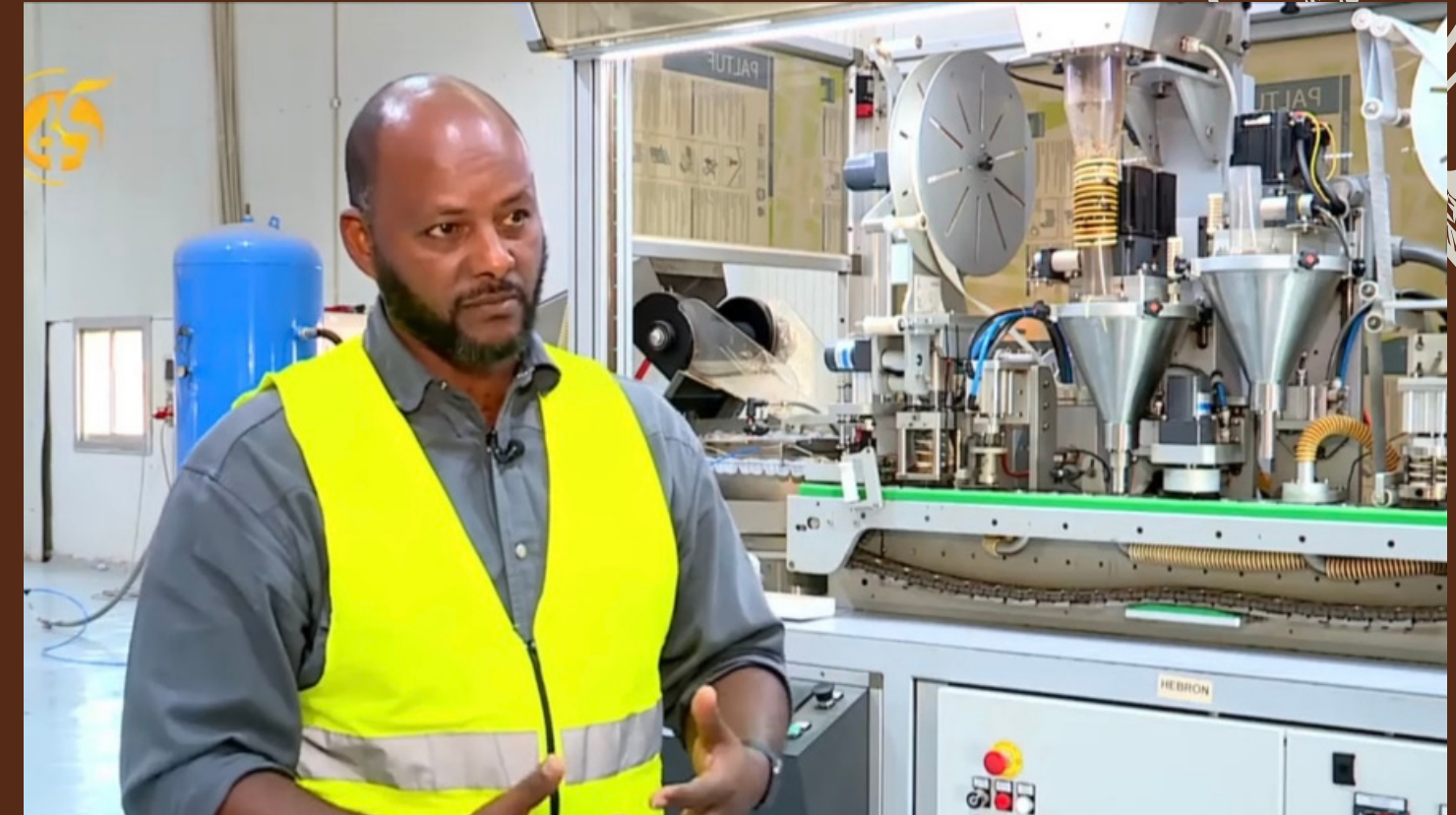
### **This:**

- Enables us to assure the organic-ness of our product.
- Allows us to increase our product's quality with more variety and affordable price.

# Facilities

## Production Capacity

- Coffee Cleaning Capacity : more than 6000 ton per year.
- Coffee Roasting Capacity : more than 500 ton per year.
- Coffee Capsuling Capacity : more than 9 million piece per year.





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His excellency PM DR. Abiy Ahmed

From skilled coffee experts to creative marketers and efficient operations specialists, each team member plays a vital role in ensuring the success and growth of our organization.

# Our Team

With the dedication, expertise, and collective efforts of our talented team, we deliver exceptional coffee experiences, transforming each cup into a moment of joy and discovery for coffee lovers everywhere.

Hebron

**email address**

*contacthebronethiopia@gmail.com*  
*Hebronethiopia@gmail.com*

**Phone Number**

*+251-978-011-681*  
*+251-913-968-113*  
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**Location**

*Addis Ababa, CMC Michael,*  
*Guji highland Building 5th floor.*

**Contact**

*Hebron*