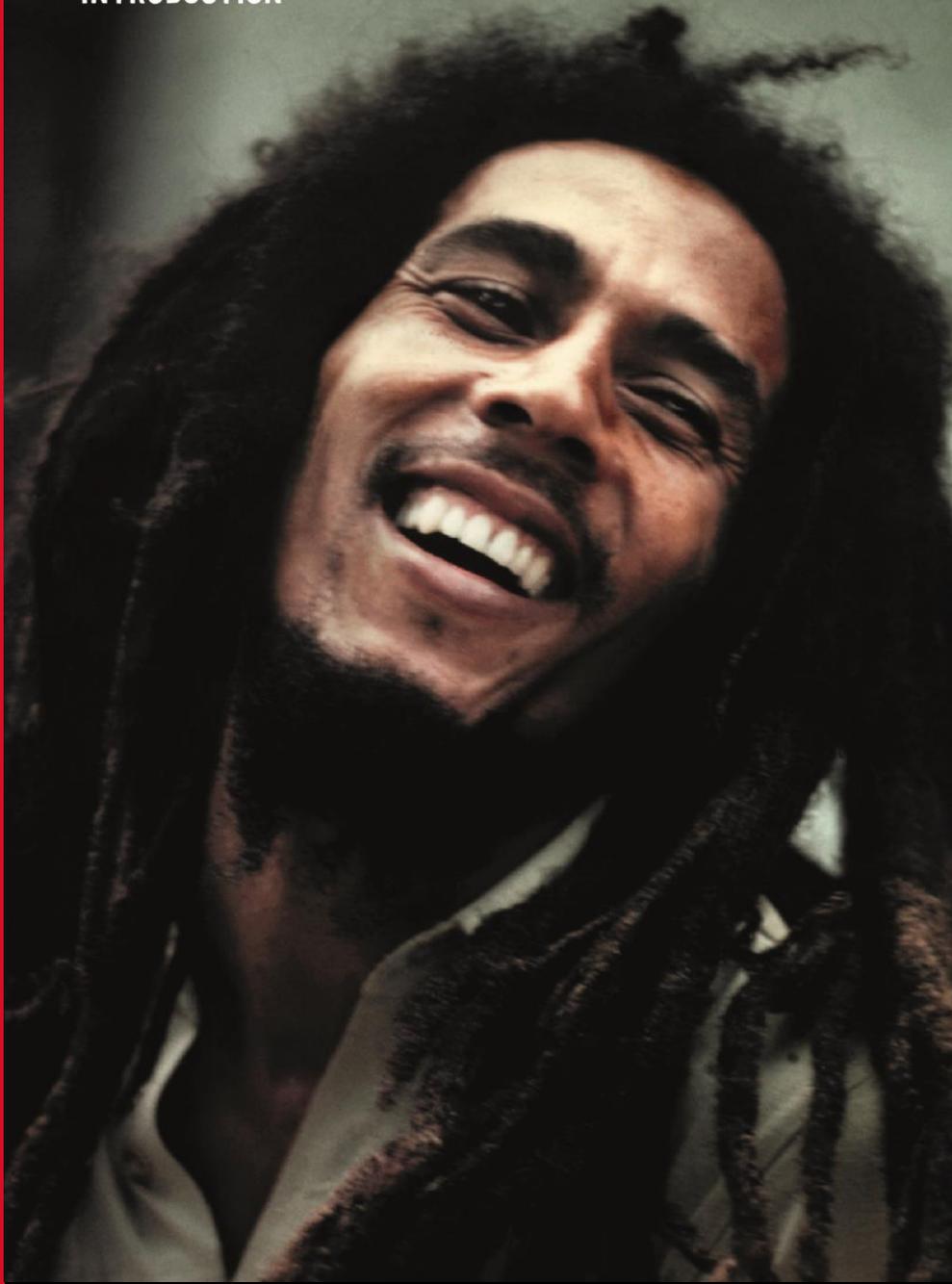


# MARLEY

## COFFEE™

SUSTAINABLY GROWN, ETHICALLY FARMED AND  
ARTISAN ROASTED GOURMET COFFEE

MARLEY COFFEE EUROPE



## BOB MARLEY'S LEGACY

### MUSIC

- More than 77 million discs sold.
- Grammys won through his trajectory.
- Honored in the Rock and Roll Hall of Fame since 1994.
- His song "One Love" was chosen as "the song of the millennium " by BBC.



# BOB MARLEY'S LEGACY

## HUMANITARIAN

- Awarded by the United Nations with the "Third World Peace Medal" for his role in the "One Love Peace Concert" held in Kingston, Jamaica in 1978.
- Participated in the Unity of Amandla Festival held in Boston in 1979 to celebrate the South African release.
- In 1980 he performed on a free concert for almost 80,000 people commemorating Zimbabwe's Independence.
- Millions of dollars have been donated worldwide through the numerous charitable members.

**THE RECOGNITION  
OF THE BRAND  
MASSIVELY SPREAD**



**79.2M MEDIA REACH**

**68M  
FACEBOOK**

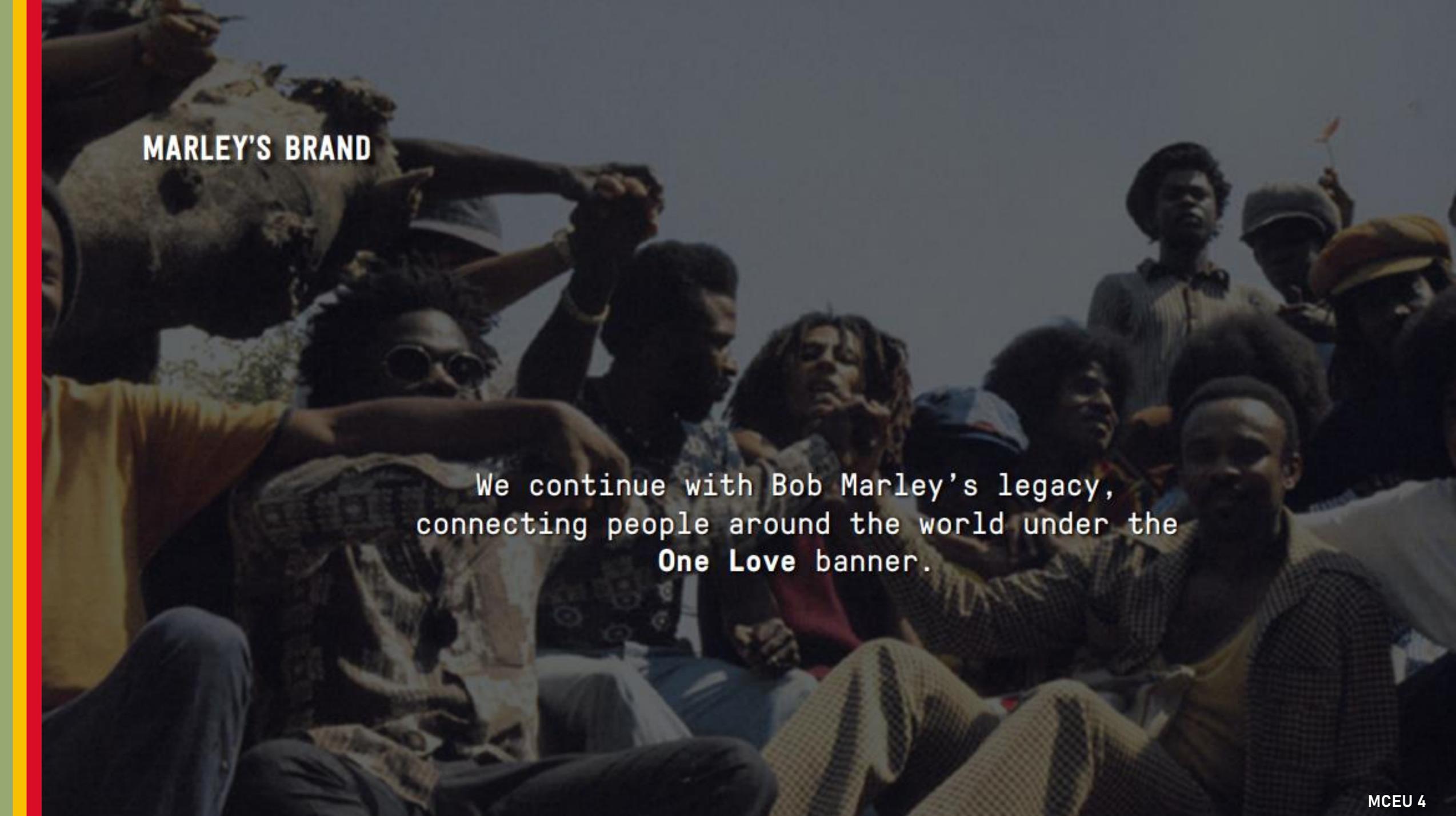
**2.94M  
YOUTUBE**

**1.4M  
TWITTER**

**436.5K  
TIKTOK**

**6.4M  
INSTAGRAM**

Bob Marley's Facebook website is one of the top 10 celebrity or individual's websites in the world.

A crowd of people at a reggae festival, with Bob Marley's face visible in the background. The image is dark and has a grainy, vintage aesthetic. A vertical red and yellow bar is on the left side. The text is overlaid on the image.

## MARLEY'S BRAND

We continue with Bob Marley's legacy,  
connecting people around the world under the  
**One Love** banner.



**FEEL THE LOVE  
FROM EVERY  
BEAN**

# OUR ROOTS ARE OUR LEGACY

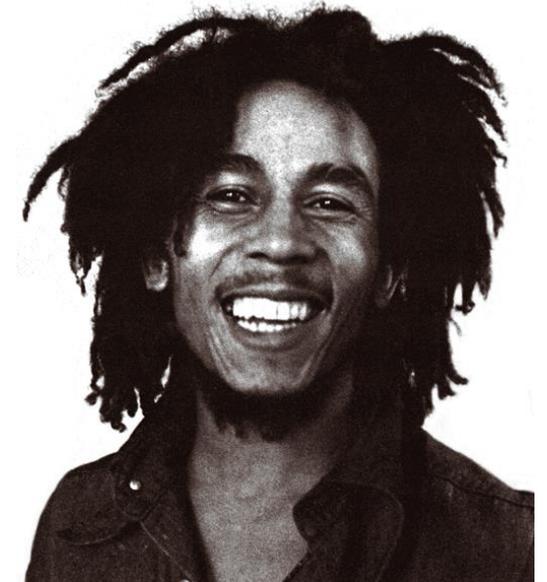
## THE COMPANY

Bob Marley dreamt of one day putting his passion of music into farming. Through his son Rohan Marley, that dream was finally brought to life.

When asked "Why coffee?" Rohan Marley often speaks of his family and his legacy. He comes from a family full of passion for music and the earth.

While visiting a farm on a journey to a Monastery on Lake Tana in Ethiopia in 2000, Rohan began to understand that, like the music his family creates, people have a rhythm.

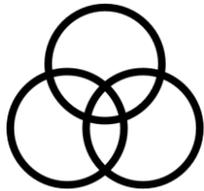
Following another visit to Ethiopia in 2007, the passion he saw in the farmers inspired him to follow his passions and create Marley Coffee.



# VALUES OF OUR BRAND

## OUR MISSION

Unity. Family. Sustainability. Love.



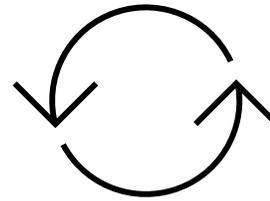
### UNITY

We want to share Bob Marley's legacy, uniting the people around the world through coffee.



### FAMILY

Nature and human respect were Bob Marley's life motto. His family reflects his legacy as the strength to create goodness, reflected in every cup of Marley Coffee.



### SUSTAINABILITY

Each Marley Coffee product purchased helps with reforestation around the world. This project is done with One Tree Planted.



### LOVE

Marley Coffee carries the Marley's family legacy: the love, passion, and commitment to humanity by having a sustainable and ethical coffee production.

**BRAND FEATURES**



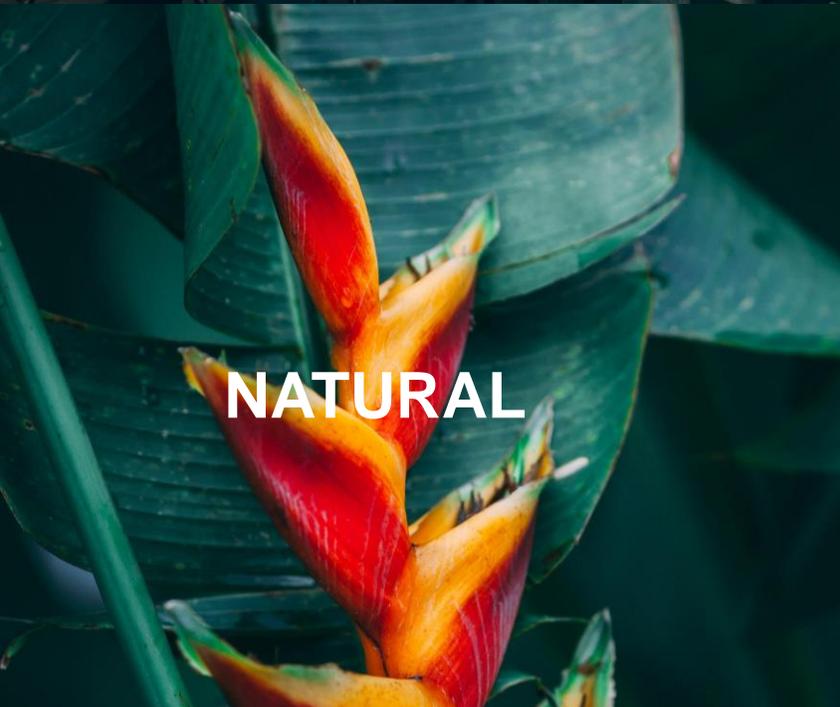
**VIBRANT**



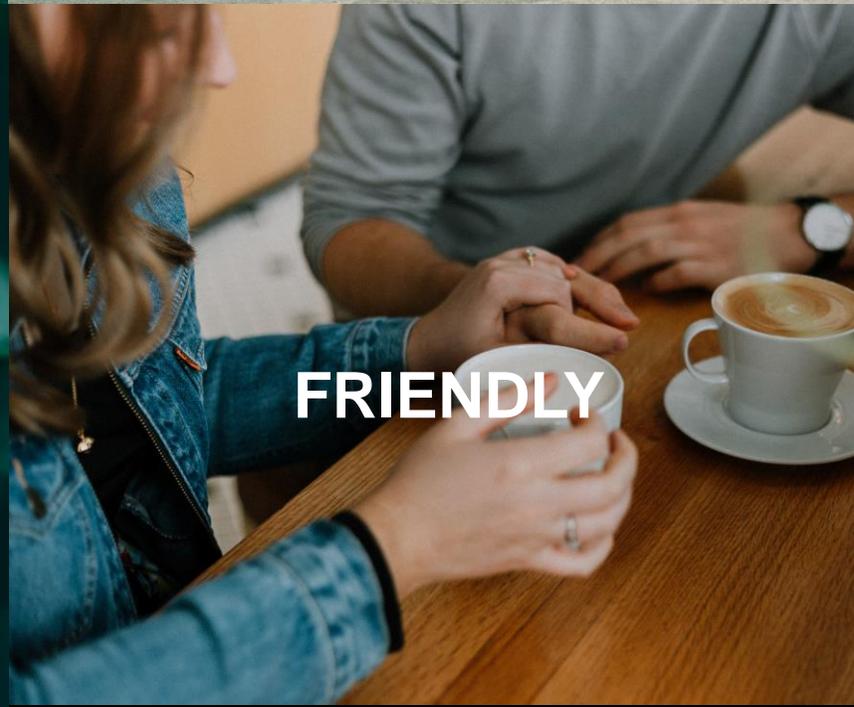
**INCLUSIVE**



**AUTHENTIC**



**NATURAL**



**FRIENDLY**



**ENTHUSIASTIC**

# BRAND PILLARS



## PREMIUM ORIGIN

We obtain our beans from the best places of the world.



## SUSTAINABLE & ETHICAL FARMING

We source only organic or Rainforest Alliance Certified beans.

We support environmentally respectful agriculture through biodiversity conservation, community development, protection of rights of our farmers and eco-friendly environmental treatments



## DELICATE ROAST

Each lot is delicately roasted obtaining the best flavor and freshness.



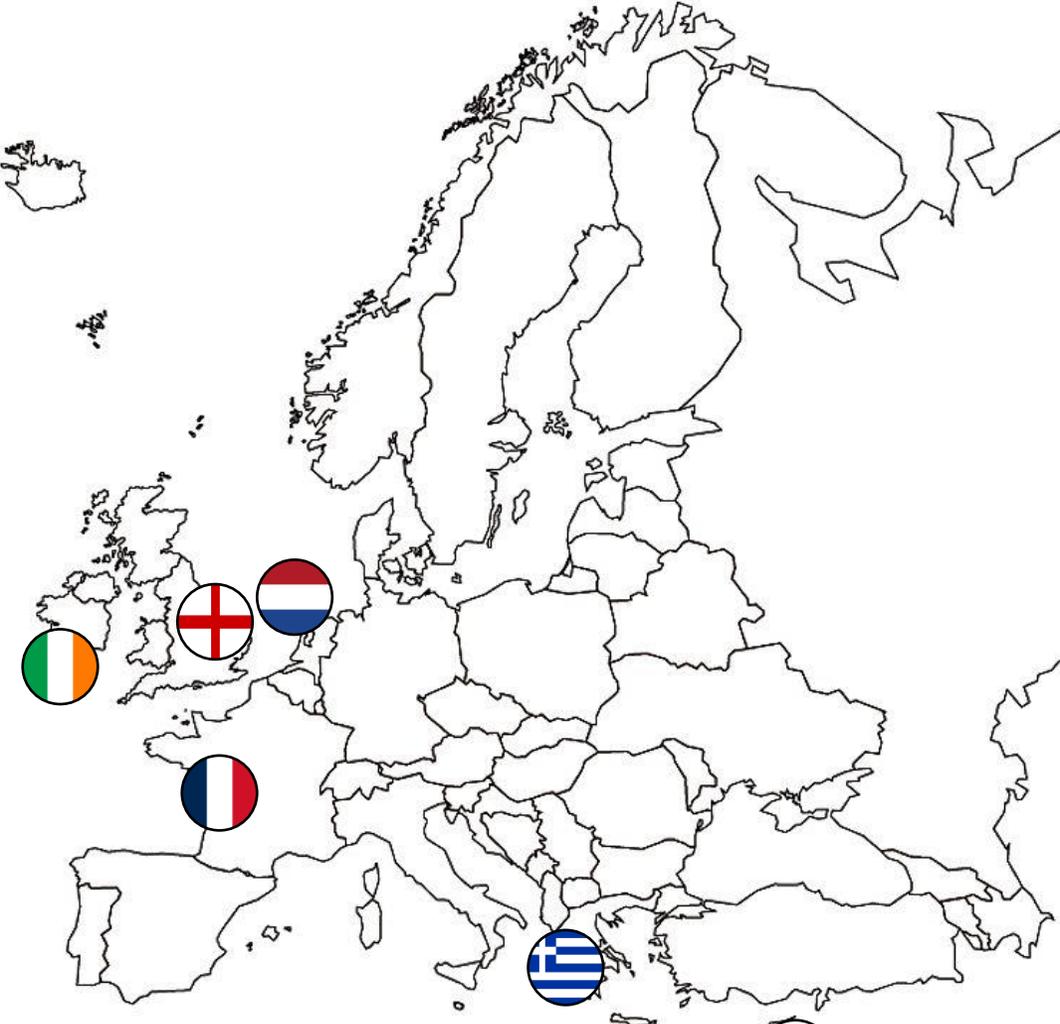
**ONETREEPLANTED**

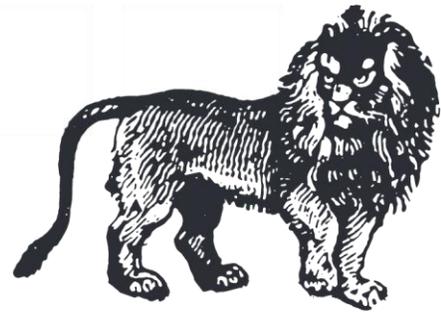
In partnership with One Tree Planted™ and with the help of local communities, we work on supporting reforestation in zones of environmental risk around the whole world. So, when choosing Marley Coffee, you are directly impacting the world's reforestation.

Do you want to know more about Marley Coffee and One Tree Planted™ reforestation program? Go to [www.onetreeplanted.org](http://www.onetreeplanted.org)

# MARLEY COFFEE EUROPE

COUNTRY	PARTNER FOUND	PARTNER SIGNED	LAUNCH DATE
ENGLAND	√	√	Launched
IRELAND	√	√	Launched
FRANCE	√	√	Launched
GREECE	√	√	Launched
CYPRUS	√	√	Launched
THE NETHERLANDS	√	√	Launched
SOUTH AFRICA	√	√	Launched
SAUDI ARABIA	√	√	2023





**MARLEY**  
**COFFEE™**



# PRODUCT ROADMAP





## OUR RANGE

From the Jamaica Blue mountains, to our partner farms in Africa, Central America and Southeast Asia, Marley Coffee's globally sourced beans are small batch roasted ensuring a quality product that is loved by coffee drinkers around the globe.

100% arabica coffee, our range includes ten different blends including a pure Jamaica Blue Mountain coffee.

All coffees are named after Bob Marley songs.

## COLORES OF FLAVOUR

Each one of the Marley Coffee flavor illustrations has a color to help the consumer remember their favorite flavor and to be able to find it later on.

GET  
STAND  
UP UP

SOUL  
REBEL

KEEP  
ON  
MOVING

ONE LOVE

Buffalo  
Soldier

Simmer  
DOWN

LIVELY UP

Talkin  
Blues

misty  
morning

SMILE  
JAMAICA

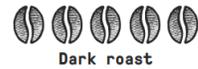


# COFFEE GRAINS

# BLEND S | DARK ROAST



## BUFFALO SOLDIER



Available as whole bean and grounds  
Origin: Ethiopia, Indonesia, Guatemala  
227g / 1kg

Born free, Buffalo Soldier is an earthy and bold dark roast blend - sultry, smoky and deliciously smooth. The dark chocolate and berry undertones leave a rich, lingering finish in this liberating cup.

Organic



## MISTY MORNING

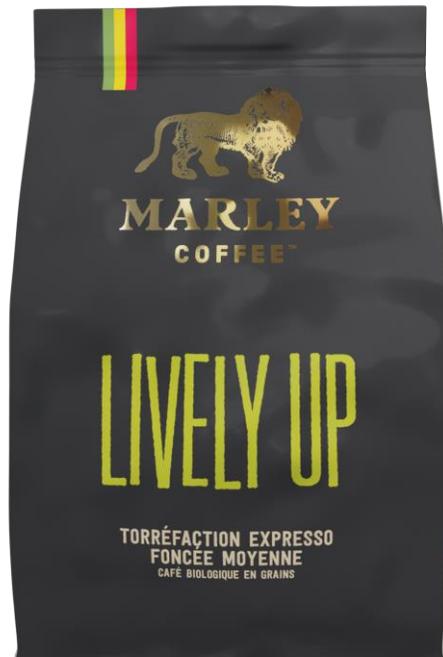


Available as whole bean and grounds  
Origin: El Salvador, Brazil, Colombia  
227g / 1kg

Misty Morning is perfect for those looking for a rich long lasting cup of coffee with plenty of body to awaken the mind, body and soul. A mixture of ripe red apple and apricots with lasting nutty finish. Start your day with Misty Morning and see the good in all life today.

Rainforest Alliance Certified

# BLEND | DARK ROAST



## LIVELY UP

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Medium/dark roast

Available as whole bean and grounds  
Origin: Ethiopia, Guatemala, Papa New Guinea  
227g / 1kg

Lively Up yourself with this big, bold espresso roast – an almighty blend of full-bodied, yet well-balanced coffee offering hints of cocoa, candied fruit and sweet caramel. Embrace the positive vibrations.

Organic

# BLEND S | MEDIUM ROAST



## ONE LOVE



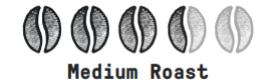
Available as whole bean and grounds  
Origin: Ethiopia, Guatemala, Peru  
227g / 1kg

One Love is our classic medium roast blend, full of floral notes and revealing hints of blueberry, cocoa and spice. This well-rounded coffee tantalises the palate, leaving a profound cherry finish. One Love. One Life.

Organic



## SOUL REBEL



Available as whole bean and grounds  
Origin: Brazil  
227g / 1kg

Rising with the morning sun, Soul Rebel's brightly acidic, nutty, sweet and malty roast guides you on your soul adventure with its pleasant bittersweet chocolate tones.

Rainforest Alliance Certified

# BLEND S | MEDIUM ROAST



## SMILE JAMAICA



Available as whole bean and grounds  
Origin: Jamaica Blue Mountain, Colombia, Brazil  
227g / 1kg

Smile Jamaica is our signature blend, comprised of a minimum 20% Jamaica Blue Mountain® coffee. It carries a rich flavour, balanced acidity and full body. Smile Jamaica leaves a sweet, mellow, lingering finish. You're gonna smile!

Rainforest Alliance Certified



## SIMMER DOWN



Decaffeinated coffee; Available as whole bean and grounds  
Origin: Peru  
227g / 1kg

For mellow moods, ease into the morning with a smooth cup of Simmer Down, our Swiss Water Process, chemical-free, decaf blend. Subtle aromas of cocoa, nutmeg and spices fill this cup to help you share the love out.

Organic

# BLEND S | LIGHT ROAST



## KEEP ON MOVING



Available as whole bean and grounds  
Origin: Colombia, Brazil  
227g / 1kg

Embrace the rhythm with Keep on Moving, a lightly roasted coffee designed to reveal intricate stone fruit tones, roasted nuts and a smooth mild body balanced with lemon floral tones.

Rainforest Alliance Certified



## GET UP STAND UP



Available as whole bean and grounds  
Origin: Ethiopia, Peru  
227g / 1kg

Wake up with Get Up Stand Up, a delicate and floral light roast coffee with winery acidity, juicy body and blackberry notes complemented by a bittersweet cocoa finish to help you see the light.

Organic

# BLEND | LIGHT ROAST



## TALKIN' BLUES

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Light Roast

Available as whole bean and grounds  
Origin: 100% Jamaican Blue Mountain Coffee  
227g / 1kg

Talkin' Blues is our signature blend of 100% Jamaican Blue Mountain coffee from that island in the sun. It's a sunset of floral aroma with balanced acidity and full body flavor, leaving a sweet, mellow, lingering finish.

Rainforest Alliance Certified

# CAPSULES



# CAPSULES

Marley Coffee capsules are compatible with Nespresso machines and are completely recyclable. They are available in two blends: Buffalo Soldier y Smile Jamaica.

## BUFFALO SOLDIER



Origin: Ethiopia, Indonesia, Guatemala  
10 capsules

Born free, Buffalo Soldier is an earthy and bold dark roast blend - sultry, smoky and deliciously smooth. The dark chocolate and berry undertones leave a rich, lingering finish in this liberating cup.

Organic

## SMILE JAMAICA



Origin: Jamaica Blue Mountain, Colombia, Brazil  
10 capsules

Smile Jamaica is our signature blend, comprised of a minimum 20% Jamaica Blue Mountain® coffee. It carries a rich flavour, balanced acidity and full body. Smile Jamaica leaves a sweet, mellow, lingering finish. You're gonna smile!

Rainforest Alliance Certified





**COFFEE  
BAGS**

**COFFEE BAGS**

# COFFEE BAGS

Our Coffee bags are the perfect solution for an 'on-the-go' lifestyle. Simply put a coffee bag in a mug, add freshly boiled water, then brew for at least 3 minutes and your freshly brewed coffee is ready.



## BUFFALO SOLDIER



Dark roast

Origin: Ethiopia, Indonesia, Guatemala  
50 bags

Born free, Buffalo Soldier is an earthy and bold dark roast blend - sultry, smoky and deliciously smooth. The dark chocolate and berry undertones leave a rich, lingering finish in this liberating cup.

Organic



## ONE LOVE



Medium Roast

Origin: Ethiopia, Guatemala, Peru  
50 bags

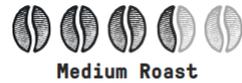
One Love is our classic medium roast blend, full of floral notes and revealing hints of blueberry, cocoa and spice. This well-rounded coffee tantalises the palate, leaving a profound cherry finish. One Love. One Life.

Organic

# COFFEE BAGS



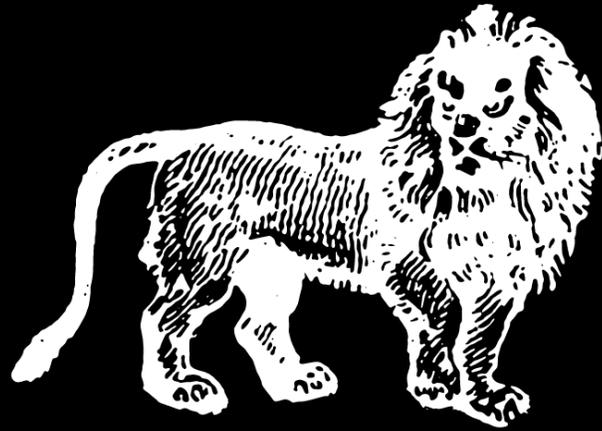
## SIMMER DOWN



Origin: Peru  
50 bags

For mellow moods, ease into the morning with a smooth cup of Simmer Down, our Swiss Water Process, chemical-free, decaf blend. Subtle aromas of cocoa, nutmeg and spices fill this cup to help you share the love out.

Organic



**MARLEY**  
**COFFEE™**