

# Responsibility and commitment

Blasercafé



  
**BLASERCAFÉ**  
SUISSE 

## Introduction

Blasercafé has been a family business since it was founded in 1922. As a family, Blasercafé has always aimed for the maximum of transparency and respectful and friendly relationships with employees, suppliers and business partners.

Blasercafé has been a partner to clubs and associations for many years and supports social, cultural and sports projects in Switzerland. With this commitment, we bring people together and facilitate a zest for life and interaction among all age groups and classes of society.

In addition to our social commitment, we also make a contribution to nature and the environment and support a variety of projects. These are presented in more detail in the chapter on Social Commitment.



Family members from left to right:  
Marc Käppeli, Bettina Blaser, Michael Blaser and Markus Blaser

## Our quality principles

For us, responsibility means ensuring the highest quality at all stages, from the coffee plant to the beverage in your cup.

### New FSSC 22000 standard from August 2022

With the FSSC 22000 standard, we meet one of the highest internationally recognised food safety standards that exceeds the legal requirements, not only in our own business but along the entire supply chain. The FSSC 22000 standard is based on ISO 22000 certification and ensures that our internal self-assessment system and HACCP concept work properly and are regularly reviewed. Continuous development of our quality system is therefore guaranteed.

### Raw coffee sourcing and quality

Blasercafé only purchases raw coffee that complies with the standards of the ICO (International Coffee Organization). All sourcing is carried out by its sister company Blaser Trading, which purchases virtually all of its coffee directly from the estate or plantation. Blasercafé secures the best quality over the long term by ensuring that the coffee is traceable and by maintaining personal relationships with the suppliers in all countries of origin. We supply detailed information about the raw coffee we use upon request.

### Transport quality control

The raw coffee is subjected to regular quality controls throughout the entire supply chain, from the plantation to delivery in Bern. The samples taken by the forwarders and supervisors are sent to us and then analysed and tasted. Lab analyses are carried out on random samples and also in suspicious cases (for example, where mould is suspected) and the merchandise is blocked from further transport.

### Flavour protection

Our blends are roasted slowly and gently to the core to preserve the complexity of the flavours in the coffee. All coffees are always packed in airtight packaging on the day of roasting. This guarantees that the fresh roast loses no flavour.

### Q Grader standard

Our trader *Regula Heiniger* and our professional barista *Giuliano Bartoli* are among the few trained and certified Q Graders in Switzerland.

The Coffee Quality Institute's Q Grader programme is the most renowned training in the sensory evaluation of coffee. Q Graders undergo a challenging programme of training and tests. Using a standardised cupping and evaluation protocol, they assess the quality and intensity of a coffee's acidity, body, flavour and aroma. [www.coffeeinstitute.org](http://www.coffeeinstitute.org)

### Terroir coffee for the highest quality expectations

Blasercafé's assortment includes the Terroir product line for aficionados who demand exclusive quality and traceability standards. The Terroir coffees are select speciality coffees. Coffee acquires a major element of its character from its origin. The soil and climatic conditions shape its flavour, acidities and therefore its overall profile. It is the terroir which gives the coffee its complexity. When coffee drinkers enjoy Terroir coffee, they experience these individual notes that the coffee could not acquire solely from the processing and the specific coffee plant.

[Blasercafé Terroir](#)

## Social commitment

### Fairtrade

Blasercafé has been committed to ensuring fair trade conditions with the coffee-growing countries for many years and has been a partner in Fairtrade Max Havelaar Switzerland from the very beginning. The Blasercafé blends *Verde, Lorraine, Forte, Pura Vida and Mokka Express* feature the Fairtrade label. [www.fairtrademaxhavelaar.ch](http://www.fairtrademaxhavelaar.ch)

### CSC label

With our *Rosso e Nero* blend, we are the only Swiss company to offer a CSC-certified coffee. In 1996, some coffee roasters who aspire to highest quality in their products joined together in Livorno in Italy under the name of CSC (Caffè Speciali Certificati). The label's quality criteria include all processes from the harvest to raw coffee processing and are ISO certified. In addition, a social project in a selected country of origin receives financial support every year. [www.caffespeciali.it](http://www.caffespeciali.it)

### Other certifications

Blasercafé buys part of its annual raw coffee requirements with certifications such as Bio (organic; approx. 250 tonnes, 160 tonnes of which is Bio Knospe), Fairtrade (approx. 250 tonnes), Rainforest Alliance (approx. 255 tonnes) or CSC (approx. 60 tonnes).

### Traceability and personal relationships

Many qualities that are indispensable for the complexity of the flavours of our roasted coffee blends cannot be purchased with certification. Partly for this reason, Blasercafé has opted to make its coffee traceable. As the majority of the raw coffee supply is now purchased directly from estates/plantations in the country of origin, and thanks to our close contact with the producers, we are able to see for ourselves on regular visits that the employees involved in production maintain contemporary and fair terms of employment.

### Project with Lindenhofgruppe: rebuilding a hospital in Guatemala

Since the start of our partnership with the Lindenhofgruppe, each company has donated 50 Swiss cents per kilo of coffee sold to support a socially responsible project. The reconstruction of a small health centre that had been completely destroyed was assessed as a project in urgent need of support. Guatemala was hit hard by the hurricanes ETA and JOTA during the rainy season of 2020. The coffee communities were severely damaged by rainfall, landslides and storms. Extreme landslides occurred in El Boquerón in Agua Dulce, Guatemala, which destroyed the existing health centre. The project is managed by the Ulrich Gurtner Kappeler (UGK) foundation, with which we have a long-standing and established partnership. We are directly in contact with the on-site project manager.

Today, the construction work is almost complete and the new, larger health centre could be opened in March 2022. Find out more about the project in our [blog post](#).



Devastated health centre in El Boquerón 2020



Adin Elisbeto Mazariego Galves, Chairman of the Committee for the Development of the Town of El Boquerón, with his daughters, 2022

# Sustainability and environmental efforts

## Organic coffee

Our blends *Verde*, *Lorraine*, *Forte*, *Pura Vida* and *Mokka Express* are certified by bio.inspecta ([www.bio-inspecta.ch](http://www.bio-inspecta.ch)). Blasercafé has carried certified blends in its product range since organic certifications arose. The company is constantly on the lookout for new organic qualities. [www.bio-inspecta.ch](http://www.bio-inspecta.ch)

## SEMEAR reforestation project

The rain forest is a habitat for rare animals and plants, a water store and the source of the livelihoods of the local population. These green areas are responsible for the absorption of carbon dioxide, control of land degradation and biodiversity. This is why we support the development of the reforestation and restoration project SEMEAR in Carmo do Paranaíba, Brazil. In addition to planting trees, the project also aims to raise the population's awareness of sustainable actions and the protection of the available forest resources.

## Sustainable E.S.E. Pods

We do not sell aluminium capsules. Our alternative is E.S.E. (Easy Serving Espresso) pods. They are 100% compostable after use. In addition, they are available packed loose in a bag and therefore use no aluminium foil at all.

## Reducing emissions in transport

In collaboration with our partner Camiontransport, Blasercafé and Blaser Trading save around 7,000 kg of CO<sub>2</sub> every year by targeting a shift to rail transport. We will be pleased to send you the emission reports on request.

## Energy Agency Swiss Private Sector

Blasercafé champions sustainable climate protection out of conviction. By participating voluntarily in the programme run by the Energy Agency Swiss Private Sector (EnAW), we commit to actively reducing CO<sub>2</sub> emissions and optimising energy efficiency. The agreement on targets is recognised by the Confederation, the cantons and industry partners. Go to the [certificate](#) here.

## The Pulpa Pyro project

Blaser Trading supports the pyrolysis project in Peru initiated by the Ökozentrum in Langenbruck BL. The pyrolysis process is used to convert the waste created in wet (washed) coffee processing, the fruit pulp of the coffee plant, into a valuable mineral fertiliser. This fertiliser is then returned to the soil. As a result, climatically harmful gases such as CO<sub>2</sub> or methane are removed from the atmosphere, land is remineralised and stabilised and the coffee farmers' livelihood thereby secured in the long term. [www.oekozentrum.ch](http://www.oekozentrum.ch)

## "Global Impact" international reforestation project

In collaboration with Nespresso, Blaser Trading has initiated a highly ambitious ecological project in Brazil's Vale da Gramá. Thanks to financial support from Nespresso and moral and human resources support from the local non-governmental organisation [SOS Mata Atlantica](#), Blaser Trading has now been able to plant around 50,000 trees on around 20 hectares. Five coffee farmers' plantations are involved so far. By the end of the project, Blaser Trading would like to plant around 200,000 more trees in collaboration with its partners in order to give long-term protection to the Atlantic Rainforest, or Mata Atlantica.

## More environmental protection measures

- Rejected coffee to be re-used for grinder tests
- FSC-certified recycled paper to be used for all correspondence. <https://ch.fsc.org>
- All lights in the building converted to LED
- Disposable cups from Naturesse: Naturesse products from Pacovis are made from fast-growing renewable materials. These raw materials are 100% biodegradable and climate-friendly



This jequitiba tree on the Fazenda Sertãozinho in Brazil is still an important provider of shade for coffee plants.

## Overall energy concept for premises in 2022 – ongoing

We are deeply committed to using energy efficiently, conserving resources and acting responsibly towards the environment. Together with external experts, we aim to develop an overall energy concept in 2022. This concept will focus on the following areas:

- Photovoltaic system on the roof of the company premises
- Heat recovery from the hot exhaust gas from our roasting plants to save energy consumption in heating the building

## Social benefits in-house

Blasercafé and Blaser Trading employ around 90 people, who benefit from modern terms of employment. Besides the salary, free scope for autonomy, creativity and innovation are important aspects of an attractive workplace. We aspire to create favourable conditions for employees to be motivated, identify with their roles, deliver the expected output and develop and further enhance their skills.

### Attractive terms of employment

- At least 5 weeks' holiday per year
- Additional paid days off for public holidays and bridging days ("Blaser free days")
- Flexible working hours with the maximum flexibility to set the timing
- Employee development and training
- Regular profit sharing in the form of bonuses for all employees

### Social security

- Pension fund contributions above the mandatory level for all employees
- Gender equality
- Balanced mix of ages in the workforce
- Right to contribute opinions and ideas
- Collaboration with social organisations, e.g. GAD-Stiftung and BAND-Genossenschaft
- Internal ombudsman's office

### Extra benefits

- 40% discount on purchases of our products
- Free supply of beverages at the workplace

### Blasercafé – a modern apprenticeship provider

We think about our future and invest today in our skilled employees of tomorrow. Every year, 2 new business apprentices join our company with the aim of achieving the Federal Vocational Diploma (EFZ). Over the course of their three-year training, we equip our apprentices with a broad range of specialist knowledge in a family-style environment. They learn about the route that coffee takes from sourcing to sale and gain insights into almost every department in our company.



Employees from the shipping department, from left to right: Karin Schwarz, Noy Beutler, Andreas Strazza, Sakibe Baliu

## Support & sponsorships

Blasercafé has actively supported social, cultural and sports projects in Switzerland for many years. With our commitment, we bring people together and facilitate a zest for life and the interaction of all age groups and classes of society. Here is an overview of the support we provide:

### Social

- Annual contributions and donations to charitable foundations, e.g. Glückskette and the SRK
- gad PLUS AG – production employees
- Band-Genossenschaft – production employees
- Blindspot – inclusion and promotion of diversity
- Trans Welcome
- Special Olympics

### Sponsorship and partnerships – sport

- BSC YB – Young Boys Bern
- FIS Ski World Cup Wengen
- Belalp Hexe – Hexenabfahrt ("Witches' Downhill Race")
- BSV Bärenclub
- Floorball Köniz
- Futsal Minerva Bern
- VBC Uni Bern
- Golfclub Bern Juniors
- SC Holligen 94
- Coffee sponsorship of various regional sports clubs, events and associations

### Sponsorship and partnerships – culture

- Swiss Coffee Championships (SCA Switzerland)
- Amici Slow Food Bern
- Summer drinks reception GastroStadtBern and surrounding area
- Open Air Cinema Murten
- Coffee sponsorship of various regional charitable associations

We will introduce you to some sponsorships in more detail on the following page.



FIS SKI WORLD CUP  
LAUBERHORN  
WENGEN



## **Sponsorships**

### **BSC Young Boys**

The Young Boys' colours, yellow and black, have been in evidence all over Bern since its foundation in 1898. As an official partner of the Young Boys Bern, we also wear the colours at every game and cheer them on in the Swiss Championship at the Wankdorf Stadium.

### **FIS Ski World Cup Wengen**

The Lauberhorn ski race in Wengen has been held since 1930 and is a permanent fixture in the Ski World Cup calendar. We warm the hearts of spectators during the race with our hot coffee.

### **Swiss Coffee Championships SCA**

The Swiss champion in mixing coffee and alcohol is crowned at the SCA Coffee in Good Spirits Championships. We support the organisation of this event and have also held it several times at our Rösterei Kaffee und Bar.

### **Trans Welcome**

The Trans Welcome project encourages trans people and employers all over Switzerland to undertake recruitment and/or coming-out at the workplace and to take this important step together. As an employer, Blasercafé says "yes" to trans people. We welcome trans!



Former YB player Steve von Bergen (left) and Marco Wölflin (right), in the "Rösterei Kaffee und Bar"

## Memberships



Vereinigung zur Förderung von Kaffee  
Association pour la promotion du café  
Associazione per la promozione del caffè



Individuelle Gastronomie



GASTR<sup>+</sup>SUISSE



BERN<sup>+</sup>

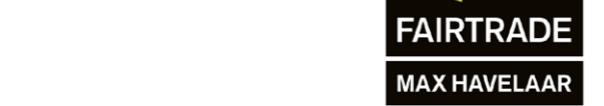


Coffee cherry, from our photo archives



Young plant from the Fazenda Sertãozinho in Brazil

## Labels und Zertifizierungen



Private Label



Verde and Pura Vida blends  
and private label productions



BEST COFFEES FOR ESPRESSO  
Rosso & Nero blend



**Other certifications:**  
We also arrange other certifications such as kosher or halal certifications at the customer's request



## Expertise and training

### Expertise

All Blasercafé's sales representatives meet Blasercafé's high standard with their coffee expertise and certified barista training and are available to our customers for support of all kinds (tastings, adjustments, quality control and training sessions).

### Training

We share our knowledge and our pleasure in all things coffee with our customers and partners. In our coffee training sessions, we look at various aspects of preparing coffee and of coffee quality, depending on the course content. You can find more information about the training sessions on our website or in our coffee course brochure. We will be pleased to send it to you on request. Blasercafé also regularly conducts and certifies courses from the Specialty Coffee Association's "SCA Coffee Skills Program": [SCA Coffee Skills Program](#)

### SCA (Specialty Coffee Association)

Blasercafé is engaged in promoting speciality coffees throughout Europe and is a founder member of the European Division of the Specialty Coffee Association. Blasercafé's Managing Director, Marc Käppeli, played a significant role in shaping the association during his years as its President. It now has more than 1,700 members. The SCA supports training and development in the roasted coffee, raw coffee, sensory skills and coffee preparation sectors. The SCA also runs the annual Barista World Championships, where the best baristas and cup tasters from more than 50 countries compete. Coffee Diploma System courses and examinations are regularly conducted by SCA-certified trainers from Blasercafé at the Blasercafé Training Centre. You will find more information at [www.sca.coffee](http://www.sca.coffee)



Trainer Giuliano Bartoli presenting  
the pour over brewing method

### SCA Premier Training Campus:

The Specialty Coffee Association (SCA) is the world leader in promoting coffee quality. Its core tasks are knowledge transfer and training to international standards. The SCA's Coffee Skills Program (CSP) integrates the many different skills of coffee expertise and structures them as modules. Blasercafé has been awarded the SCA Premier Training Campus Label and offers 3 of the training programme's modules.



AUTHORIZED  
SCA TRAINER  
2017-2020



INTRODUCTION  
TO COFFEE



BARISTA  
SKILLS



GREEN  
COFFEE



SENSORY  
SKILLS



Taking a raw coffee sample at Blaser Trading AG