

QUALITY POLICY

The following *QUALITY POLICY* is the reference for the development of the Company's Quality System so as to provide a constant improvement in the company standards and the customers' satisfaction.

The quality policy is a reference for the definition of the goals the organization wants to achieve.

Objectives are defined and examined by the company's board of directors at any annual evaluation session. They need to be clearly communicated to increase personnel involvement in the building and maintenance of the company's quality system. The main scope is to consistently improve customer service and the company's organization and efficiency.

Quality Policy is developed according to the following:

1. Building, maintaining and checking a Quality Management System. This System is well documented and compliant to the ISO 9001:2000 standards.
2. Ensuring that all the company's products are and remain compliant to all the safety standards for food products in all the countries in which said products are distributed and consumed. Some customers may require more strict standards to comply to and it is our pride to satisfy them.
3. Ensuring that all food products always comply to the sanitation standards and constantly maintain the HACCP system.
4. Ensuring that all the standards set in the company's Quality Manual are strictly respected constantly checking and controlling all the company's processes.
5. Ensuring a consistent effort in preventing problems and mistakes.
6. Ensuring the personnel is trained to the current procedures and kept up to date.
7. Giving responsibility to the staff, anyone for his/her own competence, according to their role.
8. Organizing training for the company's customers in order to provide the best knowledge for the end users to attain an excellent product from our coffee blends. With modular training we offer the best Espresso, Latte Art, coffee based drinks education to our customers in cooperation with qualified teachers.
9. Choosing highly qualified suppliers, some of them are Rainforest Alliance Certified TM operations that provide coffees grown in full compliance with good environmental and social practices.
10. Looking after our corporate image by:
 - Constantly keeping our website up to date.
 - Informing our personnel through the company Intranet
 - Poster, stickers, customizations
 - Promotion, sponsoring, exhibiting at trade shows
 - Developing promotional material