

14/07/2023

## CAFETEX launches Coffeeway coffeebags



The advertisement features a red background. At the top center is the Coffeeway logo, a stylized white coffee cup with a registered trademark symbol. Below it, the brand name "Coffeeway" is written in a white, cursive font, followed by "coffeebags" in a bold, white, sans-serif font. In the center, five coffee bags are displayed in a fan-like arrangement. The bags are labeled: "SALTED CARAMEL", "VANILLA HAZELNUT", "DECAF MILD ROASTED", "BLEND ELEVEN", and "MORNING BLEND". To the right, a stylized illustration of a person in a yellow shirt is shown in profile, holding a white coffee cup and a coffee bag. Below the coffee bags, three white icons are shown: a kettle, a coffee bag being placed into a cup, and a clock face with "3'" indicating a three-minute brewing time. At the bottom, the text "Hassle free coffee, in single portions" is written in white, with "free" underlined. Below this, the website "coffeeway.com" is displayed in white.

CAFETEX SA, one of the largest and most innovative coffee processing companies in Greece, launched single serve coffeebags, under its premium brand Coffeeway. This revolutionary product, is used by consumers in much the same way as tea bags, allowing the preparation of a quality filter coffee, easily and quickly, without a machine, just by adding hot water.

Coffeeway coffeebags, due to their simple, yet innovative design, offer a number of benefits to consumers, satisfying the growing need for food products that combine excellent taste and flavour, ease of use, saving of energy during preparation and minimum food waste.

### **Convenience and speed**

With coffeebags, coffee is prepared without the need for a coffee maker or other coffee making device. A kettle or a thermos is enough to immerse the coffeebags into hot water, and the coffee is ready in about 3 minutes. In addition, the coffeebags could remain immersed in the hot water longer, thus allowing for a coffee made according to personal preferences.

### **Freshness**

Each coffeebag is packed in an individual airtight sachet, which additionally contains nitrogen to protect the coffee from oxidation. In this way, the organoleptic characteristics of the coffee are preserved, so that consumers can enjoy fresh coffee every time, as if it had just been roasted.

### **Portability-Individuality**

Coffeebags are the ideal solution for those who want to enjoy their own coffee, anywhere, anytime, without any constraint. They are available in 5 variants to cover all preferences, while their convenient size is ideal for use in the office, when travelling, on holidays, at camping.

### **Food waste reduction**

In contrast to the preparation of filter coffee in an electric coffee machine or a French press, where a larger amount of coffee is used than what is actually needed, coffeebags contain exactly 7.5g of coffee, which is the quantity required to prepare a 180ml portion of ready-to-drink beverage. In addition, they contribute to limiting the waste of electrical energy, taking into account that filter coffee usually remains hot in the jug of the electric coffee maker for several hours.

### **Cold brewing**

Coffeebags also allow the preparation of a cold coffee drink, with the cold brew method, where the coffeebags are immersed in water and remain for 16-24 hours in cooling conditions. This way, it is possible to extend coffee consumption even in the summer, while the cold brew method is now made accessible to everyone (until now the cold brew process could not be carried out by means of household equipment)

### **Complete product range**

Coffeeway coffeebags collection, includes 5 different variants to cater for all consumer needs:

- **Morning Blend:** Superior quality coffee, with unique taste and rich flavour! Excellent coffee varieties, 100% Arabica, combined in a special blend. The ideal coffee to put you in a good mood, in the most enjoyable way!
- **Blend Eleven:** Strong coffee, with full taste and strong flavour. A blend of Arabica and Robusta coffee varieties that will fill you with energy. Perfect for starting another demanding day!
- **Decaf Water Processed:** Superior quality decaffeinated coffee. 100% Arabica coffee blend, from which the caffeine is removed with water in order to preserve the excellent taste characteristics of the coffee. A decaf without compromise in taste! The ideal choice for relaxation at the end of a demanding day.
- **Salted Caramel:** An exciting flavoured coffee. Superior coffee blend, 100% Arabica, combined with an original flavour that will delight the “sophisticated” lovers of flavoured filter coffee. Let its flavour pleasantly surprise you with its uniqueness.

- **Vanilla-Hazelnut:** Superior quality flavoured coffee. Fine 100% Arabica coffee varieties fill your cup, with a unique combination of Vanilla and Hazelnut aromas. The perfect choice for special moments of enjoyment during the day.

CAFETEX has vertically integrated production, processes all types of coffee and holds high level certifications such as IFS Food and ISO 22000, for its quality management system and food safety procedures, ensuring the quality of coffee in all stages of processing and production.

Moreover, CAFETEX is the leading producer of private label coffee products, with a wide customer base which includes the largest retail chains in the Greek FMCG market.



**Contact person press**

**Apostolos Balatsos (Mr.)**

[abalatsos@cafetex.eu](mailto:abalatsos@cafetex.eu)

Tel.: +30 210 6640640

[info@cafetex.eu](mailto:info@cafetex.eu) | [www.cafetex.gr](http://www.cafetex.gr)

[www.coffeeway.com](http://www.coffeeway.com)