

An aerial photograph of a coffee plantation and a small village. The plantation is on the left, with rows of coffee trees. The village is in the center, with several buildings and a blue pool. The background shows rolling hills with more coffee trees and a few more buildings under a blue sky with clouds.

BRAND NARRATIVE & OWNERS' STORY

DELICIOUS
SINGLE ORIGIN
SPECIALTY ARABICA
FROM THE NORTHERN
HILLS OF RWANDA

Nova Coffee grows specialty red Arabica Bourbon in the warm tropical sunlight and rich volcanic soils of northern Rwanda. Surrounded by native tropical rainforest, our 155-hectare coffee plantation of 380,000 trees, sits at an altitude of 1800-2000m high, spread across the mountainside and close to the beautiful Muhazi Lake.

It is the perfect, idyllic environment to grow a truly unique coffee, with the cherries ripening to a vibrant deep red from mid-March to mid-June. We then process both our own coffee and that of the 2,880 small-holder coffee farmers in our community – producing both fully washed and naturals.

Our fully washed 100% Bourbon coffee has a distinct clarity and cleanness of flavour and aroma. It is respected for its great taste.

With our 100% Bourbon natural, you can expect a bigger, rounder body with complex, rich flavours of dark fruit and dark chocolate with a complex fruity acidity.

Nova Coffee is respected for its great taste and consistent high-quality with cupping scores of 86-89. Our coffee comes in 3 grades, which means our customers can choose the price points and quality they need.

Our vision is to foster a prosperous local coffee community and connect with coffee lovers across cultures. We think coffee can play an important role in bringing abundance and wellbeing to our community and to Rwanda.

And with the support of our 2,800 farmers, we continue to grow our capacity. In 2020 we produced 153 tons of specialty green coffee – fully washed and naturals, and plan to increase production to 230 tons by 2025.

We are UTZ certified. We are in the process of gaining Organic, C.A.F.E Practices and Rainforest Alliance accreditations.

A woman with short, curly reddish-brown hair, wearing a black cardigan over a yellow top, is smiling and pouring a large amount of light-colored grains (possibly quinoa or millet) from her hands into a wooden tray. The tray is filled with the same grains. The background shows a brick wall and a paved area with hexagonal tiles.

**AN ETHOS
OF SOCIAL
RESPONSIBILITY
WITH WOMEN
AT OUR HEART**

Nova Coffee started as a family business in 2015. Our owner, Agnes Mukamushinja and her husband, Managing Director, Felix Hitayezu, have worked in the coffee sector for more than 25 years. They have founded a coffee enterprise that leads the way in socially responsible practices.

Since 2015, we've engaged over 2,800 local small-holder farmers among of them 382 are women and we pride ourselves in implementing ethically and socially responsible practices across our organisation. We have a strong commitment to gender equality, education and health for our community.

The company builds houses for the poorer families in our society, constructs roads and wells, and provides micro-credit facilities to our farmers.



Our vision is to foster a prosperous local coffee community, connecting with coffee lovers across countries and cultures through our wonderful Arabica Bourbon from the northern mountains of Rwanda.

We know that coffee can play an important role in building Rwanda's future, improving the lives of our farmers, their families, their communities and to all of Rwanda. Many of the farmers in the coffee industry are women and youth. Empowering them through support and training is central to what we do and vital for a fair and sustainable coffee industry. Supporting women and youth in our sector is also supporting our nation.

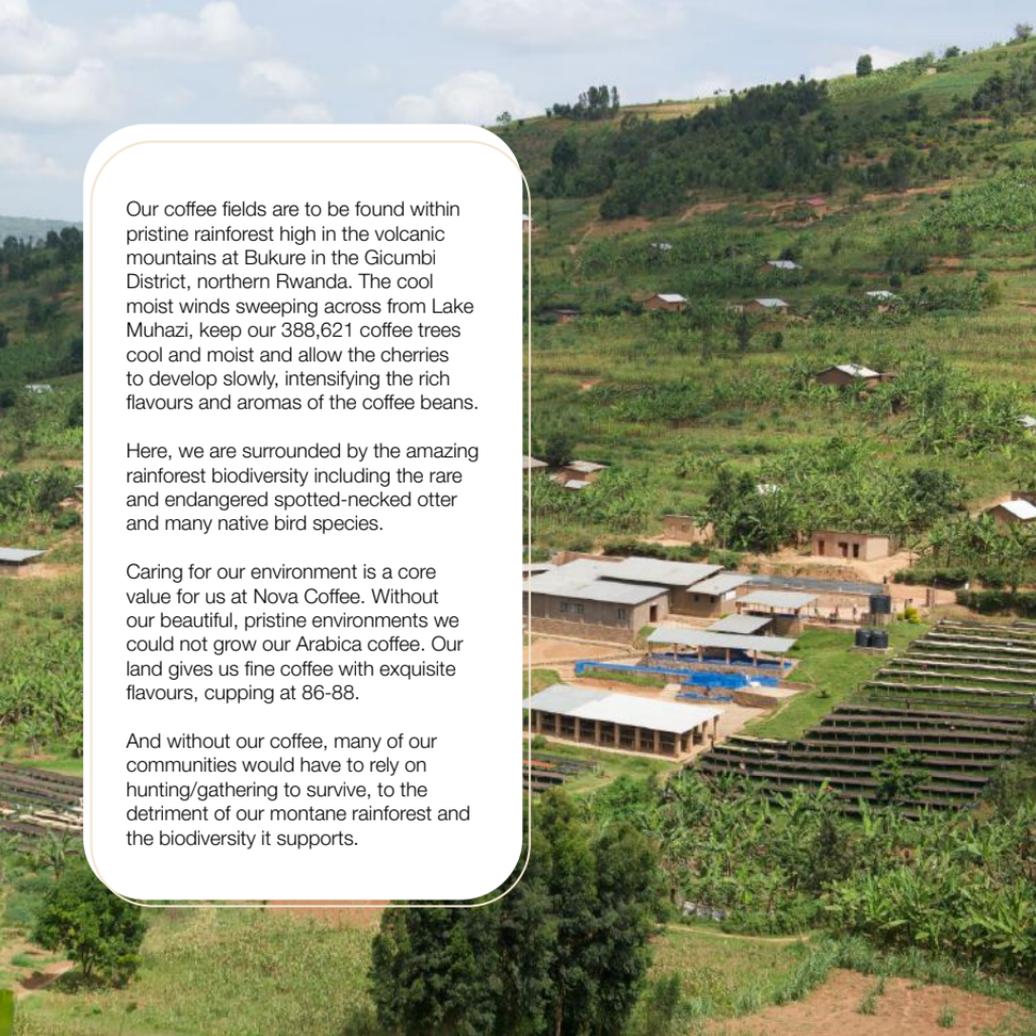
Gender equity is one of our core values and we especially support our women farmers through our women-grown Arabica, marketed as "Cafe des Mamans". It is part of our drive to ensure that women and youth are fully supported and recognised for their vital roles in the coffee supply chain. Women are also key in building strong and resilient family and social structures in Rwanda.

Our coffee directly affects the lives of over 2,800 farming families in our community. That's why we've initiated the Nova IKAWA SAWA (Sustainable Arabica and Women in Agriculture) project which aims to promote sustainable farming initiatives that respect the environment and help grow women farmers' income.

IKAWA means coffee in Rwanda's official language, Kinyarwanda.

**CAFÉ DES MAMAN - COFFEE FROM
THE HANDS OF RWANDAN WOMEN BY
NOVA COFFEE**

**CARING FOR OUR
SACRED LAND
OF VOLCANOES,
RIVERS, LAKES AND
MOUNTAINS**



Our coffee fields are to be found within pristine rainforest high in the volcanic mountains at Bukure in the Gicumbi District, northern Rwanda. The cool moist winds sweeping across from Lake Muhazi, keep our 388,621 coffee trees cool and moist and allow the cherries to develop slowly, intensifying the rich flavours and aromas of the coffee beans.

Here, we are surrounded by the amazing rainforest biodiversity including the rare and endangered spotted-necked otter and many native bird species.

Caring for our environment is a core value for us at Nova Coffee. Without our beautiful, pristine environments we could not grow our Arabica coffee. Our land gives us fine coffee with exquisite flavours, cupping at 86-88.

And without our coffee, many of our communities would have to rely on hunting/gathering to survive, to the detriment of our montane rainforest and the biodiversity it supports.

**Organic, UTZ, C.A.F.E.
Practices and Rainforest
accredited coffee**

We support our farmers to use only the very best agricultural practices.

Nova Coffee is UTZ certified and we are in the process of gaining Organic, C.A.F.E. Practices and Rainforest Alliance accreditations.

These will give our customers greater confidence in our processes and consistent high quality.

Certification not only sends a signal to our sector about the importance of caring for the environment but also recognises the hard work and extra effort put in by our amazing farmers to protect our lands for future generations.

GROWING A SUSTAINABLE COFFEE INDUSTRY FOR OUR COMMUNITY

Coffee directly affects the lives of over 2,800 farming families in our community. That's why we've initiated the Nova IKAWA SAWA (Sustainable Arabica and Women in Agriculture) project which aims to promote sustainable farming initiatives that respect the environment and help grow farmers' income.

We distributed 30,000-50,000 young coffee trees in 2020; we want to triple the figure. We plan to give 100,000 to 200,000 coffees trees, along with shade and tropical fruit trees, to every local coffee farming community each year. This encourages and supports farmers who want to join the coffee sector - especially women and youth - while being environmentally sound.

We support beekeeping initiatives through the project. This helps our farmers access honey, an important diet staple, increase and diversify their incomes through sales, and maintain biodiversity in the farms. Our farmers also grow beans, maize and potatoes for crop diversity and to eat and sell.



**UNIQUE COFFEE
EXPERIENCES WITH
QUALITY SERVICE -
GUARANTEED FROM
NOVA COFFEE,
RWANDA**

An aerial photograph of a coffee plantation in Rwanda, showing rows of coffee trees and some buildings. A white rounded rectangle is overlaid on the image, containing text.

Nova Arabica coffee is the brew of choice for coffee connoisseurs who are looking for rare coffee experiences.

Our name comes from the Latin for “new” or “young”. It was chosen with great care to reflect:

- our young, energetic and agile company,
- our youth who are a core part of our business and are our future, and
- our role in developing a new specialty coffee industry in Rwanda that will be known worldwide for quality, consistency and uniqueness.

We employ only the very best agricultural practices, supporting our 2,800 farmers to produce fully washed and natural Arabica Bourbon grown at very high altitude (between 1800 and 2000m), with rich complex flavours and wonderful aromas of dark fruit and chocolate.

It is our mission to become the coffee of choice for our customers, being the stand-bearer of Rwandan specialty coffee.

We are already UTZ certified and are in the process of Organic, and Rainforest Alliance accreditation. For us, it is important that our high standards and use of only the best agricultural practice are recognised.

Ensuring that our farmers receive fair prices for their premium coffee is making a real difference to our communities, improving livelihoods and wellbeing. We love sharing the stories of our farmers and our community with our customers.

Our experience of export and customer service, with customers located across the world, means that we can provide access to premium markets for our farmers and their coffee whilst ensuring that our customers’ needs and expectations are fully met and, indeed, exceeded.

At Nova, we strive to:

- provide exquisite, sustainably produced coffee
- become organic and Rainforest Alliance certified
- increase our production from 8 to 12 containers of coffee a year by the end of 2024
- distribute up to 200,000 coffee trees plus shade and tropical fruit trees in all coffee farming communities every year through our NOVA IKAWA SAWA project
- expand our organic farming approaches
- continue to support women and youth working in the coffee industry





OWNER STORY

A family business supporting communities, women and youth, building a brighter future for the country

Agnes Mukamushinja is the owner of Nova Coffee which she founded with her husband, Felix Hitayezu, who is the Managing Director. We grow, process and export exquisite single origin Arabica coffee from the mountains of northern Rwanda.

Agnes and Felix are coffee farmers, and with over 25 years of experience in the business, and wanted to use our experience to develop a coffee enterprise that leads the way in socially responsible practices.

Together, we started Nova Coffee as a family business in 2015.

Agnes' father was an agronomist who monitored coffee plantations in the same area where Nova Coffee is now located – in the Bukure Sector.

As we have grown our business, in partnership with our communities, we have focussed on our values of honest entrepreneurship, building relationships, and focussing on quality. We work for our sisters, brothers and neighbours who live and work beside us. It is a heritage in which we are profoundly rooted and provides us with our vision and drives our passion.

We are proud that Nova Coffee is now one of Rwanda's foremost coffee growers, processors and exporters of fine red Arabica Bourbon, Fully Washed and Natural. And achieving cupping scores of 86 to 89+ together with UTZ accreditation is a testament to our dedication to exceptional specialty coffee.

But we never stop striving to improve on every aspect of our business. We are organic certified, and we are in process to obtain Café Practices and Rainforest Alliance certification. And we love working in partnership with our staff and farmers to build capacity and capability.

Our staff are dedicated and experienced. They play a critical role and are part of our extended family. Helping them develop their skills is important to us – it is part of our legacy to our community.

And our 2,800 coffee farmers – many of whom are women and youth - are also part of our family. We support them to grow exquisite coffee and ensure they receive fair prices for their hard work and dedication to this precious crop.

We see coffee as a unifying and peaceful force, particularly supporting and appreciating women in the sector. Agnes is very clear about her mission: "Being able to start our business and working with fellow women of my native region is about staying connected. I feel honoured to be contributing to careers, friendship and prosperity."

Our company values include honesty, excellence, reliability and collaboration. We are always open minded, innovative and pragmatic, kind and humble. We listen, we care, and we foster human connections with our coffee farming communities and with coffee lovers around the world. We will continue to inspire and connect people in a truly human dimension, striving for collaboration, sustainable farming, respect, dignity and mutual advantage for everyone who interacts with us.

At Nova Coffee, we believe that we will make every life brighter, healthier and more amazing in a happy and prosperous world. We embrace life and believe that great coffee will help us achieve our dream of a flourishing coffee community in Rwanda.

