

ZAMBIA COFFEE PENETRATES JAPANESE MARKET

Coffee enthusiasts in Japan can now enjoy the tasty and richly-flavored Zambian Coffee. The coffee processed by UCC Ueshima Coffee Company of Japan is the latest addition to the company's range of world renowned coffee brands on sale in Japan.

UCC Ueshima Coffee Company describes the Zambian brand as very rich in taste and aroma comparable only to other world renowned coffee products such as those from Central America. This richness is due to the good climatic conditions and altitude at which the coffee is grown in Zambia. The Zambian brand has received good acclamation from Japanese Coffee lovers, and UCC believes in the brand's possibility to compete favorably on the market.

UCC plans to increase the volume of Zambian Coffee in Japan. The initial import was about 30 tons but would this year increase to about 100 tons as demand increases. The UCC Group also intends to commence the sales of roasted whole bean (grain) Zambian Coffee by its affiliate in Japan.

UCC will consider organizing a Coffee Quality Contest among Coffee brewers and sellers in Zambia. Similar contests are held in Japan and other countries that supply Coffee to UCC.

UCC is a well-established company that produces top quality coffee in Japan with a network spanning across all continents. The Company commenced importation of coffee from Zambia after the successful signing of an agreement with Northern Coffee Corporation of Zambia in 2015. The agreement is also benefiting other Coffee farmers in Zambia. It is hoped that this initiative will enhance the Coffee sector in Zambia. The program will also assist in marketing Zambia as a source of, not only coffee, but other agricultural products for Japan and other countries.

In October 2015, UCC officially introduced Zambian Coffee on the Japanese market at the event to commemorate the International Coffee Day. During this event, the Zambian Ambassador to Japan, H.E. Mrs. Ndiyoi Muliwana Mutiti presented to UCC a portrait of the Zambian republican President, H.E. Mr. Edgar Lungu together with Coffee Mugs and Saucers bearing the President's hand-signed signature for display in a coffee museum in Kobe, Japan.

