

Experts in Shipping Coffee

Since 1980

WEC
LINES

Robusta Arabica



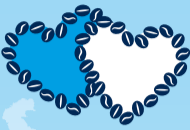
There are **2 main** varieties of coffee **Arabica and Robusta**

400 BILLION

2.2 billion cups of coffee are consumed every day worldwide. Alongside water and tea, coffee is one of the most popular drinks worldwide with over **400 billion cups** of it being consumed each year.

Coffee sustainability efforts include deliberate governmental efforts to **minimize waste and maximize resource efficiency** throughout the entire coffee supply chain.

It involves practices such as **recycling coffee byproducts, reusing materials, and reducing environmental impact** while ensuring long-term economic viability.



Despite its name, **the coffee bean isn't actually a bean**. It's rather a pit or seed that's found inside the coffee cherry.

In many parts of Uganda, drinking coffee is an **important social ritual**, and it is often consumed in a specific setting, such as a coffee house. **Coffee is one of the most sacred and traditional crops in Uganda**. It is used in celebrations, when making agreements, to welcome visitors, or as a **special gift to the parents of the bride in a traditional wedding ceremony**.

QAHWAH

The **earliest term** for the coffee drink was the Arabic word "**qahwah**", which actually referred to a **type of wine**.

40mg

1 cup of coffee contains an average of **40mg of caffeine**

90%

90% of the world's coffee is produced in developing countries



Uganda ranks **#6** in the world coffee production with **6,060,000 60kg bags** in the last 12 months (Feb 2023 - Feb 2024). **Tanzania ranks 15th** and **Kenya ranks** as the world's **20th** largest coffee producer.



Kenya produces some of the **highest quality arabica coffees** in the world, remarked for their acidity, intensity, and complexity of flavor.



Uganda is one of the few countries in the world with **indigenous coffee**, with Robusta coffee growing wild around Lake Victoria.

Ethiopia



The first one to discover coffee beans was believed a **goat herder in Ethiopia** after observing **strange behavior in his goats** after eating coffee cherry.



ALPHA MALES

If you think it's easy to determine the coffee's quality, think again! **Experts need to taste the coffee while making sure not to over caffeinate themselves**. In Uganda, the general belief is that **male coffee tasters become alpha males and are therefore not allowed near married ladies at parties**.

Kiboko

Ugandan coffee is popularly known as **Kiboko coffee**. Before independence, colonial officials would move through the fields maintaining the crop and whipping farmers who resisted. **The word "kiboko" means "hippo"** as colonial whips were made from hippos' tails. **Amazingly, the word "kiboko" is still being used**. Especially in regions that resisted colonial rule!

Uganda is the **native home** to one species of Robusta coffee. Its commercial production goes back to the **beginning of the 20th century**.



WEC INFO



Extra care

Coffee absorbs the scent of the packaging. We therefore have to take **extra care of the container lining, the container type, and the packaging** to safeguard the quality of the coffee while in transit to its final destination.



Highly sensitive

Coffee supply chains are **highly sensitive to disruption**. Problems at origin [e.g., strikes, weather, container or labour shortages] can delay shipping. **This, in turn, may lead to penalties and potential client losses**.

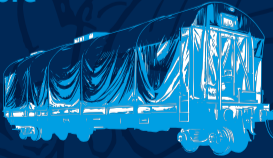
How do we ship it?

Taking Uganda as an example, the coffee is processed in factories in and around Kampala. We release the containers to shippers to stuff coffee. This is either bulk loaded or **stuffed in 60kg bags**. The **bags are placed in our container manually which is already on a truck**. The trucks then take the coffee to Mombasa port from where it is placed on board on our vessels.



How it was done before

Coffee was transported in **tarpaulin covered train wagons and open trucks**.



We know coffee!

WEC lines already had its **presence in Kenya** (Mombasa & Nairobi) since 1981 and in **Uganda** (Kampala) since 1983. This means we know everything about shipping coffee!