

PRICE ADAPTATION COFFEE CATALOG

Dear Coffee Lovers,

You may have heard in the press that the current prices for green coffee have reached an extremely high level following a steep rise over the past year. This development continues to inflate the prices of all coffees and leaves a clear mark on the industry.

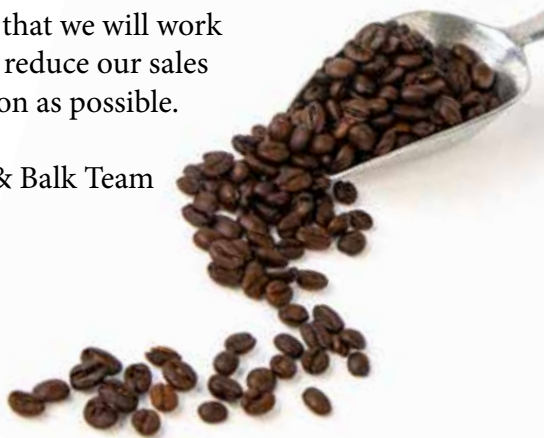
Please see the reverse side of this flyer for more detailed information on this development.

Thanks to our pre-arranged contracts, we were able to keep our prices stable for a long time.

Now, we can no longer avoid to adjust our prices as well. Please note that the prices listed in our current catalog have increased by \$3.10 per kilo until further notice.

Please be assured that we will work hard to be able to reduce our sales prices again as soon as possible.

Your Dethlefsen & Balk Team



NEW PRICES AS OF MARCH 1ST 2025

Flavored Coffee, whole bean	page
Caramel/Chocolate 19804US → \$ 29.60/kg	10
Chilli/Chocolate 12604US → \$ 29.60/kg	11
English Caramel 12424US → \$ 29.60/kg	11
Happy Hazelnut 12144US → \$ 29.60/kg	12
Strawb.Cheesecake 15824US → \$ 29.60/kg	12
Turkish Honey 12344US → \$ 29.60/kg	13
Vanilla Cream 12124US → \$ 29.60/kg	13
Drip Coffee, flavored	
Mix Box 16005US → \$ 12.50/box	15

COFFEE PRICE DEVELOPMENT

Café Cult
PREMIUM QUALITY



Source: Investing.com, dated Jan 30, 2025: here you can see an example of the price development during the last three months with a substantial increase in the price of a 50 kg bag of commercial green coffee to 366 dollars.

REASONS FOR PRICE INCREASE

Drop in production in Brazil: Due to climatic changes, the world's largest coffee producer, Brazil is reporting a 5% drop in production for the 2024/25 harvest, corresponding to around 3.5-4 million bags. As Brazil supplies 40% of global production, this reduction is particularly severe. By comparison, this amounts to roughly the entire annual production of Guatemala.

Delays in Central America: Central America, which accounts for 15% of global coffee production, is experiencing late harvests, leading to temporary supply shortages. Despite an expected good harvest, the late harvest is causing market bottlenecks.

European Deforestation Regulation (EUDR): Uncertainties regarding the implementation of the EUDR have caused concerns among importers. A proposal was made to postpone the EUDR for 12 months, but no binding decision has been reached.

Geopolitical and market factors: While the war in Ukraine is disrupting trade, there is a growing concern that tariffs could be implemented by the USA. These factors are indirectly causing an increase in prices and risk throughout the supply chain.

Rising demand and reduced availability: Global demand for coffee is rising, while supply remains limited. This combination is leading to considerable uncertainties among importers and roasters in Europe.



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