



No Ordinary Coffee,
No Ordinary Story...

Our profits pay for children
to attend school in Uganda.



Our story...

In 2015, Tranby pupils, returning from a trip to Uganda, felt they wanted to do more to help the young children who were unable to attend school.

Through this passion, Safi Coffee was born and has gone on to help and educate children in the Kanungu region as well as supporting local farmers.

Today, Safi Coffee has become a social enterprise success, selling coffee all over the UK.

In 2020, Highgate School in London and Felsted School in Essex, joined the social enterprise. Both schools have strong links with Uganda and visit each year. With their support we continue to grow by reaching their school and business communities.

Safi Coffee is run by a group of pupils committed to ethical trading and social responsibility. Having no share holders or CEO, our profits can go towards supporting children's education.

Why do we help?

Why would we do this? Why not?
We have no extravagant CEO salaries to pay. No shareholders to satisfy.
Just a group of pupils determined to make a difference.



Why buy Safi?

The word “Safi” means “pure” and “fresh” in Swahili. It’s this pure intense flavour that comes from single origin Arabica coffee beans.

Picked at Gorilla Summit Coffee Plantation in Kanungu, the rich organic soils and traditional farming techniques all contribute to the exceptional Safi Coffee flavour.

Safi Coffee is roasted and packaged at the UK’s leading coffee roaster, Lincoln & York. Their support has been instrumental in producing the perfect roast profile. Safi is distributed from Tranby.

LINCOLN & YORK
ROASTERS & SUPPLIERS

Our range of products and accessories include:

- | Coffee Beans
- | Ground Coffee available in regular and decaf
- | Individual Coffee Bags available in regular and decaf
- | Safi Coffee Glass Brewcup 12oz
- | Hario V60 Dripper Set
- | Aerobie Aeropress
- | Hario Mini Mill & Coffee Grinder

Safi Coffee is available retail and wholesale. We are proud to supply a number of businesses across the UK. Not only do business employees enjoy our fine tasting coffee, the project fits perfectly with CSR initiatives. Safi Coffee can be delivered directly to you or your business through our website, go to www.saficoffee.co.uk

What is not to love about this?

“I had the pleasure of attending the launch of Safi Coffee in September 2017. I purchased a number of bags then and have continued to reorder. It is simply delicious. I love the Safi brew cup also and find it very handy on car journeys. It is great to sip coffee and to know that every sip is helping to educate children in Uganda.” – Geraldine Prosser.



Value

“This is win-win! You might be convinced to buy Safi Coffee once to help the growers, but you will keep buying because...bottom line...the coffee is really, really good. It has a lovely round, warm, fruity full flavour, the value and delivery was very fast.” – Nigel

The taste

I’m ordering more! I thought it had good flavour and a nice aftertaste on the conscience.” - Dave





Our pupils' experience

The pupils from all three schools get involved in all aspects, from designing the logo and packaging, managing the accounts to the day to day running of the company.



"Visiting Uganda was an incredible, life changing and a humbling experience. Being able to see first hand the effect that Safi is having on the community of Kanungu was truly rewarding and seeing how happy the children were."

George Exon, ex pupil on Team Uganda 2017



"Seeing pupils of all ages engage with Safi Coffee has been hugely exciting, in our first few months we have sold over £1000 of coffee! We strongly believe that this consistent investment in the local economy and education will transform the Kanungu community, while benefitting our pupils as they acquire a range of business skills and experience."

Sarah Butterworth, Community Partnerships Director of Highgate School



"What began as a small, pupil-led initiative selling coffee beans to coffee shops in Hull is quickly transforming into a national enterprise. We have learnt a lot in the four years we have been running Safi Coffee and we look forward to growing the project significantly and provide even more children in Uganda with the education and opportunities they deserve."

Chris Wainman, Headmaster, Silcoates School



"As a Trustee of Teach Uganda, I am delighted that Felsted School is promoting and distributing Safi Coffee amongst its community. As a result, we can ensure that the funds raised from our sales are sent directly back to help the children of Uganda."

Reverend Nigel Little, Trustee of Kirima Ltd.



"I am immensely proud of how far we have grown. Our partnership with Highgate and Felsted has added so much to the project. We are also very grateful for the support from Lincoln and York who continue to deliver Safi, roasted & packaged to perfection."

Carrie Mertens - Director of Safi Coffee



"Fuelling offices and workspaces with Safi Coffee has allowed us to increase the number of children we sponsor; this is a real testament to the success of the initiative."

Tom Brown - Director of Safi Coffee





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Safi Coffee is available to buy online, from Tranby and a number of local retailers. Find out more about this incredible project by visiting:

www.saficoffee.co.uk



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