Beat: Lifestyle

ROASTER MEO - FAMILY BUSINESS, CREATOR OF COFFEES SINCE 1928

N°1 OF ORGANIC COFFEES IN FRANCE IN 2022

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USPA NEWS - The First French Region to be labeled the European Region of Gastronomy in 2023, Hauts-de-France benefits from the Best Ingredients to seduce the Taste Buds of the most Gourmets: Committed Chefs, 100% Food Events, New Culinary Scenes, and... Recognized Brands, Gems of their Territory.... Among them, the Roaster Méo, Creator of Coffees since 1928 whose Brand became Number 1 of Organic Coffees in France in 2022.

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French Roaster and Creator of Coffees for 95 years, Méo offers Exceptional Coffees. In Grains, Ground, Capsules or Pods, each Recipe is Exclusive and gives a Unique Taste Signature.

Since 1928, the Brand has benefited from Real Know-How: a Rigorous Choice of Raw Materials, Mastery of Original Blends, Great Expertise in Roasting, Fine Precision in Grinding and a Packaging Technique that preserves the Aromas. Méo continues to innovate to offer the Best Coffee.

- Traditional Roasting
* They are convinced that making Coffee is a True Art, which requires Rigorous Know-How.
* Coffee is a Marriage of Flavors, Aromas, and a Great Variety, Terroirs and Intensity. Knowing Coffee Beans well allows to create Coffees from the Finest Quality Beans from the Best Origins.
* They pay Careful Attention to the Choice of Raw Materials, fully controlling the Original Mixtures. Over the Years, they have developed Great Expertise in Roasting. They work using a Traditional Method to preserve the Coffee Beans as much as possible.

- Quality for Everyone
* Arabica or Robusta, Short or Long Coffee, Espresso, Organic and Fair Trade, Ground or Beans, in Capsules and Pods, they want to satisfy All Fans.
* Offers a Wide Range of Coffees, but also products Related to this Beverage, such as Chocolates and Sweets, Infusions or even Soaps made from Coffee Grounds.
* believes it is Important to use Automatic Coffee Machines of Recognized Quality to savor all the Aromatic Notes of the Coffees they roast. They also offer Machines made in France by Scott.

- Ethical and Committed Café
* Wants to contribute to a more Ethical and Equitable World by preserving the Environment.
* Promotes the Recycling of Waste by producing Home Compostable Coffee Capsules.
* Uses Mugs made Half of Coffee Pods in their Stores.
* Develop Fair Trade Products and their Support Max Havelaar Licensed Cooperatives to promote the Production of Excellent Quality Coffee.

- The KOOTA Adventure began in 2020 in Lille, in Hauts de France.
* With a Bold Desire to revolutionize the Coffee Market by creating a Committed, Modern and Digital Organic Brand.
* The Pillar of their Sustainable Development Approach?
Becoming an Organic Brand with a Neutral Carbon Footprint, by improving all their Actions (Transport of Coffee by Sailboat, Reduction of Production Emissions, Recycled and Recyclable Packaging, Reforestation, etc.)
* Accompanied by Expert Roasters, Koota's Objective is to offer an Exceptional, Committed Coffee.

- Their Engagements: Commited to Carbon Neutral Impact

* Today, 70% of Commercial Imports Pass by Sea, however, this Figure mainly includes Huge Container Ships, Oil Tankers or Bulk Carriers, with a more than worrying Environmental Impact.
* For Team Koota, the Choice of the Sailboat was a Bet on the Future of more Responsible Production.
* Currently, 15% of their Production is transported by Sailboat, an Approach which plans to become more Materialized in the Future.
* Seeks as much as possible to limit the Carbon Impact linked to their Supply, in particular with Compensation Actions.

- Trace The Coffee
* Chosen to make Traceability their Leitmotif: thanks to the QR Code highlighted on the Box of Coffee you buy, you can discover the Route of your Coffee, but also meet its Producers and learn more about what you pour into your Cup Every Morning!

- Creating a More Humane Coffee Culture
* Ecological Responsibility goes Hand in Hand with Social Responsibility, so it is Obvious that they have opted for Coffee Production from Fair Trade and Certified Organic Agriculture.
* No Pesticides and Producers paid at the Right Price, Another Way to enjoy your Coffee, with Full Conscience.

- Transmitting Their Passion For Quality Coffee
* The Promise of Quality and Good Taste lies in 100% Arabica Coffee, with Varying Intensities depending on the Range Chosen.
* These Blends are the Result of a Demanding Selection of the Best Organic Coffees from Colombia, Honduras and Peru.
* They come from Plantations located at more than 1400m Altitude and from Certified Fair Trade Cooperatives, a Coffee committed to the Planet and to your Taste Buds!

- Federate Their Community Of "Kooters"
* For an Enlightened, Radiant, Transparent, and above all Positive Coffee Culture, in Attitude and Impact, they have designed this Coffee that can be followed.
* So, they invite you to join their Pact: to put Originality and Creativity at the Service of Innovative and Effective Solutions, to always be improving and to carry, Collectively, this New Vision.

Source: Meo & Koota

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