



Usingini
UPLAND
Coffee



*IT'S A
CULTURE ,
AN ART &
PASSION*

U S I N G I N I U P L A N D C O F F E E



IT'S A CULTURE, AN ART & PASSION



**MALAWI'S
FINEST COFFEE**



PRODUCTS

1. *Freshly Roasted Coffee Beans*
2. *Ground Coffee*
3. *Green Coffee Beans*
4. *Coffee Plungers/ Makers*
5. *And other Coffee Products*



ABOUT US

Usingini Upland Coffee is made from coffee beans from small-scale farmers in the districts of *Chitipa, Rumphi, Mzimba, Nkhatabay, Ntchisi, Ntcheu* and other coffee growing districts in Malawi.

The origin of *Usingini Upland Coffee* can be traced from *FECKO farm*, which is located in Nkhata Bay district. It's about 50 KM northeast of Mzuzu on the slopes overlooking Lake Malawi, one of Africa's 'Great Lakes' constituting the Great Rift Valley, which runs through the east of the continent.

Malawi is one of the world's highly potential agro-based countries. It is endowed with very good soils and abundant water resources.

Owing to the *2016 Agenda*, Malawi promises to rising up the ladder soon in as far as development is concerned.

Usingini Upland Coffee is famous not only for its nice flavour and taste to its consumers but also its effort to positively transform the livelihood of rural smallholder coffee farmers, contributing to massive creation of employment to vulnerable segments of the rural populace in the process.

Additionally, the brand is offering job creation opportunities to youths through the introduction of *Usingini Coffee Shops franchise*, which allows young people to open and operate coffee shops on a franchise arrangement with *Usingini Upland Coffee's* resource and technical support.

U S I N G I N I U P L A N D C O F F E E

M I S S I O N STATEMENT

VISION

To be the number one supplier of high quality coffee Worldwide

MISSION

To produce coffee products that meet the quantitative and qualitative demands of the clientele with environmental protection in mind

CORE VALUES

Ethics, Oneness, environmental friendliness



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C O F F E E



WHAT WE DO

Usingini Upland Coffee is processed manually using natural process whereby ripe coffee cherries are carefully picked from the trees and further sorted by hand to ensure on the ripest red cherries are used. These cherries are then dried slowly on raised African beds for 35 to 40 days (depending on climate conditions) and are turned frequently to ensure an even drying. Once the cherries have reached the desired moisture content, they are manually de-hulled and thorough graded before putting into bags.

Usingini Upland Coffee has proved to be amongst the best coffee in the Warm Heart of Africa

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