

>>> NEWSLETTER <<<

BIJDENDIJK NEWS



WHAT A YEAR IT HAS BEEN

OUR HIGHLIGHTS OF 2023

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As we reflect on the remarkable journey we've had at Bijvendijk over the past year, we are filled with gratitude for our suppliers, customers and the expanding Bijvendijk family.

Your support has been the driving force behind our success and we're excited to share some highlights from the past year and our aspirations for the upcoming year with you in this newsletter.

OUR HIGHLIGHTS OF THE PAST YEAR

2023

GROWTH OF THE BIJDENDIJK FAMILY:

OUR TEAM HAS EXPANDED, BRINGING IN DIVERSE TALENTS AND PERSPECTIVES. THE TEAMWORK IN OUR EXPANDING GROUP HAS BEEN CRUCIAL IN REACHING NEW ACHIEVEMENTS.

INNOVATIONS AND IMPROVEMENTS: WE'VE DEDICATED OURSELVES TO CONTINUOUS IMPROVEMENT AND INNOVATION. WHETHER IT'S ENHANCING OUR PROCESSES OR ADOPTING SUSTAINABLE PRACTICES, WE STRIVE TO EXCEED EXPECTATIONS.

COLLABORATION WITH SUPPLIERS: OUR CONNECTION WITH SUPPLIERS IS REALLY IMPORTANT, AND WE'RE PROUD TO COLLABORATE WITH PARTNERS WHO ARE AS DEDICATED TO QUALITY AND EXCELLENCE AS WE ARE. WORKING TOGETHER, WE'VE MADE OUR SUPPLY CHAIN EVEN STRONGER.

CUSTOMER SUCCESS STORIES: YOUR SUCCESS STORIES INSPIRE US. WE'RE PROUD TO BE A PART OF YOUR ACHIEVEMENTS AND GRATEFUL FOR THE TRUST YOU'VE PLACED IN BIJDENDIJK.



➤➤➤ WHAT'VE THE COFFEE PRICES BEEN UP TO THIS YEAR?

Coffee prices have risen by 6.78% over the course of 2023. We started trading around the 160ct marker for arabica, with a low around 145ct and a high of 200ct, quite the year!

Arabica coffee serves as the global benchmark for coffee futures contracts on the Intercontinental Exchange (ICE). Arabica constitutes 75% of the world's production, with primary cultivation in Brazil (contributing 40% to the global supply) and Colombia.

With a coffee shortage in Vietnam and withdrawal of certified robusta stocks, the robusta prices also skyrocketed from 1850\$ to 2560\$. Robusta makes up the remaining 25%, predominantly produced in Vietnam (accounting for 15% of the global supply) and Indonesia. Other major exporting countries include Peru, India, Uganda, Ethiopia, Mexico, and Cote d'Ivoire. Robusta beans are popular in Europe and espresso coffees, whereas Arabica beans are favored in the United States.





➤➤➤ A LOT OF CONTAINERS..!

In this newsletter, we're excited to share updates about our integration with a new software program, a major development that's set to boost operational efficiency. To illustrate the real impact of this progress, we want to highlight our achievements in shipping.

In recent years, we've experienced considerable growth, indicating a robust demand for our products. Looking forward, we anticipate a substantial expansion, reflecting our commitment to meeting the evolving needs of our customers. This growth is substantial, translating to a considerable volume of coffee beans set to reach our global destinations.

Nevertheless, it's crucial to recognize the inherent challenges within the container shipping market. The landscape remains highly dynamic, characterized by fluctuations in container liner shipping rates. Notably, certain trade routes have seen a return to near pre-COVID levels, contrary to initial projections that envisioned this recovery by 2023.

Though these changes bring positivity, the container shipping industry is expected to face challenges in the coming year. The delicate balance between supply and demand for container capacity is likely to persist, keeping pressure on freight rates, charter rates, and second-hand ship prices.

As we navigate these dynamics, our focus stays on adapting to change, ensuring the smooth delivery of our products, and maintaining our commitment to excellence.



1843

Bijdendijk founded by the Bijdendijk family, when they started trading in coffee and tea.



1985

The trade is taken over by Mr Mertens. It was then also decided to specialize in coffee and no longer in tea.



2001

Bijdendijk is taken over by Henri Bouw.

Last year, we celebrated a significant milestone as Bijdendijk turned 180!

Our journey began in 1843 when the Bijdendijk family founded a company focusing on both coffee and tea. However, in the 1970s, recognizing our true passion and expertise, we decided to specialize exclusively in coffee.

While the Bijdendijk family hasn't owned us since 1970, the name "Bijdendijk" has become synonymous with excellence in the coffee industry. We've chosen to keep this cherished name as a symbol of our enduring commitment to quality.

Over the years, we've built lasting relationships with both our suppliers and customers. Our value lies not only in delivering premium coffee but also in sharing our deep knowledge with our customers. We take pride in executing contracts meticulously and providing tailor-made solutions to meet the unique needs of our customers.

At the heart of our operations is a small team in the office, dedicatedly serving our suppliers and customers across the globe every day. Service isn't just a commitment, it's our top priority!

2016

Bijdendijk moved to the current building in Nunspeet.



2018

Bijdendijk celebrated its 175th anniversary in a big way.

UNCOVER THE MAGIC OF "CUPPING" - EVER WONDERED WHAT'S BREWING BEHIND THE BEANS?

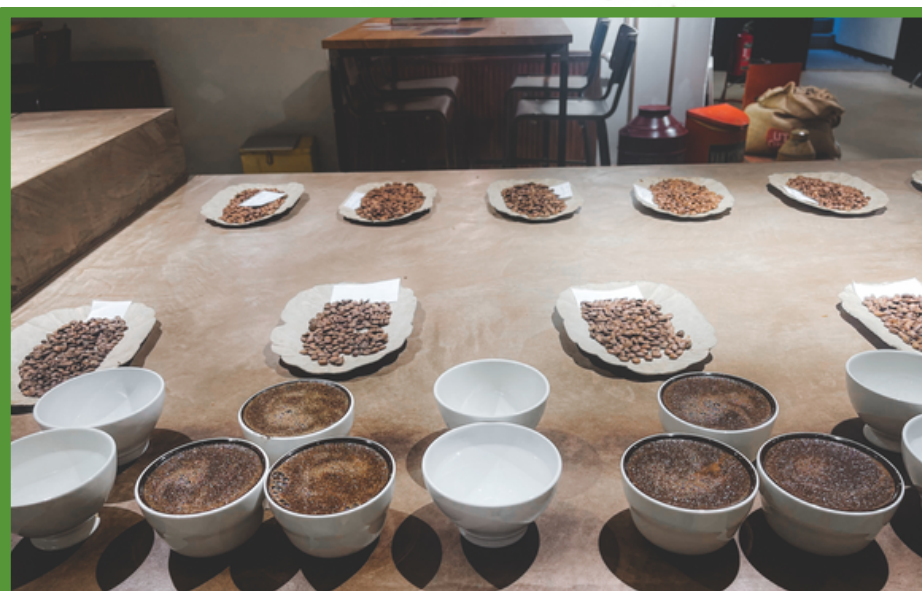
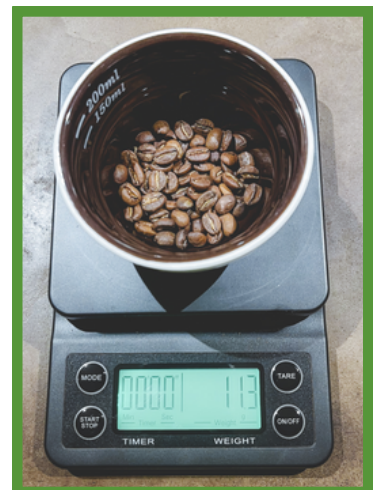
The past year we've upgraded our testing equipment to incorporate the latest technology, enabling us to conduct more precise and comprehensive analyses of our coffee beans. This ensures that only the finest beans make their way to our customers.

Cupping is a method of the sensory assessment of coffee, which involves tasting several cups per coffee sample, using a different set of coffee beans for each cup, which is ground and brewed independently. Coffee cupping is the art of tasting coffee. By brewing and tasting the coffee in this unique manner, the true character, flavours and notes are released and experienced.

The process involves observing, smelling and sampling the coffee, offering a well-rounded experience and many different sides can be discovered through this method.

Cupping sessions are at the heart of our quality assessment process. Therefore we take pride in our collective efforts to raise the bar in quality. Our journey doesn't end here, it's a continuous pursuit of excellence that defines us.

If you, as our valued customer would like to attend a cupping session at our office, please feel free to contact us and maybe we'll have some coffee together.



»»» EXHIBITIONS IN 2024



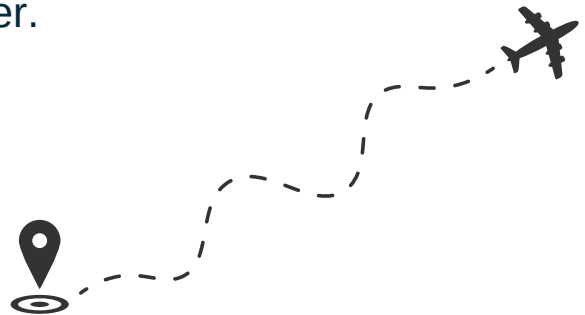
Every year we are visiting or standing with our own stand on the World of Coffee exhibitions. We can announce that in 2024 we'll be attending World of Coffee Copenhagen. For more information visit www.worldofcoffee.org or follow Bijdendijk on Instagram.



@bijdendijkbv



At this annual festival they celebrate the vibrant Dutch coffee scene. In 2012 the first London Coffee Festival was organized – an event that this year brought together almost 30,500 coffee lovers. Three years later, The Amsterdam Coffee Festival was born. Thousands of coffee lovers came to the event and were eager to discover the latest trends and share knowledge with each other.



The African Fine Coffees Conference & Exhibition and Coffee Week is Africa's largest coffee trade platform that – over the three days of the event – brings over 2000 regional and international coffee roasters, traders, producers, professionals and connoisseurs under one roof!

OUR ASPIRATIONS FOR NEXT YEAR

2024

SUSTAINABLE PRACTICES:
WE ARE COMMITTED TO SUSTAINABILITY AND WILL CONTINUE TO EXPLORE ECO-FRIENDLY INITIATIVES, REDUCING OUR ENVIRONMENTAL FOOTPRINT. TOGETHER WITH OUR SUPPLIERS, WE AIM TO CONTRIBUTE TO A GREENER AND MORE SUSTAINABLE FUTURE.

ENHANCED CUSTOMER EXPERIENCE:
YOUR SATISFACTION IS OUR PRIORITY. IN THE COMING YEAR, WE WILL INVEST IN TECHNOLOGIES AND PROCESSES TO ENHANCE YOUR EXPERIENCE WITH BIJDENDIJK, ENSURING SEAMLESS INTERACTIONS AND SUPERIOR SERVICE.

COMMUNITY ENGAGEMENT:
AT BIJDENDIJK, WE'RE NOT JUST A COMPANY, WE'RE A COMMUNITY. WE PROMISE TO GET INVOLVED IN OUR LOCAL COMMUNITY, START PROJECTS TO HELP OTHERS AND ENCOURAGE EVERYONE TO GIVE BACK.



Environmental
Stewardship



Supply Chain
Integrity




Thriving
Communities



HAPPY HOLIDAYS



GROEPSFOTO BIJDENDIJK BIJ DE KERSTBORREL



THIS IS THE SEASON OF JOY, AND AT BIJDENDIJK, OUR HEARTS ARE FILLED WITH WARM WISHES FOR YOU AND YOUR LOVED ONES.

APPROACHING 2024, WE EXPRESS PROFOUND GRATITUDE FOR YOUR SUPPORT THROUGHOUT 2023. MAY THE COMING YEAR BE A YEAR WITH PROSPERITY, NEW OPPORTUNITIES, AND CONTINUED COLLABORATION.

WE EAGERLY LOOK FORWARD TO THE PRIVILEGE OF SERVING YOU EVEN BETTER, BRINGING THE EXCELLENCE AND DEDICATION THAT DEFINE THE BIJDENDIJK EXPERIENCE.



HAPPY HOLIDAYS AND A FLOURISHING NEW YEAR TO YOU AND YOUR FAMILIES!