



**SUMSERON COFFEE & TEA LTD**

SHARE THE WARMTH



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# WELCOME

Welcome to Sumseron, where we believe every coffee bean has a story to tell. As dedicated growers and exporters, we are committed to delivering premium-quality coffee, crafted with care and precision to meet the expectations of enthusiasts worldwide. From farm to cup, we ensure every sip captures the spirit of adventure and excellence.

Join us in celebrating the journey of coffee, one that bridges communities, inspires connections, and spreads warmth around the globe. Welcome to a world of unique flavours and unforgettable experiences. Welcome to Sumseron Coffee!







# THE BUSINESS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





# VISION

At Sumseron, our vision is to see Kenyan coffee celebrated globally as a benchmark of excellence. We aspire to create a world where every cup of our coffee reflects the rich terroir of our land while ensuring our farmers prosper. With an unwavering commitment to quality and sustainability, we aim to elevate Kenya's coffee industry to new heights, delighting coffee connoisseurs and fostering growth for the communities we serve.







# ABOUT US

Sumseron Coffee traces its roots to a cherished dream envisioned by our Founder and C.E.O's father, Mr. Stephen Cheruiyot Seroney. In 1978, Mr. Seroney became a pioneer in Fort Ternan, planting the first SL34 coffee variety in the region. For him, coffee wasn't just a crop; it was a means to secure long-term stability for his family.

Working side by side with his father, our Founder & C.E.O, John, developed a deep passion for coffee. Together, they nurtured the coffee trees with care and dedication, building not just a thriving farm but also a legacy. Over time, Mr. Seroney's love for coffee became a gift, unintentionally passed from one generation to the next.

The bond between father and son, strengthened by their shared commitment to coffee, remains the heart of Sumseron Coffee. It is a story steeped in rich aromas, enduring passion, and a legacy of love that continues to grow.

With every cup of coffee we produce, we honour this journey and celebrate the spirit of connection it represents.

Sumseron Coffee and Tea Limited is a testament to the rich heritage and untapped potential of Kenya's North, South Rift and part of central rift regions. Nestled in the same fertile lands that produce the world's marathon champions, our coffee is a reflection of the resilience, ambition, and excellence that defines this unique part of the world.





# MISSION

Our mission is to leverage the transformative power of coffee to drive positive change in Kenya. Beyond growing and selling coffee, we aim to address critical issues such as conflict, unemployment, and environmental degradation. Through our efforts, we promote peace, women empowerment, give the Youth opportunities, support education, and work towards reforesting our land. At Sumseron, every cup of coffee represents a step toward cultivating opportunities, empowering communities, and paving the way for a brighter, more sustainable future.





# BRAND VALUES



## Integrity

We operate with honesty and transparency in all our actions, building trust with our farmers, partners, and customers.



## Sustainability

We are committed to practices that protect our environment and ensure long-term viability for our land and communities.



## Empowerment

Uplifting local communities is an ongoing journey. We continuously create opportunities, support education, and drive economic growth—building a brighter future, one step at a time.



## Innovation

We embrace creativity and forward-thinking to elevate Kenya's coffee industry and deliver exceptional quality.



## Impact

People love Sumseron Coffee not just for its rich flavour but for the difference it makes. Every cup supports efforts to combat conflict, create jobs, promote peace, and reforest our land. Together, we're brewing a better future, one sip at a time.







# SHARE THE WARMTH

At Sumseron Coffee, "Share the Warmth" is a reflection of who we are and what we stand for. Coffee, for us, is a universal connector, a symbol of hospitality and togetherness. It brings people together to share stories, ideas, and moments of joy.

Our tagline embodies the warmth that starts in the hearts of our farmers in Kenya's North, South Rift and part of the central regions. It reflects the care and dedication they pour into every bean they grow, harvesting not just a product but a piece of their heritage and spirit.

Every sip of Sumseron coffee carries this message, touching lives far beyond the cup. Whether it's the comfort of a brew or the connections forged over a shared pot, we believe coffee has the power to warm hearts, foster relationships, and build a brighter future. That's the warmth we strive to share with the world.





# THE TEAM

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)



# JOHN SERONEY

FOUNDER & C.E.O

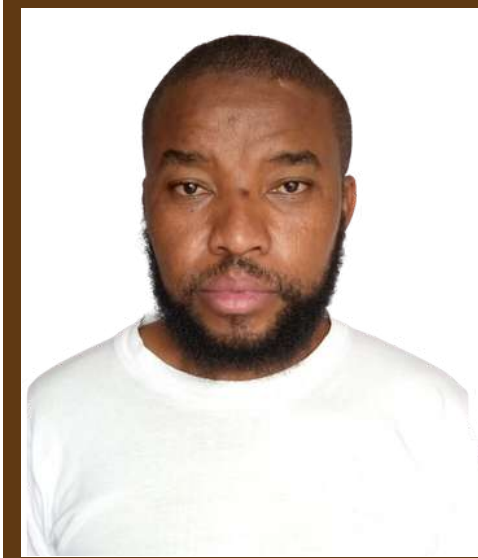
John Seroney, the visionary behind Sumseron Coffee and Tea Limited, embodies a deep passion for coffee that runs in his veins. Today, as Founder and C.E.O of Sumseron Coffee, he combines traditional practices with modern innovation to elevate Kenyan coffee to the global stage. His leadership is driven by a commitment to quality, sustainability, and creating opportunities for local farmers. Under John's guidance, Sumseron has grown into a symbol of excellence, where every cup of coffee reflects the spirit of Kenya's rich culture and land.

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





Our team is the heart of our success. Comprising passionate coffee enthusiasts, skilled agriculturists, and experienced business professionals, we are united by our commitment to excellence and sustainability. Each member brings a unique blend of expertise, from sourcing the finest coffee beans to ensuring seamless operations and delivering exceptional customer experiences. Together, we strive to uphold our mission of sharing the warmth of Kenya's finest coffee while empowering local communities and promoting environmental stewardship.



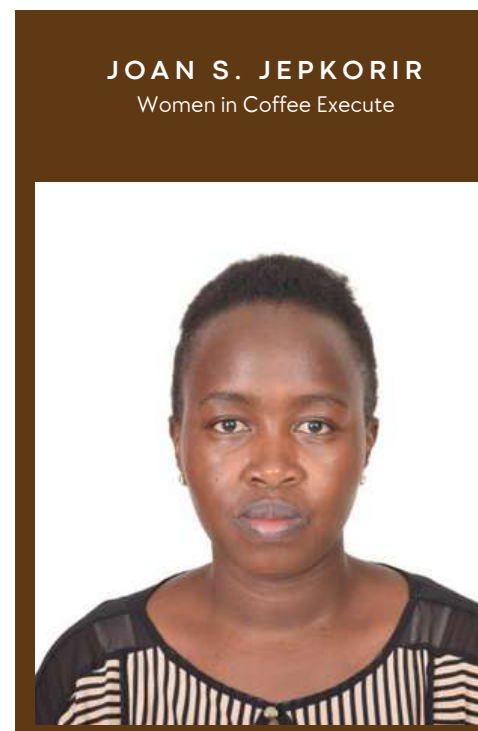
**MATHEW KASAYA**  
Quality Control Officer & Trader



**AAMRIN KHAN**  
Head of Marketing



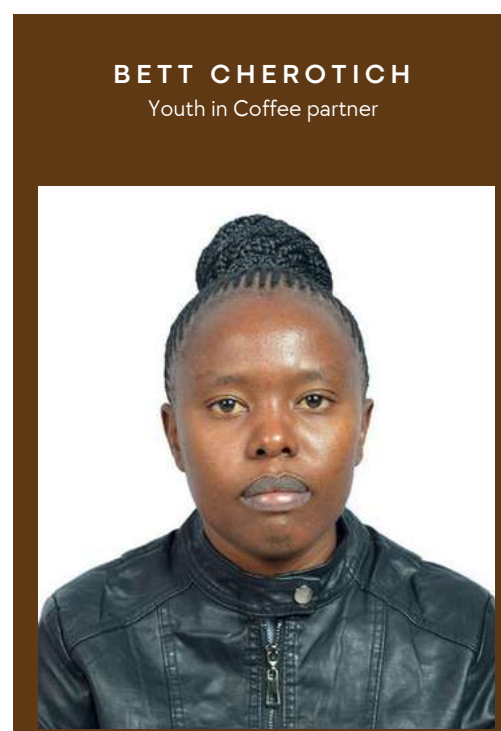
**KIMUTAI BETT**  
Chief Operation Officer & Field Manager



**JOAN S. JEPKORIR**  
Women in Coffee Execute



**NANCY CHEBET**  
Accountant & logistics



**BETT CHEROTICH**  
Youth in Coffee partner





# THE BIG 5 PILLARS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)



# Coffee For Peace



In partnership with Ambassador Tegla Loroupe, we are on a mission to promote peace among warring communities in Kenya's North Rift region. A true beacon of hope, Ambassador Loroupe's unwavering dedication to fostering harmony inspires action not only in the North Rift but across the nation. Together, we aim to empower communities to set aside conflict, embrace dialogue, and invest in opportunities that pave the way for brighter, more prosperous futures.



# Coffee For Women

Through the "Growing Women in Coffee" initiative, Sumseron Coffee supports women in traditionally male-dominated coffee-growing communities, such as Kipkelion, West Pokot, and Mount Elgon. This program gives women ownership of coffee trees, enabling them to market their women-grown coffees and achieve greater economic and social empowerment. By creating opportunities for women to thrive, we address gender-based violence and domestic challenges, ensuring families have the resources they need for a brighter future.





# Coffee For Youth

We partner with organizations like the Mercy Koros Foundation to empower Kenyan youth struggling with drug abuse by offering a path to a brighter future. Through coffee farming, we aim to combat poverty, idleness, and lack of opportunities, providing young individuals with meaningful livelihoods. Together with passionate changemakers, we are committed to helping youth unlock their potential and build a future they can take pride in.





# Coffee For Sustainability & Environmental Conservation



We recognize climate change as one of humanity's greatest challenges. We are deeply committed to environmental stewardship through sustainable farming practices and tree planting. This approach not only mitigates climate impacts but also enhances sustainability, ensuring a healthier planet for future generations. For us, environmental consciousness is more than a responsibility—it's a strategic choice to safeguard our shared future.



Advancing education and research in the coffee industry is what we extend our commitment to. We collaborate with institutions, researchers, and experts to develop innovative farming techniques and improve coffee quality. Through workshops and training, we empower farmers with the knowledge and skills needed to adapt to changing environmental and market conditions. By fostering a culture of learning, we aim to ensure the long-term sustainability of coffee farming while driving growth and innovation in the industry.

# Coffee For Education & Research







# OUR PRODUCTS

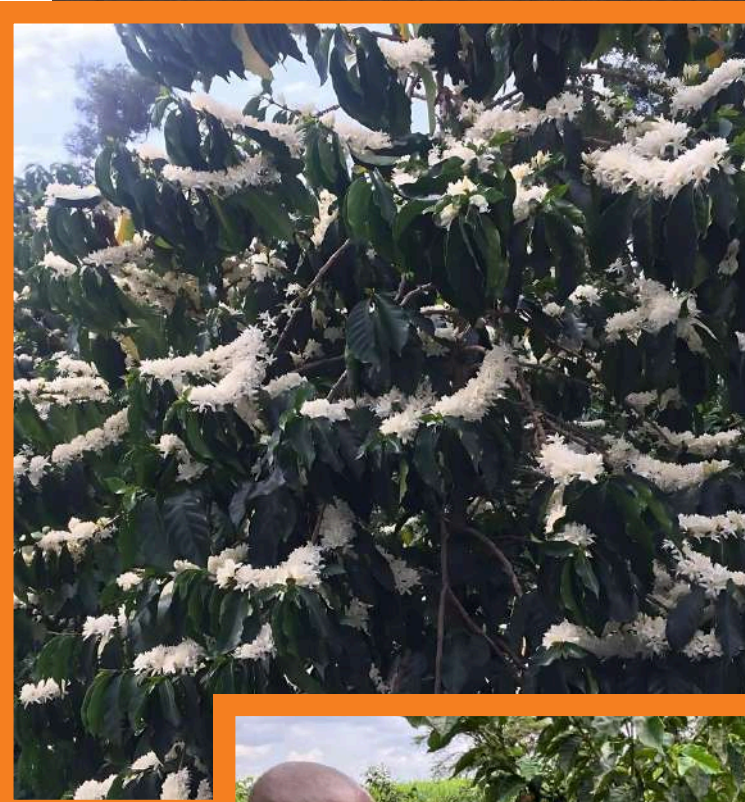
[www.sumseroncoffee.com](http://www.sumseroncoffee.com)



At Sumseron, our farming practices are rooted in sustainability and community. From carefully selecting high-quality seedlings to employing eco-friendly techniques, every step of our process is designed to nurture the environment while delivering exceptional results. Our team of skilled farmers meticulously tends to the coffee plants, ensuring they flourish and produce the finest cherries.

Our farm not only produces premium coffee but also serves as a hub for empowering local communities. By providing employment and fostering skill development, we create opportunities for our farmers and their families, helping to uplift the region while contributing to Kenya's proud coffee heritage.

Whether it's planting, harvesting, or drying the beans under the African sun, our coffee farm is a place where tradition meets innovation, producing coffee that truly stands out on the global stage. At Sumseron, we don't just grow coffee; we cultivate excellence, sustainability, and the warmth of Kenya in every bean.





# GLOBALLY RECOGNIZED TASTES

At Sumseron Coffee, we offer four distinct types of coffee, each carefully cultivated to highlight the unique flavours of Kenya's highlands. Our beans are grown in the fertile soils of the North and South Rift regions, renowned for their rich terroir. These coffees deliver a well-balanced cup with vibrant acidity, full body, and a range of complex flavours—ranging from fruity and floral notes to hints of chocolate and spice. Whether you're a coffee enthusiast or a connoisseur, our coffees promise an exceptional experience that showcases the best of Kenya's coffee heritage.



**DARK ROAST**

01



**GROUND**

02



**MEDIUM ROAST**

03



**GOURMET**

04



## Specialty Coffees

GRADE: AA+

Specialty coffees are renowned for their unique and intricate flavours, crafted from the finest beans and produced through precise, high-standard processes. They cater to the refined tastes of coffee enthusiasts seeking unparalleled quality and an extraordinary experience.

## Premium Coffees

GRADE: AB

Premium coffees represent excellence in quality, sourced from select regions and cultivated with care. The meticulous harvesting and processing methods result in a coffee with a refined, superior flavour profile, perfect for discerning coffee lovers.

## Natural/Aerobic Coffee

Natural coffee undergoes a traditional process where coffee cherries are dried intact, preserving the beans inside. Through this method, which can include aerobic fermentation, the beans naturally ferment in the presence of oxygen, developing complex, fruity flavours as they absorb richness from the cherry. Once fermentation is complete, the outer husk is carefully removed, revealing beans with a vibrant taste profile.



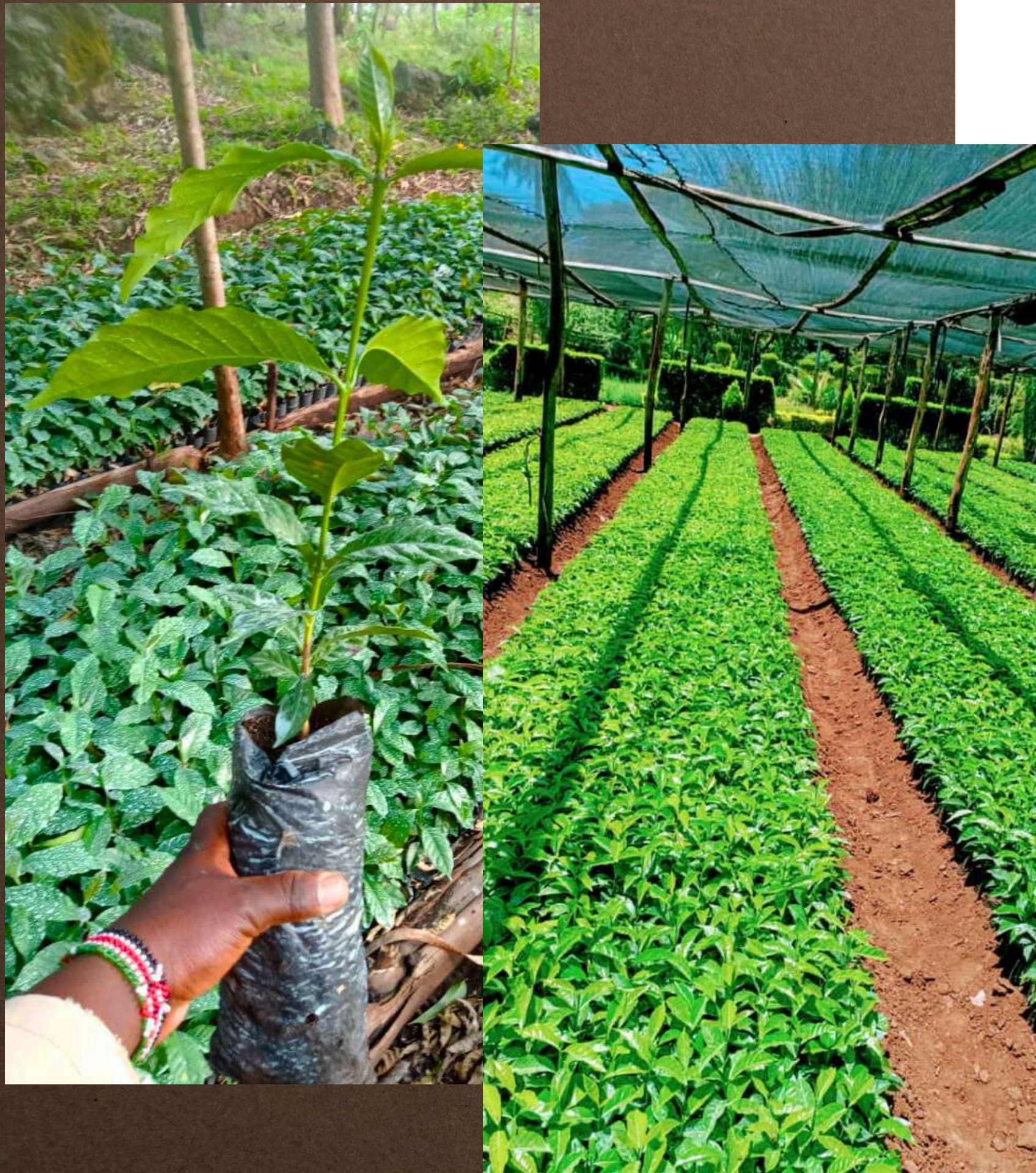




# MERCHANDISE & BEANS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





## PLANTING

The journey of our coffee begins with a meticulous selection of the finest coffee seedlings, carefully chosen for their resilience, high yield potential, and exceptional flavour profiles. These seedlings represent the foundation of our commitment to quality. Each seedling is planted in nutrient-rich soils, meticulously prepared to provide the ideal environment for growth.

The planting phase is more than just farming—it's a careful and intentional process rooted in sustainability, innovation, and a deep respect for Kenya's agricultural heritage. This is where the journey of our premium coffee truly begins.





## HARVESTING

Harvesting our coffee is a meticulous and hands-on process designed to preserve the quality and integrity of each bean. Our expert pickers carefully handpick only the ripest, brightest red coffee cherries, ensuring that every fruit is at its peak maturity. This attention to detail guarantees that the beans extracted from these cherries are of the highest quality, ready to deliver exceptional flavours.

By relying on hand-harvesting, we minimize waste and avoid damaging the coffee plants or prematurely harvesting under-ripe cherries. This method also ensures a uniform selection, as pickers can differentiate between cherries that are ready and those that need more time to mature. The process, though labour-intensive, reflects our commitment to quality over convenience.



## SUN DRYING

After the cherries are pulped, the beans are carefully spread out on raised drying beds under the warm Kenyan sun. This traditional sun-drying method is vital for enhancing the beans' quality, allowing them to absorb natural heat and gradually reduce their moisture content. This slow and steady process helps lock in the beans' inherent complex flavours, ensuring they develop the depth and richness that characterize premium coffee.

This hands-on, time honoured approach not only preserves the unique characteristics of each bean but also reflects our commitment to producing coffee of unparalleled quality. Sun-drying is more than a step in the process, it's an art form that connects our coffee to its natural origins.







## COFFEE PROCESSING

Our coffee processing and milling facility is the heartbeat of Sumseron Coffee & Tea Ltd., where the journey of freshly harvested coffee cherries evolves into the premium coffee we proudly deliver to the world. This pivotal stage is handled with unmatched precision and care, embodying the perfect balance between time-honoured traditions and cutting-edge technology to ensure excellence in every cup.

Our traditional practices, rooted in generations of coffee farming wisdom, bring authenticity to our processes, while modern innovations enhance efficiency and precision, ensuring consistency and quality. Each step of the journey, from sorting to drying and milling, is thoughtfully executed to preserve the unique flavour profiles and natural richness of our coffee.

By blending heritage techniques with advanced equipment, we uphold the highest standards of coffee production, creating a seamless process that transforms raw cherries into exceptional coffee beans. At Sumseron, our dedication to quality and sustainability ensures that every batch from our processing and milling facility is a true reflection of our passion for perfection.

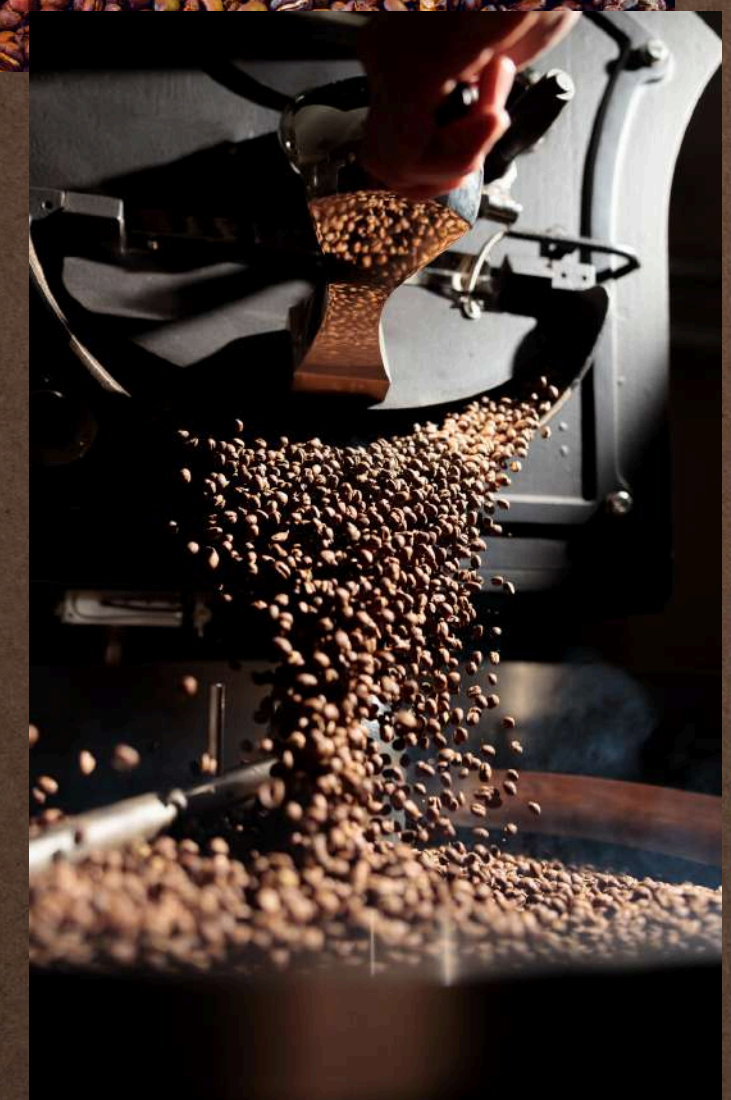




## ROASTING

Roasting is where the magic of coffee truly comes to life, transforming raw beans into aromatic treasures. At Sumseron Coffee & Tea Ltd., roasting is an art form mastered by our expert roasters, who meticulously monitor every batch with precision and care. This process is tailored to bring out the best in each bean, unlocking its optimal flavour potential.

Whether crafting light, medium, or dark roasts, we customise the roasting profile to highlight the unique qualities of our beans. Light roasts preserve delicate fruity and floral notes, medium roasts balance acidity and sweetness, while dark roasts develop bold, smoky, and full-bodied flavours. This variety ensures that every coffee lover finds their perfect cup in our collection.







## PACKAGING

Once roasted to perfection, our coffee undergoes immediate packaging to preserve its peak freshness and captivating aroma. This crucial step ensures that the vibrant flavours and rich scents, carefully developed during roasting, are locked in, delivering an exceptional experience with every brew.

Our packaging is more than functional; it tells a story. Inspired by our African roots, it incorporates design elements that celebrate the continent's rich culture and vibrant landscapes. Each package is a testament to Sumseron Coffee & Tea Ltd.'s dedication to quality, authenticity, and our mission to share the warmth of Kenya's finest coffee with the world.





## MARKETING

Sumseron Coffee's marketing strategy is centered around storytelling and authenticity, bringing the rich journey of each bean to life. We highlight the unique path from farm to cup, focusing on Kenya's proud coffee-growing traditions, the resilience of our farmers, and the exceptional flavours shaped by Kenya's diverse climate and fertile soils.

By emphasizing the dedication of our farmers and the distinctive qualities of Kenyan coffee, every campaign serves as a celebration of both the product and the hardworking communities behind it, fostering a deep connection with our customers.



## EXPORT & SHIPPING


Our exporting process is carefully managed, from secure and eco-friendly packaging to expertly navigating customs and international logistics. This ensures the safe and timely arrival of every shipment, preserving the exceptional quality of our coffee. With tracking services available, customers and distributors can monitor their orders every step of the way, from our farms in Kenya to their destinations worldwide.

We prioritize reliable and efficient shipping to ensure our premium Kenyan coffee reaches customers and partners around the world promptly and in perfect condition. Whether it's local deliveries or international exports, our shipping options are tailored to meet diverse needs.

At Sumseron Coffee, we are committed to providing a seamless shipping and exporting experience that reflects the same dedication and care we put into growing, harvesting, and crafting our coffee.







# TRADE SHOWS AND EXHIBITIONS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





For Sumseron Coffee, participating in both local trade shows such as Nairobi Coffee Festivals and Strathmore Kenia, as well as international trade expos such as Chicago's Specialty Coffee Expo and World Of Coffee Copenhagen, provides invaluable opportunities to showcase our premium Kenyan coffee on a global stage.

These events allow us to connect with potential buyers, distributors, and industry professionals from around the world, expanding our reach and promoting the unique story behind our coffee.

By attending these expos, we can highlight the quality, sustainability, and rich heritage of Kenyan coffee, while exploring new market opportunities and building partnerships that drive growth.

It's a chance for Sumseron Coffee to strengthen its global presence and introduce more people to the exceptional flavours of Kenya's finest beans.










# COMPETITIVE EDGE

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





We stand out by prioritizing ethical sourcing, ensuring that every bean is cultivated with respect for both people and the environment. Our unwavering support for farmers includes fair trade practices, capacity-building initiatives, and access to modern resources, empowering them to thrive. With a robust infrastructure, we streamline every stage of the supply chain, from farm to cup, guaranteeing exceptional quality and consistency.

Our commitment to sustainability is reflected in environmentally friendly farming methods, community-driven projects, and efforts to combat climate change. By fostering meaningful relationships with clients, partners, and local communities, we create a foundation for long-term success, ensuring that Sumseron Coffee delivers not just premium coffee but also a positive impact on lives and the planet.








# MARKETS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





We bridge the gap between Kenya's rich coffee heritage and the global market. Locally, we supply premium-grade coffee to individuals, businesses, and the hospitality industry, including hotels and cafés, ensuring that every sip reflects the heart of Kenyan quality.

Internationally, we proudly sell our coffee to the United Arab Emirates, Austria, Canada, Norway and the United States of America, serving diverse clientele who demand exceptional taste and reliability. With shipping methods such as FOB (Free on Board) and CIF (Cost, Insurance, and Freight), we guarantee secure and efficient deliveries tailored to meet the specific needs of our international partners.

Our seamless supply chain management, robust infrastructure, and ethical sourcing practices ensure our customers, both locally and globally, experience coffee of unparalleled quality. Whether it's your morning brew or a signature blend for your business, Sumseron Coffee delivers excellence in every bean.







# CERTIFICATIONS

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





### Kenya Bureau Of Standards:

Our coffee meets stringent national quality standards, ensuring every bean is inspected and approved for safety, excellence, and consistency. KEBS certification is a testament to our commitment to producing coffee that's not only delicious but also trustworthy.

(KEBS No: SM#81026)



### Made In Kenya Adoptee:

We are proud adoptees of the 'Made in Kenya' mark, celebrating our authentic Kenyan roots. This certification recognizes our role in promoting local craftsmanship, boosting Kenyan exports, and showcasing the richness of our heritage to the world.



### Agriculture & Food Authority:

Ensuring compliance with Kenya's top agricultural standards. This certification highlights our commitment to producing high-quality coffee through sustainable farming practices while supporting local farmers and communities.



### Bar Code Certified:

With globally recognized bar codes, Sumseron Coffee is ready to shine on international shelves. This certification ensures traceability and efficiency in retail, making it easy for our customers worldwide to enjoy a taste of Kenyan warmth.



### KNCCI Membership:

Our membership with the Kenya National Chamber of Commerce & Industry reflects our dedication to fostering growth, collaboration, and excellence in Kenya's business community. Through this partnership, we're able to connect with like-minded organizations, advocate for local businesses, and contribute to strengthening Kenya's economy. Together, we're driving innovation and creating opportunities that benefit our farmers, partners, and customers.



### **Rainforest Alliance (Ongoing):**

Fostering harmony between nature and people. Our ongoing Rainforest Alliance certification reflects our dedication to sustainable farming practices, protecting biodiversity, and ensuring fair treatment for farmers. Together, we're brewing a better future.

### **ISO 9001 Certified:**

Excellence in every process, quality in every cup. Being ISO 9001 certified highlights our unwavering commitment to maintaining the highest standards of quality management, ensuring consistency, and meeting customer satisfaction at every stage of our journey.

### **FDA Certification:**

We are proud to announce our FDA Certification, a significant milestone that ensures our coffee complies with the strict quality and safety standards required for the U.S. market. This certification reflects our commitment to delivering premium, responsibly produced coffee that you can trust from farm to cup.  
(U.S. FDA UFI (DUNS) NO:850392565) (FDA NO:19024459268)

### **GACC Certification**

We're delighted to achieve GACC Certification, enabling us to export our premium Kenyan coffee to China. This certification not only opens doors to the Chinese market but also underscores our dedication to meeting global quality standards while sharing the rich flavors of Kenya with coffee lovers worldwide.  
(GACC No: QKEN1323121400012)







# DIGITAL FOOTPRINT

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)



# SOCIALS

Sumseron Coffee & Tea Ltd. uses its social media platforms to connect with coffee and tea enthusiasts worldwide, sharing the warmth and heritage of Kenya's rich agricultural legacy. Through engaging content, the brand highlights its premium products, sustainable farming practices, and commitment to empowering local communities.

Find us on social media to explore our journey, discover the stories behind our beans, and see the impact we're making together. Join the conversation and be part of our growing community by following us:

- |             |   |                               |
|-------------|---|-------------------------------|
| Youtube     |  | <b>Sumseron Coffee</b>        |
| Tik Tok     |  | <b>Sumseron Coffee</b>        |
| Instagram   |  | <b>@sumseron_coffee</b>       |
| X (Twitter) |  | <b>@sumseron_coffee</b>       |
| LinkedIn    |  | <b>Sumseron-coffe-tea-ltd</b> |







# QR CODE

For more information scan the QR code to access a wealth of information about our coffee through our website. From the story behind each bean to the journey it takes from farm to cup.

The code provides quick access to brewing tips, exclusive offers, and details about our sustainable farming practices.

By connecting directly with our customers, the QR code serves as a gateway to a deeper connection with Sumseron Coffee, making it easier than ever to learn more about the quality and passion that goes into every cup.





# CALL TO ACTION

Believing in the power of collaboration to drive positive change is our backbone, and, because of it, our partners span local farmers, organizations, and humanitarian initiatives, all united by the goal of creating sustainable impact. From working with Mercy Koros Foundation to empower Kenyan youth, to supporting women's economic independence through initiatives like "Growing Women in Coffee," we prioritize working together and uplifting communities to promote equitable opportunities.

Together with both current and new partners, we aim to advance coffee farming, tackle social challenges, and create a brighter future for all. By joining hands, we ensure that every cup of Sumseron Coffee tells a story of resilience, empowerment, and shared prosperity.

[www.sumseroncoffee.com](http://www.sumseroncoffee.com)





# Contact Us

Contact us today to experience exceptional coffee and join our mission of creating lasting impact through quality, sustainability, and community empowerment.



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*Location:*  
**Nairobi, Kenya**



*E-mail:*  
**info@sumseroncoffee.com**





**SUMSERON COFFEE & TEA LTD**

SHARE THE WARMTH

