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SOMETHING'S BREWING

Trade News, Insight and
Comment from the



in our Award Winning Magazine



Cafe Femenino, Athens

MEET THE BARISTA

How and when did you become a barista?

I started working in the barista and coffee industry in September 2022.

There were already many coffee influences in our house as my brother has been a successful barista for many years. Therefore I was always curious and tempted to try a career in the sector.

Which technology do you love and which technology do you hate?

I don't particularly enjoy working with the steam wand, I prefer the freddo beverages.

On the other hand, I simply love working with our filter coffee grinder and grinding the different origin coffees. There is nothing more beautiful than having the coffee aroma bouquet overwhelming the shop atmosphere.

In three words what distinguishes your business?

I would easily claim:

First, the happy rapport with our customers

Second, the joy of making the others day by preparing their morning coffee and

Third, that coffee is a really exciting product and there is always innovation and progress in the sector.

If the café was burning down, what piece of equipment would you save?

My favourite orange milk pitcher. Definitely.

Which is your favorite hot/cold beverage?

My favourite hot beverage is a single origin espresso.

I love the Café Femenino Peru coffee, is a beautiful mix of nutty and chocolaty flavours and aromas.

My favorite cold beverage is the Matcha Latte we make at Café Femenino store, mostly due to its antioxidant qualities, as females we have to look after ourselves!



Can you share one sustainability practice you use?

One of our sustainability routines at the store is that we group together all the used coffee pucks, and we don't throw them away, but we use them as fertilizers for our plants and flowers.

In addition, we try to sell products in the shop that are produced by recyclable material, as well as the fact that the coffee capsules we have packaged our coffee in, and sell are bio compostable not aluminum ones.

When you are not working, where can we find you?

I love spending time at the gym, especially Pilates.

Or once in a while at my favorite bar, drinking a gin tonic.

CAFÉ FEMENINO GREECE

A First for Greece

Café Femenino Greece is the first retail store in the world completely dedicated to the Café Femenino Program, their coffees and its cause.

The idea was generated by three Greek entrepreneurs: Claire Katsivelas, Marilena Kouidou and Elena Barbalias which were totally inspired by the story and work that the Café Femenino Program is doing around the world, trying to empower women, helping them have a decent future.

The Vision

The vision behind the retail concept was that by reaching directly to the final consumer, awareness relating to the work of the program would increase. As well as the fact that the whole Café Femenino project would be much more easily accessible to the final consumer.



Engaging loyalty

Everyday coffee drinkers are able to try a filter coffee or an espresso from any of the nine Café Femenino Programs around the world (Peru, Guatemala, Colombia, Brazil, Nicaragua, Bolivia, Sumatra, Rwanda, Dominican Republic) through a retail store, would be much more influenced by the story and would be willing to support the cause by engaging to the brand and being loyal consumers of the product.

In addition, by buying the coffee from the Café Femenino Program, Café Femenino Greece supports financially the women of the cooperatives around the world as the premium over the fixed price of the coffee which they pay while importing the coffee to Greece, goes back to support the women of the cooperatives and their different needs.

CAFÉ FEMENINO GREECE

Quality Coffee

What made the project much more attractive was the fact that the quality of the coffee sold by the Café Femenino Program proved to be of supreme standard Specialty coffee.

The idea was heartfully accepted and majorly supported by Connie Kolosvary, Director of the Café Femenino Program and by the summer of 2021 the first retail store opened in the region of Kifisia in the North suburbs of Athens, Greece.

The Future

The store has been running very well since then, for the last one and a half years, being accepted very positively by the Athenian coffee-loving community. One of the future plans of the company being to open soon a second store in the center of Athens.

Learn more about Cafe Femenino, Greece
at www.cafefemeninogreece.com



Learn more at cafefemenino.com
or contact OPTCO at sales@optco.com

