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SWEDISH COFFEE MARKET

Introduction to the market

July 2018

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Major coffee brands in Sweden:

Able Brewing	Aerobie Aeropress	Arcaffé	Arvid Nordquist
Ascaso	Askinosie	Attibassi	Baratza
Bialetti	Bodum	Bosch	Bravilor Bonamat
Cafetto	Caffè del Doge	Caffè Diemme	Caffè Gioia
Caffè Mauro	Caffè Molinari	Caffè Poli	Chemex
Costas Roastery	Dalla Corte	Da Matteo	Delanero
DeLonghi	De Roccis Caffé	Dibar Café	Drop Coffee Roasters
Elektra	Espro	Etnia	Fiorenzato
Futura	Gaggia	Goriziana Caffé	Hario
illy	Ilsa	Impod	Johan & Nyström
Jura	Kimbo Espresso	Koppi	La Genovese
Lakritsfabriken	La Marzocco	La Pavoni	La Piccola
Lavazza	Lilla Kafferosteriet	Love Coffee Roasters	Lucaffé
Macap	Mahlkönig	Melitta	Moccamaster
Nescafé	New York Caffé	Nivona	Passalacqua
Patric Chocolate	Prestat	Rocket Espresso	Segafredo
Solo kaffe	Stelton	Theodor	Vergnano
Vibiemme	Wilfa	Zoégas	

2. TYPES OF COFFEE

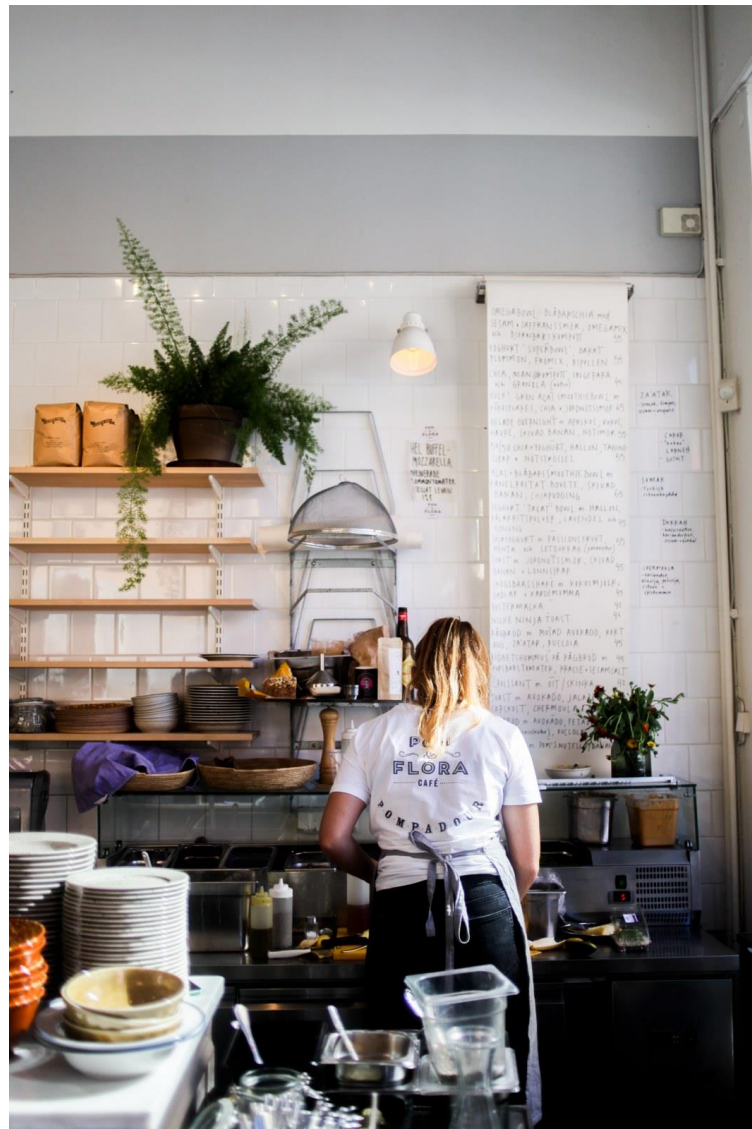
2.1 BREW COFFEE

In the Nordic countries, brewing coffee dominates, in bars and restaurants as well as at home. We are in Sweden accustomed to the fact that a so-called batter is included in the price of a cup of coffee, while in most other countries this luxury is not allowed but instead has to pay for a new cup of coffee. In a bar where the coffee is brewed in an electric brewer which is then placed on a special element to keep warm, the coffee can be kept warm for several hours without getting a burnt aftertaste.



2.2 SWEDISH AND FOREIGN COFFEE

We Swedes are often critical of the coffee we are served abroad - in comparison with Swedish strong coffee, this is weaker. In some countries, tourists are warned to drink coffee in Sweden or the Nordic countries, as their strength is believed to cause malady and palpitations. Nevertheless, Nordic coffee is generally considered to be high quality. The Swedish coffee shop Gevalia, for example, is sold as very exclusive abroad and can cost around SEK 70 per kilo, even in low-price countries such as Latvia and Bulgaria.



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