



GEVALIA



BRAND HISTORY

Since 1853, Gevalia has upheld the uncompromising standards put forth by our founder, Victor Theodor Engwall. Opening his business in the small seaside town of Gävle, Sweden, Engwall aspired to import nothing less than the world's finest beans. Coffee aficionados soon learned that if you wanted good coffee, you bought it from Victor. Business grew quickly, and Gevalia became the official coffee purveyor to the Royal Court of Sweden. Today, we continue to buy the best beans in the world and handcraft a product inspired by traditional cast-iron roasting. Our coffee still has a distinctively rich, smooth taste that's never bitter and is still served by the Royal Court of Sweden.



BRAND DERIVABLES

Extensive variety: we have more than 40 premium coffees and teas.

Automatic Home Delivery: direct to your door on a schedule you choose.

100% Satisfaction Guarantee on all of our coffees and teas.





MARKET COMPETITION



Gevalia is the largest coffee roastery in Scandinavia. In North America, the company sells coffee and teas directly to consumers via home delivery. Customers order from a customer service center and a website that was relaunched in August 2009. A wholly owned subsidiary of Mondelez International, Gevalia produces more than 40 different varieties of coffee and tea.

The majority of these coffees are Arabica blends, using beans from Kenya, Guatemala, Colombia, and Costa Rica. Gevalia Kaffe is composed of up to six different varieties of these Arabica beans, as well as Brazilian beans.



MERCHANDISE & PACKAGING

MARKETING

