

COMPANY PROFILE



THE COFFEE CONDUIT LTD

Built Around Origin. Global Perspective.

An origin-led specialty green coffee company.

The Coffee Conduit works at origin in Kenya — close to the estates, mills and grading where quality is decided. We build relationships directly with producers, verify quality and traceability before we commit, and coordinate disciplined export to specialty roasters and importers abroad.

We are supported by KNZ Imports Ltd, which manages the international trade, import and commercial relationship in destination markets.

We are built around one conviction: coffee sourced with discipline, and verified at every step, deserves a partner who treats origin as the foundation — *not a feature*.

Origin is where we begin. Verification is how we proceed.

Present where coffee is decided.

We are not an exporter, and we are not a broker. We are an origin company — present where coffee is grown, processed and graded — supported by an international trade company that manages the commercial and import relationship in market.

That structure keeps two things true at once. We stay close to producers at origin, and we remain accountable to buyers abroad. One company at source. One company in market.



COFFEE LANDSCAPE · KENYA

Six principles. Demonstrated, not declared.

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|----|---|---|
| 01 | Origin First | Decisions begin at source, not at the desk. |
| 02 | Relationships Before Transactions | We build the relationship before we move the coffee. |
| 03 | Verification Before Commitment | We confirm a lot before we stand behind it. |
| 04 | Quality Without Compromise | Grade and cup decide. Nothing substitutes. |
| 05 | Transparency Through Documentation | What we claim, we can show. |
| 06 | Long-Term Partnerships | We trade for the next decade, not the next container. |
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The pages that follow show how these principles operate.

Two companies. One standard.

PARENT & COMMERCIAL

NEW ZEALAND

KNZ Imports Ltd

International trade and commercial management. Import coordination, financial administration, strategic development.



ORIGIN OPERATIONS

KENYA

The Coffee Conduit Ltd

Producer relationships, estate engagement, sourcing, quality verification and export coordination at origin.



DESTINATION

International Buyers

Specialty roasters and green coffee importers.

The same verification standard governs every step between them.

A single path, followed every time.

01 Source at origin

We identify coffee at estate and mill level in Kenya.

02 Verify before commitment

Each lot is assessed for quality and traceability before we proceed.

03 Coordinate export

Regulated steps are handled with licensed export partners.

04 Deliver to market

KNZ Imports Ltd manages import and the commercial relationship.

No lot moves before it is verified.

Kenya is where we begin.

Kenya is our founding and current origin. Its grading system, washing-station infrastructure and varietal character give specialty buyers some of the most distinctive and traceable coffees in the world. It is where we have chosen to build first, and build properly.

— PLANNED EXPANSION — STRATEGIC, NOT CURRENT

AFRICA

Ethiopia

Rwanda

Uganda

Tanzania

ASIA-PACIFIC

Indonesia

Timor-Leste

Papua New Guinea

LATIN AMERICA

Brazil

Colombia

Each future origin will meet the same verification standard before it joins our offer.

Kenyan specialty green coffee.

We focus on the grades and lots that reward a buyer's attention — selected for cup quality, grade integrity, careful processing and a traceable path from estate to mill. We would rather offer less coffee we can stand behind than more we cannot.

CUP QUALITY

GRADE

PROCESSING

MOISTURE

TRACEABILITY



FRESHLY HARVESTED CHERRIES · KENYA

Knowing the coffee before the cup confirms it.

Quality is decided long before a sample reaches the table — in varietal, altitude, harvest timing and handling. Our work at origin is to understand and record those factors, estate by estate, so that what we offer is explained, not merely presented.



PRODUCER ENGAGEMENT · KENYA



NGACHA COFFEE ESTATE · KIRINYAGA, KENYA

Context first. Confirmation second.

Every lot is verified before it is offered.

Verification is not a stage in our process. It is the condition for every other stage.



If a lot cannot be verified, it is not offered.

Discipline is the product.

Many companies can find coffee. Fewer can show, in documents, exactly how a lot reached the buyer and why it can be trusted. We are built around that second capability.

— **Origin-led**

We start where quality is decided.

— **Verification-first**

We confirm before we commit, every time.

— **Traceability as value**

A coffee you can trace is a coffee you can defend.

From first contact to delivery.

01 Conversation

We understand your quality profile, volumes and timelines.

02 Sample & sourcing

We source to your requirement and share samples.

03 Verification

The lot is checked against our standard before any offer.

04 Offer with documentation

You receive the coffee, its price, and the paperwork that supports it.

05 Shipment & delivery

Export is coordinated; KNZ Imports Ltd manages import and handover.

Every step is documented. Nothing depends on trust alone.

Begin the conversation.

The Coffee Conduit Ltd

A KNZ IMPORTS LTD COMPANY

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ORIGIN Kenya

Enquiries from roasters, importers and partners are welcome.





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