

PALETO 
Group

CORPORATE

Brochure



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Torrefactora Turín is a Risaraldense Company dedicated to the trade of 100% Colombian coffee. With 11 years of experience in the market with the purchase of Café Turín, in addition to having its own crops, it collects the best grain from the Region in municipalities such as: Santuario, Quinchía, Marsella, Santarosa, Apía, Pereira y La Virginia. In this way the best cups are obtained. It is also a coffee selected in fermentation, harvesting and drying processes.

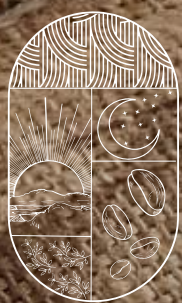
The company continues to innovate and has entered the world of green, roasted and roasted and ground coffee, thus reaching the final consumer with the highest quality and traceability parameters, complying with the standards required by the Institute. National Food and Drug Surveillance (INVIMA).

Additionally, Torrefactora Turin Company complies with Good Manufacturing Practices (BPM). With dedication and honesty, he has been positively involved in the progress of the Department and in the economy of more than 5,000 Colombian peasant families who are our suppliers.



 **Virtual Card**





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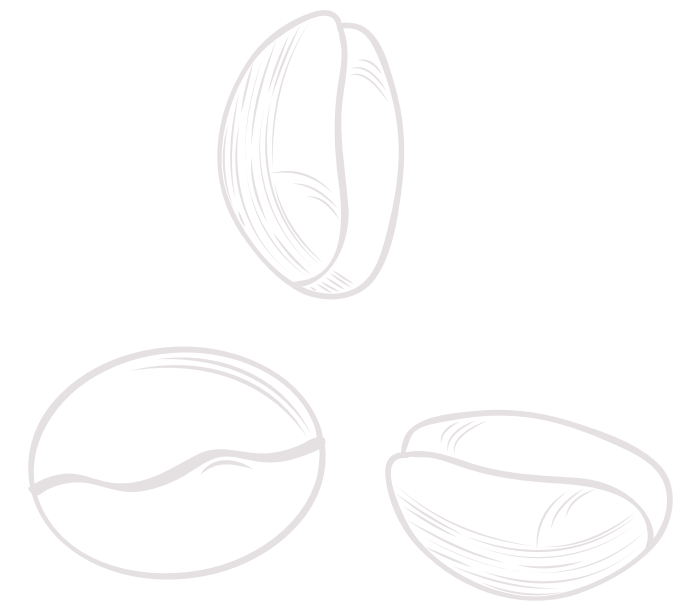
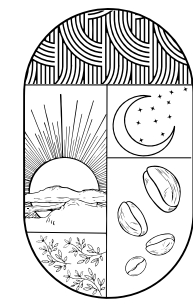
Mission:

As a company that is part of the agricultural sector, dedicated to the transformation of coffee as a raw material from the crop, Torefactora Turin's mission is to provide the best Premium coffee in the coffee region, with a constant improvement of quality, distinguishing ourselves by the delicious 100% Colombian flavor, without mixtures and with the best accents from the regions with the best environmental offer in the country. What results in an excellent cup to satisfy the best palates, both nationally and internationally.

Vision:

To consolidate ourselves by 2025 as one of the best green, roasted, ground, Premium and supreme coffee trading companies, both nationally and internationally, occupying one of the best export statistics to satisfy the needs and expectations of customers offering the highest quality standards.





We have:

- Installed capacity of 15,000 kilos per month.
- Drying plant with an installed capacity of 400,000 kilos/week.
- Thresher with installed capacity for 2,000 weekly 70 kg bags.
- Location in the center of Marsella Coffee Region
- Exporter License (F.N.C), Invima, BPM, FDA
- Packaging authorized by Procolombia
- Coffee qualities: excellent clean rate, UGQ, Special Coffee.

Our products are:

- Special Coffee
- Supreme excellent coffee
- UGQ excellent coffee
- Roasted coffee beans
- Roasted and ground coffee

All our products comply with the standards required by the National Federation of Coffee Growers.



About the quality of Colombian coffee and coffee Region:

Colombia is the third largest exporter of coffee worldwide, according to the International Coffee Organization (ICO) after Brazil and Vietnam. It should be noted that in Colombia coffee is 100% Arabica.

According to experts, Colombian coffee has a perfect combination. To a perfect balance that makes this coffee not excessively sweet, it is added that it is not bitter at all.

As it is a country with great influence from the Andes Mountains, it has ideal climatic conditions to produce quality grains. Colombia, and specifically the Risaralda Region, is mountainous and has many highlands that contain excellent soil for growing coffee, as it has the perfect balance of rain and sunlight and the temperature is excellent. Coffee is produced without stress from solar radiation or frost, thus, producers have the opportunity to grow coffee even under shade.

All these conditions result in a sweet and balanced type of coffee.





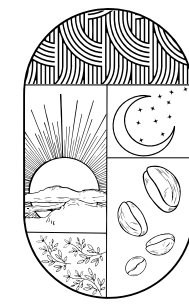
Production:

With the advantage of location, there are thousands and thousands of coffee farmers in Colombia. However, in this country quality is not sacrificed for quantity. Each and every grain is picked by hand. Yes, each one of the almost 550,000 coffee producers in Colombia collects each part of their harvest by hand, contrary to the technical harvests that are carried out in other areas of the world.

The reason for this 'cherry pick' is that humans can tell the difference between immature, overripe and green coffee beans. Some beans are ready to be harvested, while others are not. The Colombian coffee producer can inspect and recognize which beans are ready to be processed and which are not yet. Being very particular about which coffee beans are the best to ship around the world ensures top-notch quality.

When growing specialty coffee, growers around the world have to take into account a wide range of processes and variables, from harvesting and drying methods to meticulous soil management and plant pruning. Colombia has been investing in coffee production for some time to improve its quality, throughout the entire chain. Through a combination of research and development and technical assistance, coffee farmers are constantly made aware of the importance of following best production practices.



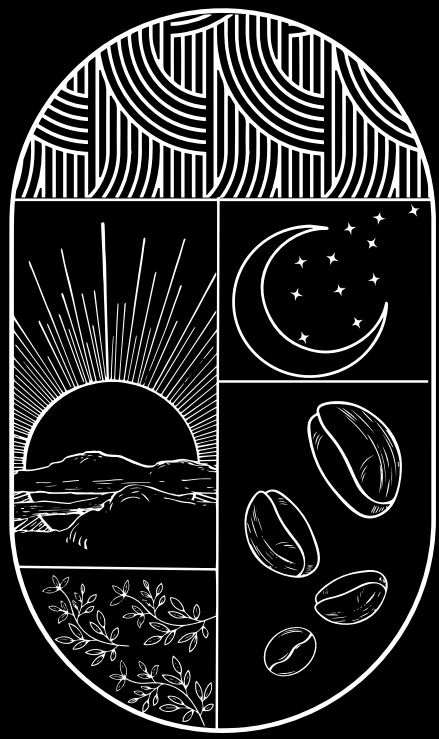


A little history:

At the beginning of the 20th century, most of the coffee production in Colombia was in the hands of a few large producers who operated large farms, also known as haciendas. The workers of these haciendas were made up of peasants, the indigenous population and former slaves. In 1927, a group of prominent coffee growers from the Zona Cafetera got together and formed the National Federation of Colombian Coffee Growers (FNC). His goal was to represent farmers in promoting and negotiating fair prices for the global sale of their coffee.

However, as the impact of the Great Depression rippled through the late 1920s and 1930s, the world price of coffee plummeted, bankrupting many of Colombia's haciendas. In an attempt to save coffee production and deal with price volatility, the government bought these large farms, divided them up, and sold them to workers who could plant other crops alongside coffee.

Since then, the FNC has largely continued its efforts on behalf of Colombian coffee growers to enhance the country's image as a coffee origin on the world stage. An example of this was the creation in 1961 of the "100% Colombian coffee" label. This was one of the first ingredient branding exercises in the world - in all sectors, not just coffee - and meant that consumers could easily identify Colombian coffee on supermarket shelves. It also helped raise the premium price of Colombian coffee that we see today.



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