



PRESS RELEASE

Café Bar expands into Finland

(Jönköping, August 15, 2023) - Café Bar, known for its commitment to delivering a nice cup every time, continues its journey as a leading provider of hassle-free coffee solutions in Sweden, now also in Finland. The company, established since 1987, is taking the next step beyond Sweden to fully encompass the Nordic Coffee Alliance. The new operation will be based in Helsinki and will span across the entire country.

Since 2016, Café Bar has experienced significant growth, expanding to over 220 employees across 27 locations, ensuring that employees at more than 5,000 businesses always have access to a perfect cup. This translates to approximately 20 million cups of hot or cold beverages served by Café Bar in Sweden each year. In Spring 2022, the Nordic Coffee Alliance was launched, a collaboration between Café Bar Sweden AB, Kaffeknappen in Norway, and Stellini in Denmark. With Café Bar's expansion into Finland, the Nordic Coffee Alliance becomes a comprehensive supplier throughout the Nordic region.

"Our view of expansion into Finland as a natural progression to meet the growing demand for our services. We have a well-established history in Finland, and it's an honor for us to return to this country with our concept. Through our establishment in Finland, the Nordic Coffee Alliance becomes complete for our pan-Nordic clients, which is truly exciting. Café Bar is the coffee company with a personal touch, where each cup of coffee is an opportunity to build trust and create a delightful moment," says Thomas Doyon, CEO of Café Bar Sweden AB.

The new operation in Finland will focus on providing tailor-made coffee and coffee break solutions for small and medium-sized businesses.

"Being a part of Café Bar Sweden AB's expansion into Finland is a great honor and an exciting opportunity. We are ready to deliver the proven Café Bar experience to companies all over Finland. Our vision is to create a warm and welcoming atmosphere through our coffee and personalized service, and we look forward to building strong relationships with our customers here. Being a part of the Café Bar family, we can offer our customers a cup of coffee that is not only perfect in taste but also in quality and service," says Timo Pietila, CEO of Café Bar Finland.

Café Bar's vision is to offer the perfect cup of coffee no matter where one is in Finland and to continue being a reliable partner for businesses seeking hassle-free coffee and coffee break solutions. Our goal is to become the most sustainable and innovative coffee company, with new intelligent services and products that meet today's needs without compromising the opportunities of future generations to meet their own needs.

Contact

Anders Junhammar

Tel: 0709-95 20 19 E-mail: anders.junhammar@cafebar.se

Timo Pietila E-mail: Timo.Pietila@cafebarfinland.com

Webbplats: www.cafebarfinland.com