



# WHAT IS BLOCKCHAIN?

**BLOCKCHAIN IS A TYPE OF DIGITAL SHARED DATABASE THAT STORES INFORMATION IN BLOCKS**

Thanks to blockchain technology, you can trace the coffee journey and our sustainability commitment



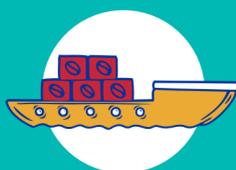
## CUBA COFFEE JOURNEY



**DEPULPING, WASHING, FERMENTATION AND DRYING**



**SELECTION CENTER AT ORIGIN**  
Selection by quality and preparation for export



**CARGO SHIPPING TO ITALY**

**BLENDING & ROASTING**

