

# MISSION STATEMENT

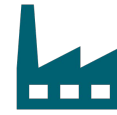
Roasting with purpose, not pollution

Last updated: June 2025

# Content



Our Story



Changes in 2025:  
London Coffee  
Factory



Our Mission



Our Vision for the  
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Our Values



How Each of Us  
Matters

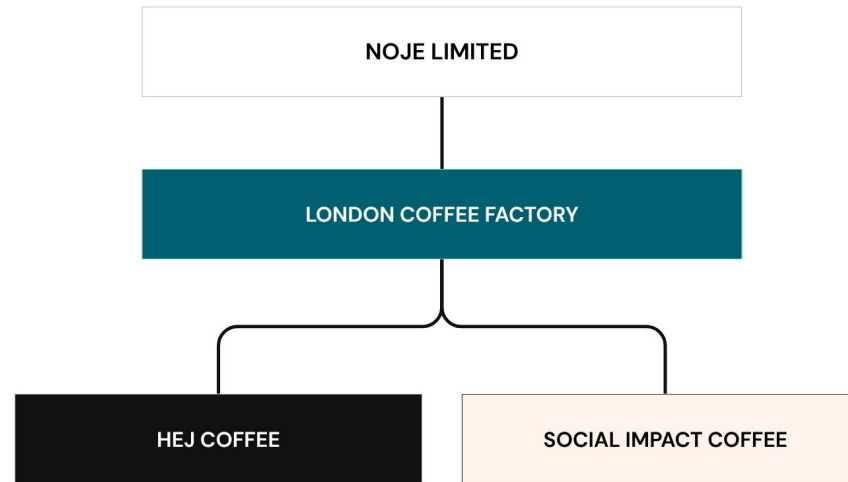


Tools and Policies  
That Support Us



What's Next?

# Company Structure



**NOJE** is home to a family of purpose-driven coffee brands — all connected by a shared love for great coffee, sustainability, and doing business the right way.

At the heart of it all is **London Coffee Factory (LCF)** — our main roasting and trading hub.

It brings together:

- ☕ **Hej Coffee** — our original café brand,
- 🌍 **Social Impact Coffee (SIC)** — our community-focused CIC,
- 📦 and a growing network of **white-label partnerships**.

**NOJE sets the vision. LCF makes it happen** — roasting, supplying, and delivering impact at every step.

# London Coffee Factory

We're building LCF to offer high-quality, sustainably roasted coffee to businesses across the UK. Our mission is to become a trusted roasting partner – using electric roasting machines, sourcing responsibly, and operating with transparency and purpose.

- ☕ Roasting capacity: 400+ tonnes/year (expanding from 55 tonnes)
- ⚡ Powered by on-site renewable energy
- 🌿 100% focus on sustainability & impact
- 📦 Supplying coffee to 150+ businesses and growing

We roast our Good, Better, Best & Decaf blends to meet different needs – and we're setting up our new roastery at the historic Bottle Factory in South-East London.

This is how we do better coffee – for people and the planet. 🌍





# Hej Coffee

Noje Limited started in 2014 with **Hej Coffee** — born in Bermondsey, inspired by Swedish values. After a short partnership with a large coffee group, our team decided to go independent and focus on what mattered most: **great coffee, strong values, and sustainability**.

Today, we **roast our beans in-house** at our London roastery in Elephant & Castle, run our own **barista school**, and supply **ethically sourced coffee** to cafés, restaurants, and businesses across the UK.

With demand growing fast, we now roast up to **55 tonnes of coffee per year** — but we already need double that to keep up.



# Social Impact Coffee

**Social Impact Coffee** is a specialty roastery with a big idea that every cup of coffee served shouldn't just taste good, but should do good. We partner with tomorrow's businesses to give their teams the honest specialty coffee in a way that benefits wider communities.

**65% of profits into local community causes.** Success tastes best when it's shared. Coffee is social, and we think our business should be too.

Doing good starts by accounting for our impact.

**This is less about bean counting, more about making beans count.**

Our bottom line is a triple shot: **People, planet and purpose.**



# Mission Statement

At NOJE, we're here to make great coffee — and make a difference.

Through our brands, **London Coffee Factory**, **Hej Coffee** and **Social Impact Coffee**, we serve businesses and communities that care about quality, sustainability, and social impact.


We:

- Roast exceptional specialty coffee with care for people and the planet,
- Choose sustainable, energy-efficient practices at every step,
- Work closely with local communities, and
- Use our voice to support issues that matter — from climate action to inclusion.

**Together, we're building something better — one cup at a time.**





A close-up photograph of coffee beans in a roasting machine. The beans are dark brown and appear to be in the process of roasting. The machine has a perforated metal surface. The image is overlaid with a semi-transparent blue filter. The text "ROASTING WITH PURPOSE, NOT POLLUTION" is written in white, bold, sans-serif capital letters across the center of the image.

**ROASTING WITH PURPOSE,  
NOT POLLUTION**



# Our Vision for the Future

We're shaping the next chapter of coffee — electric, ethical, and designed for scale.

At NOJE, we're building a high-capacity, all-electric roastery powered by renewable energy at The Bottle Factory in South-East London.

Our goal is to deliver exceptional, responsibly sourced coffee to businesses across the UK and beyond — without compromising the planet.



# Our Vision for the Future

The coffee industry is changing:

- ☕ Customers are trading instant for premium, ethical coffee
- 🌱 Sustainability and fair trade are becoming essentials, not extras
- 📈 The UK coffee processing market is set to grow to £1.4B by 2028

We're preparing to meet export demand and expand through strategic partnerships, particularly within the commercial catering sector. Backed by years of experience and trusted relationships, we're ready to scale.



# Our Values

## 🤝 People & Purpose First

Our mission is rooted in community. We partner with growers, nonprofits, and local initiatives to create real social change.

## ☕ Quality with Integrity

We never compromise. Our coffee is a product of care — ethically sourced, expertly roasted, and deeply respected at every stage.

## 👥 People-First Culture

Our team is our foundation. We foster a supportive, inclusive environment where every voice matters, growth is encouraged, and collaboration drives us forward.





# Our Values

## Sustainability as Standard

We lead by example — from electric roasting and reusable packaging to carbon mapping and regenerative agriculture.

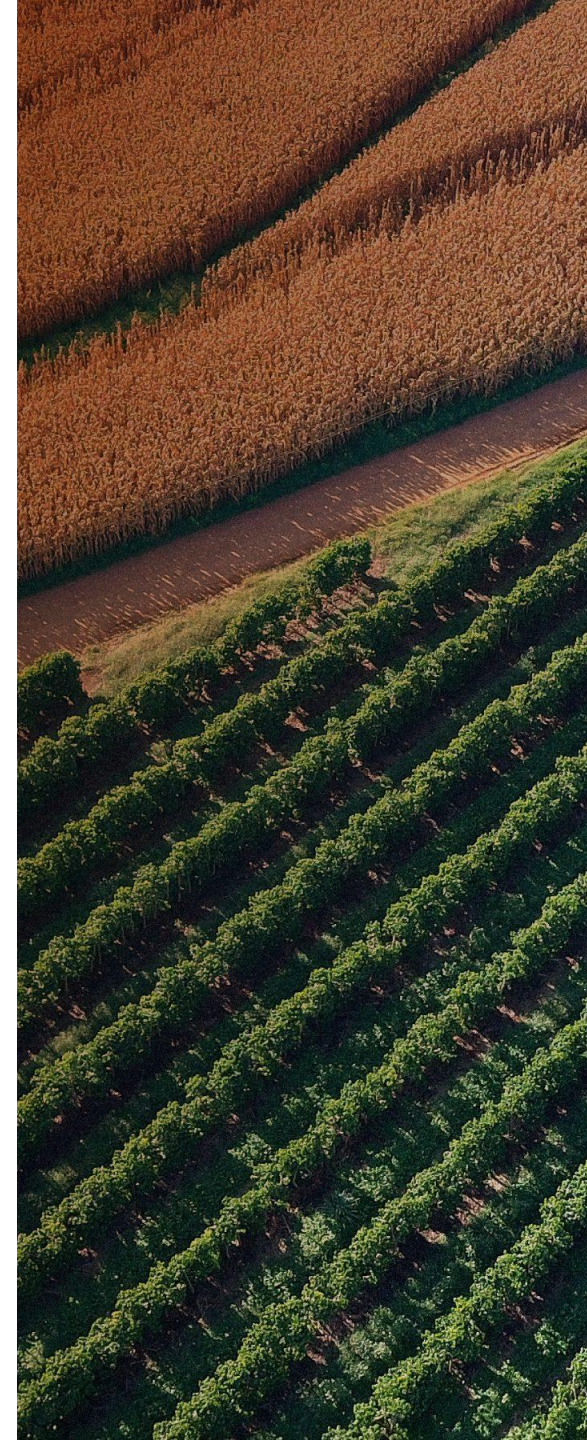
**Sustainability isn't a trend. It's how we work.**

## Transparency & Traceability

From farm to cup, we commit to openness. We build long-term, ethical relationships with producers and share our supply chain journey with pride.

## Innovation for Impact

We invest in cleaner technologies, circular systems, and data-led decisions to reduce our footprint and shape a regenerative coffee future.



A photograph of four people (two men and two women) standing in front of a glass storefront. They are all wearing dark t-shirts with a small 'HEJ' logo. The man on the far left is holding a large blue circular sign that says 'We are a Living Wage Employer'. The woman next to him is holding a rectangular sign that says 'Making Southwark a Living Wage Borough'. The woman next to her is holding another large blue circular sign that says 'We are a Living Wage Employer'. The man on the far right is standing with his hands on his hips. The background shows the interior of a shop with shelves and a sign that says 'ROASTERY'. The entire image has a blue tint.

**WHEN EVERYONE IS ALIGNED  
WE CAN ACHIEVE MORE AND  
INSPIRE THOSE AROUND US**



# How Each of Us Matters

At NOJE, our mission is a shared commitment that shapes how we work every day and we believe real change starts with people.

**That's why our mission is a call to action for each of us.**

## **Your contribution matters**

You're playing an essential role in building a more ethical and sustainable coffee industry. Whether you roast, serve, deliver, or support, every role is crucial to our mission.

## **Your role may evolve**

While your job description may not change drastically, you will experience more collaboration across teams, sustainability-driven decision-making, and greater transparency in how we work.





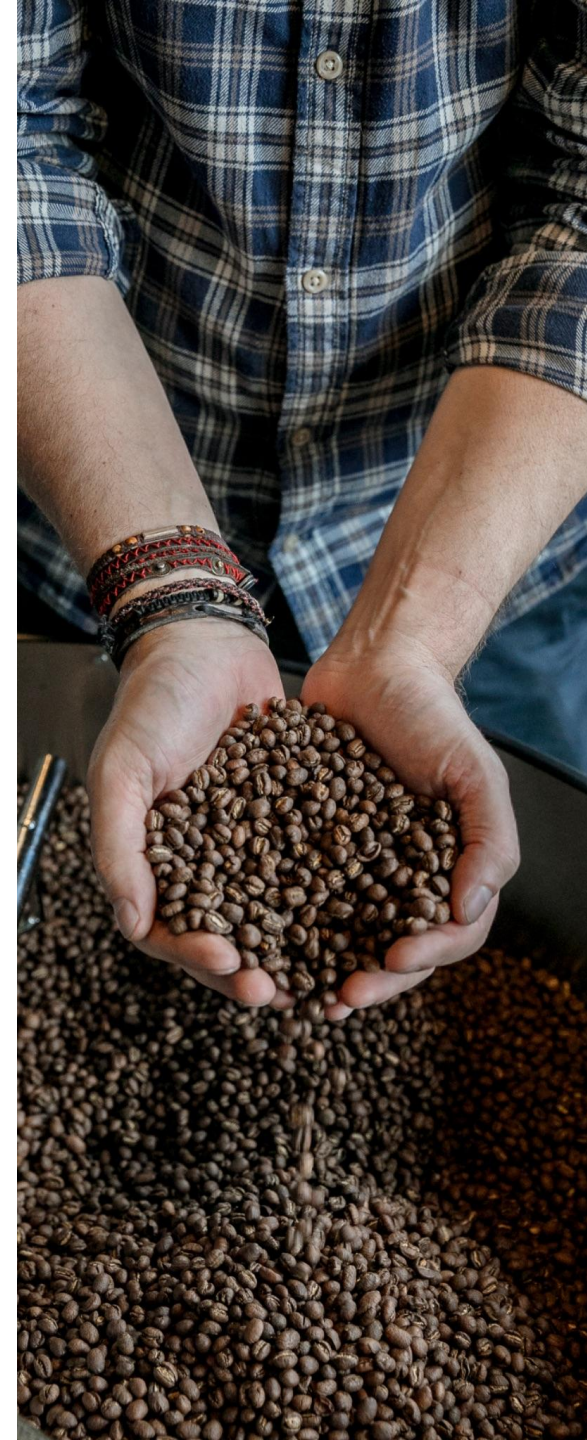
# How Each of Us Matters

## **We're all part of the growth**

Our mission encourages everyone to actively contribute through new ideas, feedback, and challenging the norm.

We've already made huge progress in the way we roast using electric technology, source traceably, deliver with reusable packaging, and partner with communities. This is just the beginning.

**The next phase** — including B-Corp certification and our new roastery — makes your involvement more vital than ever.





# What's Next?



## **Cross-team collaboration**

More shared projects focused on sustainability and impact



## **Ideas & feedback welcome**

New spaces and rhythms for open communication



## **Tools & training**

Resources to help you contribute confidently and creatively



## **Clearer processes**

Transparent decision-making across departments



## **Community focus**

More opportunities to connect with local partners

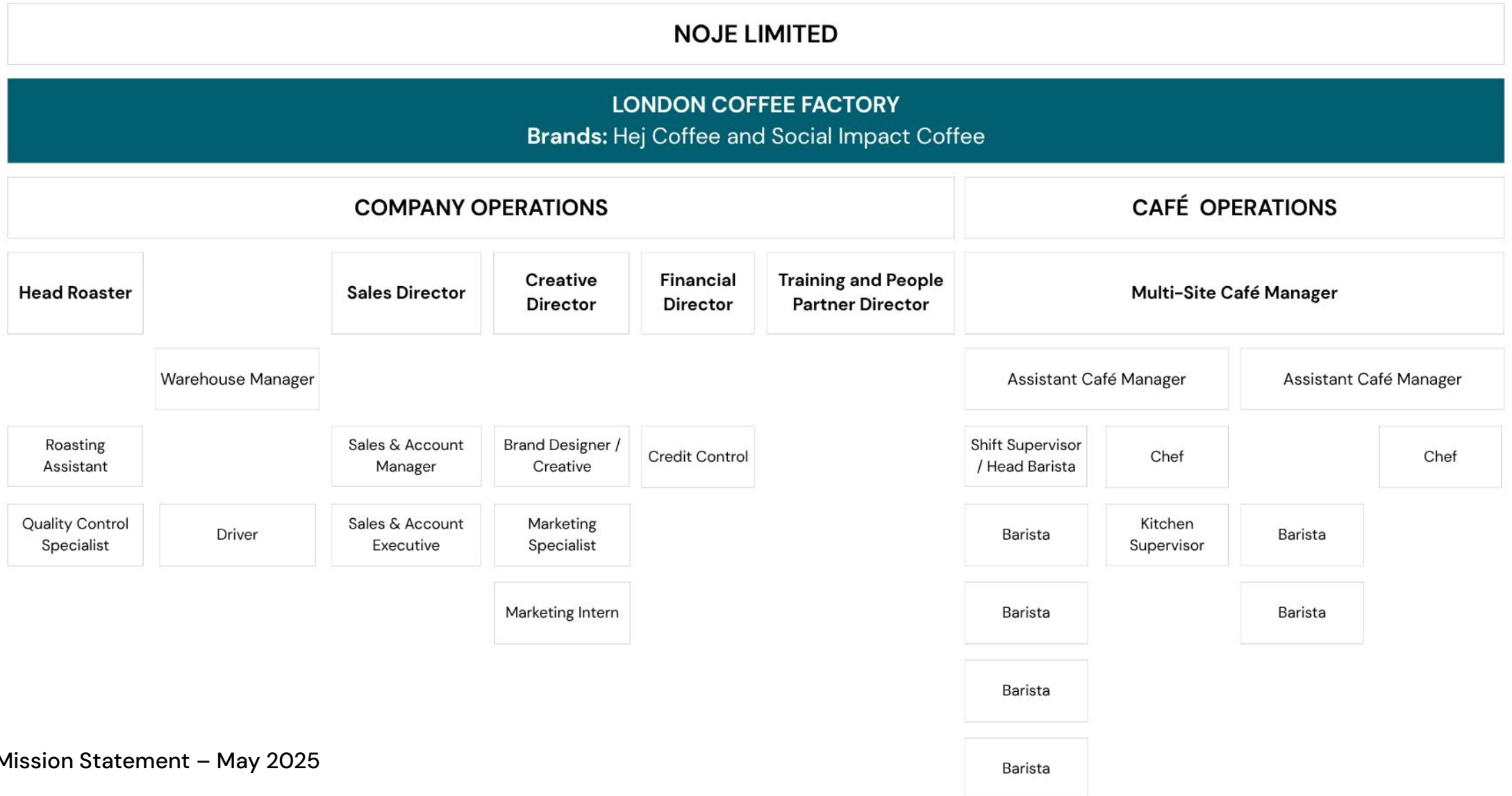


## **New electric roastery & B-Corp**

Major milestones that will shape how we grow



# Company Org Chart



**WE'RE BUILDING THE FUTURE  
OF NOJE – TOGETHER**

**ANY QUESTIONS?**