

## Melitta Group invests in start-up "Loffee"



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Minden, 15.08.2024 – The Melitta Group has entered into a strategic partnership with the lupin coffee supplier "Loffee." This start-up from Baden-Württemberg provides a sustainable and innovative alternative to traditional coffee by growing and processing lupins in Germany.

"Through Loffee, we've partnered with a forward-thinking company that brings innovative and sustainable coffee alternatives to the table. This aligns perfectly with our coffee segment and our shift towards sustainable operations," states Alexander Wesemann, Director of Corporate Ventures, Start-Up, and M&A at the Melitta Group. "We're eager to start this journey together and are confident in the mutual benefits of our partnership."

The collaboration is designed to leverage strategic synergies. For instance, Loffee stands to gain from Melitta Group's extensive network and coffee industry expertise as the partnership progresses.

"The excitement for this partnership is immense, and we see a significant potential in our joint efforts," remarks Simon Raab, Loffee's co-founder. "Our areas of business are a great match, and we believe our combined efforts will lead to remarkable achievements," Jan Fladung, another co-founder of Loffee, concurs.

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## **The Melitta Group**

Melitta is an internationally active group of companies and is one of the well-known independent family businesses not only in Germany. The main tasks are the development, manufacture and distribution of branded products for coffee enjoyment, for the storage and preparation of food as well as for cleanliness in the household. As a company with a tradition of more than 110 years, the Melitta Group thinks long-term and sees the promotion of sustainable development as an integral part of all its business activities. More information at [melitta-group.com](https://www.melitta-group.com).

## **About Loffee**

Loffee is an innovative company from Baden-Württemberg that specializes in the production of organic lupin coffee. This coffee substitute is naturally caffeine-free, gluten-free and low in acidity, and offers a gently chocolaty flavor with subtle roasted aromas. Loffee uses only certified organic lupins from regional cultivation in Germany. More information at [loffee.de](https://www.loffee.de)

