

CHARLES DENISON

DATE OF BIRTH: 11TH APRIL 1984

NATIONALITY: SOUTH AFRICAN, SWISS (DUAL)

COFFEE-SPECIFIC CURRICULUM VITAE

HISTORY

- 2009-2010 **Masters Thesis, University of Fribourg, Switzerland**
"The Status and Advancement of Smallholder Coffee Farmers in Zambia"
Analysis of Zambian coffee sector, creating a sustainable business plan for smallholder coffee growers. Supported by **Schluter Café Switzerland, Zambia Coffee Growers Association, Coffee Board of Zambia.**
- 2009-2011 **RedBerry Coffee Company**
Supplier to South Africa's second largest coffee account
Green bean procurement & blending, roasting, quality control & cupping, equipment procurement, installation & technical, barista training.
- 2010 **Coffee Quality Institute (CQI)**
Licenced Q-Grader
South Africa's most experienced and longest running Q-Grader – cupping up to 200 coffees per day
- 2011 **Speciality Coffee Association of America (SCAA) conference in Houston, Texas**
Representing RedBerry Coffee Company
- 2012 **ECOM Agro-Industrial**
Worlds largest arabica coffee supplier
Buyer at the Nairobi(Kenya) and Moshi (Tanzania) coffee auction (US\$ 2-3 million / week)
Hedging and trading futures on the New York "C" exchange
Coffee export logistics
Client liaison
Cup of Excellence liaison
Sample roasting and cupping over 200 coffees per day (Kenya, Rwanda, Tanzania)
SCAA spec laboratory setup
- 2012 **Sustainable Management Services (SMS)**
Certification work with *Rainforest Alliance, Fairtrade Alliance, Utz Certified, 4C Association*
Origin work with smallholder and estate farmers in Kenya, Tanzania, Uganda
Commercial lead for *Nestle Sweden's Rainforest Alliance* programme in Kenya
- 2012 **Speciality Coffee Association of America (SCAA) conference in Portland, Oregon**
Representing ECOM East Africa
- 2013-Present **Specialist Coffee Consultant**
Founding director of Coffee Science Institute (www.coffeescienceinstitute.org), focusing on the entire chain; from coffee plant physiology, plantation management, green coffee quality, grading, roasting and end-products.
SCAA spec laboratory setup, Quality-control and cupping protocol development
Roast Profiling & Development and Coffee-QC for Spar, Checkers, Importers, Vida e Caffé, Wiesenhof, Colombo
Speciality coffee networking to origin level farmers and exporters
Coffee capsule development, barista standards & protocol, equipment & coffee standards
Award winning green bean supply (www.cultivar.co.za)
Roast profiling, logging, and setup: *Giesen. Probat. Genio. Diedrich. Lilla. HasGaranti. Sievetz*

CURRENT AND PAST CLIENTS

Nestle, Hivos, Starbucks, Sustainable Management Services, ECOM Trading, Mugg&Bean, Famous Brands, Redberry, Beaver Creek Estate, Global Coffee Traders, Wiesenhof High Altitude Coffee, Monteagle International, Vida e Caffé, Knead, Coco Safar, Afri Tea and Coffee Traders, Lineage Coffee, Colombo Coffee, Ivan Carter WCA, Govt. of Cote d' Ivoire, Govt. of Zambia

MAJOR ORIGINS VISITED

Cuba 2010	Kenya 2011, 2012, 2014, 2017
Madagascar 2006	Malawi 2009
Cote d' Ivoire 2019	Mexico 2014
Tanzania 2012, 2015, 2016, 2017	Uganda 2012, 2017
Zambia 2009, 2010, 2014	Zimbabwe 2009, 2012, 2015
Reunion 2016	Democratic Republic of the Congo 2019