
Skoda supplies Czech sites with its own organic coffee

Skoda is introducing its own coffee called 'Curiosity Fuel' in its Czech production facilities. The coffee, which is certified according to the principles of the Rainforest Alliance and is grown, roasted and packaged especially for the car manufacturer, protects the local environment and promotes fair and secure payment for local coffee farmers. Furthermore, in keeping with its name, the coffee is intended to serve as "fuel for curiosity" for sustainable action along the entire value chain. For example, the husks of the coffee beans, which would otherwise be disposed of as waste, are used to tan the leather seats in the Kodiaq and Octavia.

The coffee beans come from selected, family-run farms in India and Tanzania. The local farmers have committed themselves to protecting biodiversity and to treating their employees fairly and paying them appropriately. As a responsible brand within the Volkswagen Group for the Indian market, Skoda is also supporting plans for a school near the plantations by improving the local infrastructure.

After arriving in the Czech Republic, the coffee beans are further processed in the Jablun roasting plant in Bezdřín near Mladá Boleslav, which is also family-run. The supply of coffee for canteens, company cafés and coffee machines in the car manufacturer's plants has already begun. The total annual coffee consumption at the Czech sites is around 25 tons. (aum)

Images for article



Infographic: Sustainable "Curiosity Fuel" coffee for Czech Skoda plants.

Photo: Autoren-Union Mobilität/Skoda