



For Immediate Release

Louis Dreyfus Company Forms Joint Venture to Bring Specialty Coffee to Japan

Singapore, September 8, 2021 - Louis Dreyfus Company Asia Pte. Ltd. (LDC) announced today the signing of a joint venture agreement with *Zephyr Japan*, specialty coffee merchants based in Japan providing premium coffees to Japanese consumers.

"This partnership with *Zephyr Japan* represents LDC's first venture in Japan, a fast-growing market for specialty coffees," said Ben Clarkson, LDC's Global Head of Coffee. "It is also another positive step forward for our specialty business expansion, positioning LDC to increase premium coffee flows into Japan and East Asian markets."

The global specialty coffee market is expected to exceed US\$83 billion by 2025, with significant opportunities in Asia as coffee companies focus on offering customized, taste-based coffees to specific consumers in the region.

"We are excited to further extend our presence in Asia and enter the key consumer market for specialty coffees that is Japan, combining *Zephyr Japan's* strong market knowledge and LDC's expertise in sourcing top-quality, sustainably produced coffee beans," said Ross Hawkins, LDC's Global Head of Coffee Partnerships.

"It is a great pleasure to enter into partnership with LDC, as both companies will complement each other's expertise and capabilities," said Kurato Hashimoto, founder of *Zephyr Japan*. "I am confident that this strategic partnership will create excellent opportunities for mutual growth while meeting the needs and expectations of Japanese consumers."

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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location, at the right time - safely, responsibly and reliably. Our activities span the entire value chain from farm to fork, across a broad range of business lines (platforms). Since 1851 our portfolio has grown to include Grains & Oilseeds, Coffee, Cotton, Juice, Rice, Sugar, Freight and Global Markets. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Structured as a matrix organization of six geographical regions and eight platforms, Louis Dreyfus Company is active in over 100 countries and employs approximately 17,000 people globally. For more information, visit www.ldc.com and follow us on [Twitter](#), [LinkedIn](#) and WeChat (ID: we_are_ldc).

Media Contacts

For further information, please contact: media@ldc.com

About Zephyr Japan

Zephyr Japan is an importer and distributor of green bean coffee from all over the world. We only deliver the best possible qualities from each origin to our clients and at the same time, introduce stories and background of coffee farmers to help them understand the realities of the coffee world.

Media Contacts

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