

A woman wearing a dark beret and a light-colored sweater is pouring coffee from a copper pitcher into a glass filter. In the background, another person is visible working in the cafe. The scene is set in a rustic, warm-toned environment.

# JACOBS DOUWE EGBERTS COMPANY OVERVIEW AND CAREERS

BY DR JADE PHILLIPS  
2022





# OUR HISTORY

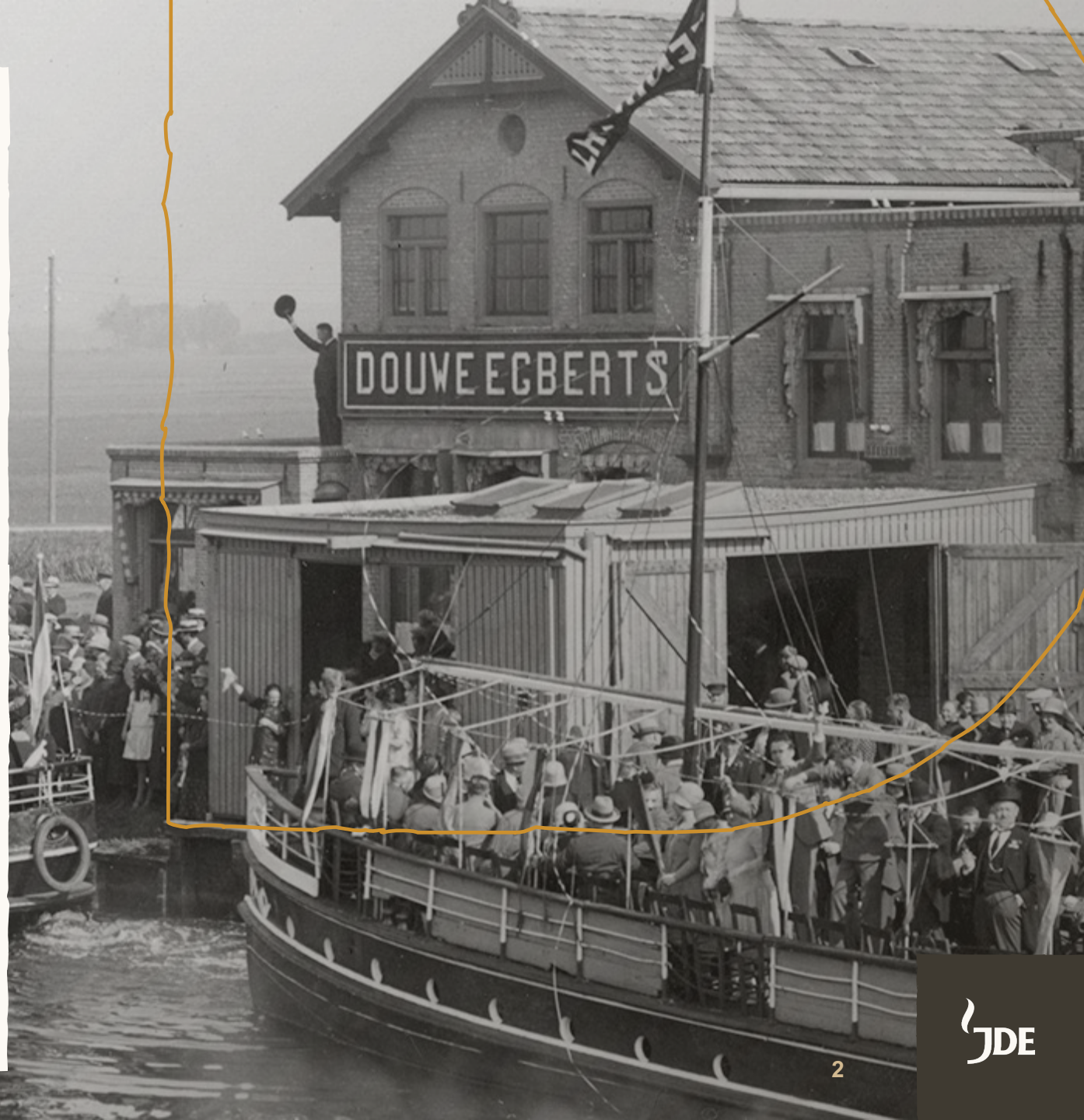
A long and rich coffee & tea tradition which can be traced back more than 265 years.

In 1753 in Joure, the Netherlands, Egbert Douwes founded his first coffee outlet. Over a century later in 1895, in Bremen, Germany, Johann Jacobs opened his first grocery business.

Today we are the world's leading pure-play coffee & tea company by revenue active in more than 100 markets around the world.



Sarai





# OUR STORY

## OUR VISION

A COFFEE & TEA  
FOR EVERY CUP

## OUR PURPOSE

WE UNLEASH THE POSSIBILITIES  
OF COFFEE & TEA TO CREATE  
A BETTER FUTURE

## OUR BELIEF

IT'S AMAZING WHAT  
CAN HAPPEN OVER  
A CUP OF COFFEE  
OR TEA

DISCIPLINE

SIMPLICITY

ACCOUNTABILITY

SOLIDARITY

ENTREPRENEURSHIP

## OUR VALUES

WE PLAY OUR PART



# COMPANY OVERVIEW - 2021 FACTS & FIGURES



~7BN<sup>1</sup>  
2021 REVENUE

AVAILABLE IN MORE THAN  
100 DEVELOPED AND  
EMERGING MARKETS  
AROUND THE WORLD

  
19,000+<sup>2</sup>  
ASSOCIATES



  
90+  
NATIONALITIES

43  
MARKETS

WHERE WE ARE THE #1 OR #2 PLAYER<sup>3</sup>



- 1) [JDE Peet's 2021 Annual Report](#)  
2) [JDE and Peet's associates combined](#)  
3) [Source: Nielsen 2021](#)



# WE ARE PART OF JDE PEET'S GROUP

## THE WORLD'S LEADING PURE-PLAY COFFEE & TEA COMPANY

- JDE and Peet's were combined in December 2019, leading to the launch of JDE Peet's in early 2020
- Publicly traded on EuroNext, Amsterdam (JDEP)
- Headquarters in Amsterdam, NL
- Present in more than 100 countries
- A portfolio of more than 50 coffee and tea brands
- Served 4,500 cups of coffee and tea every second in 2021



JDE Peet's

EUR 7<sup>BN</sup>  
2021 REVENUE



4,500 CUPS  
OF COFFEE & TEA SERVED  
EVERY SECOND



19,000+  
ASSOCIATES



100+  
COUNTRIES

# OUR BRANDS

Our portfolio allows us to cover the category landscape, ensuring we can offer a coffee & tea to everyone, no matter who they are, where they are, or what their preferences are.



Our **global brands** are large players operating in multiple markets, with one meaning and one global execution.



Our **regional heroes** have an international footprint with local nuances. These local nuances are based on cultural drinking habits, the stage of category development and brand heritage.



Our **local jewels** are iconic in their local market. These brands leverage local culture and heritage, and are of true significance in their home country.

1753



1923



1978



2001



1853



1937



1987



2004



1895



1960



1992



2014





# WE HAVE A WORLD CLASS INNOVATION TRACK RECORD

## SENSEO PADS MACHINE



## PORTIONED ESPRESSO



## TASSIMO INTELLIGENT BREWER & BEVERAGE RANGE



## WHOLEBEAN INSTANT



## FOAM BOOSTER TECHNOLOGY



## SPRAY DRIED CREMA & PREMIUM FREEZE DRIED TECHNOLOGIES



## LIQUID TECHNOLOGY



## COLD BREW & READY TO DRINK



## COMPOSTABLE PACKAGING



## COFFEE MACHINES FOR PROFESSIONAL MARKETS



## FARMERS INITIATIVE MULTISERVE



## RETAIL BEANS



## PRO BEANS



## TEA INFUSIONS



# THE PILLARS OF OUR SUSTAINABILITY STRATEGY

## RESPONSIBLE SOURCING

Fostering thriving agricultural supply chains



Selected commitment:

100% responsibly sourced coffee, tea and palm oil by 2025

## MINIMISED FOOTPRINT

Reducing our environmental impact step-by-step



Selected commitments:

25% reduction of our Scope 1&2 GHG emissions by 2030 vs. 2020 baseline

100% recyclable, compostable or reusable packaging by 2025

## CONNECTED PEOPLE

Engaging our employees and our communities



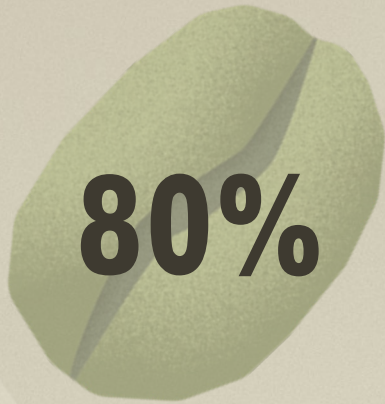
Selected commitment:

Gender-balanced representation

GOOD GOVERNANCE, ETHICS & PARTNERSHIPS



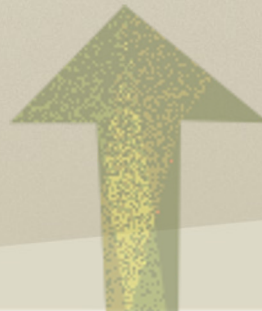
# WE ARE ACCELERATING OUR JOURNEY TOWARDS 100% RESPONSIBLY SOURCED COFFEE IN 2022



**Responsibly sourced in 2022,  
up from 30% in 2021**



**Investment towards 100%  
responsibly sourced coffee  
by 2025**



**Farmers positively impacted,  
doubling our farmer reach  
by 2025**



# WE ARE COMMITTED TO CLIMATE ACTION AND A NET-ZERO FUTURE

**2021**

2030 GHG emissions  
targets / roadmap  
validated & approved



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

**2030**

GHG emission reductions  
to be delivered:  
Scope 1+2: -25%  
Scope 3: -12.5%

**2050**





# OUR JOURNEY TOWARDS A WASTE FREE WORLD

## OUR PACKAGING SUSTAINABILITY COMMITMENTS



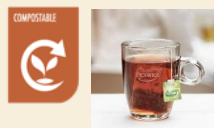
SAVE  
**15,000**  
TONNES OF  
PACKAGING



DESIGN  
**100%**  
OF OUR PACKAGING TO BE REUSABLE,  
RECYCLABLE OR COMPOSTABLE



USE  
**35%**  
RECYCLED CONTENT  
IN OUR PACKAGING  
WHERE ALLOWED



Compostable  
tea bags



Recyclable flexible  
packaging  
(R&G/Beans)



Single-serve  
end-use

## OUR ZERO WASTE-TO-LANDFILL COMMITMENT

Determined to embed a **zero-waste culture** across our business. We therefore have set a target of reaching **zero-waste-to-landfill across all our manufacturing facilities globally by 2025**.

### Our progress in 2021:

- 21 out of 43 manufacturing facilities reached zero-waste-to-landfill, incl. our entire **manufacturing network in the EU**
- **Less than 1%** of total waste from manufacturing facilities globally went to landfill in 2021<sup>1</sup>.
- Achieved a **15% reduction** in our global volume of manufacturing waste versus 2020 and managed to **prevent 89%** of our total waste going to disposal.

### Planned 2022:

- 24 out of 43 manufacturing facilities to reach zero-waste-to-landfill

1) Also includes incineration without energy recovery

# WE MONITOR FAIRLY AND HONESTLY



JDE Peet's reaches top 4th percentile of best ESG performing companies in Morningstar Sustainalytics' Packaged Foods subindustry





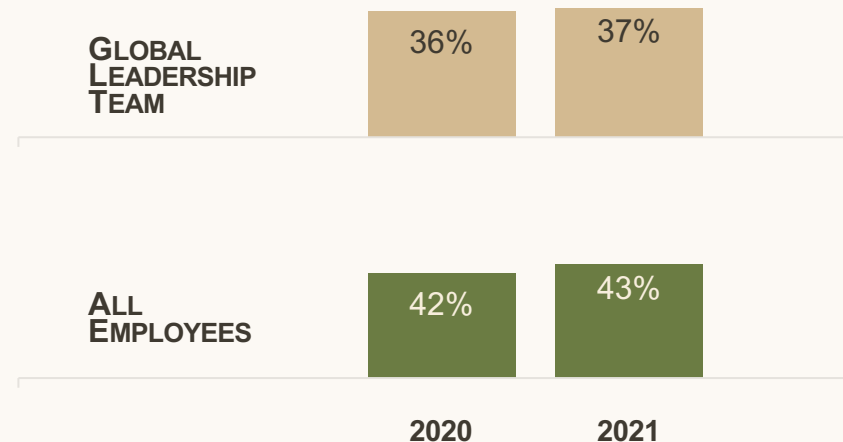
# VALUING DIVERSITY

At JDE Peet's, we aim to create a better future where we authentically serve, reflect and embrace everyone. We **believe in fostering a more diverse, equitable and inclusive organisation** where everyone feels comfortable to be their **true selves** and can unleash their full potential.

When looking at diversity, we aim to reach **gender-balanced representation** as we believe there should be **no barriers for women** to grow into leadership positions within the company. We also aim for a mix of nationalities at our head office.

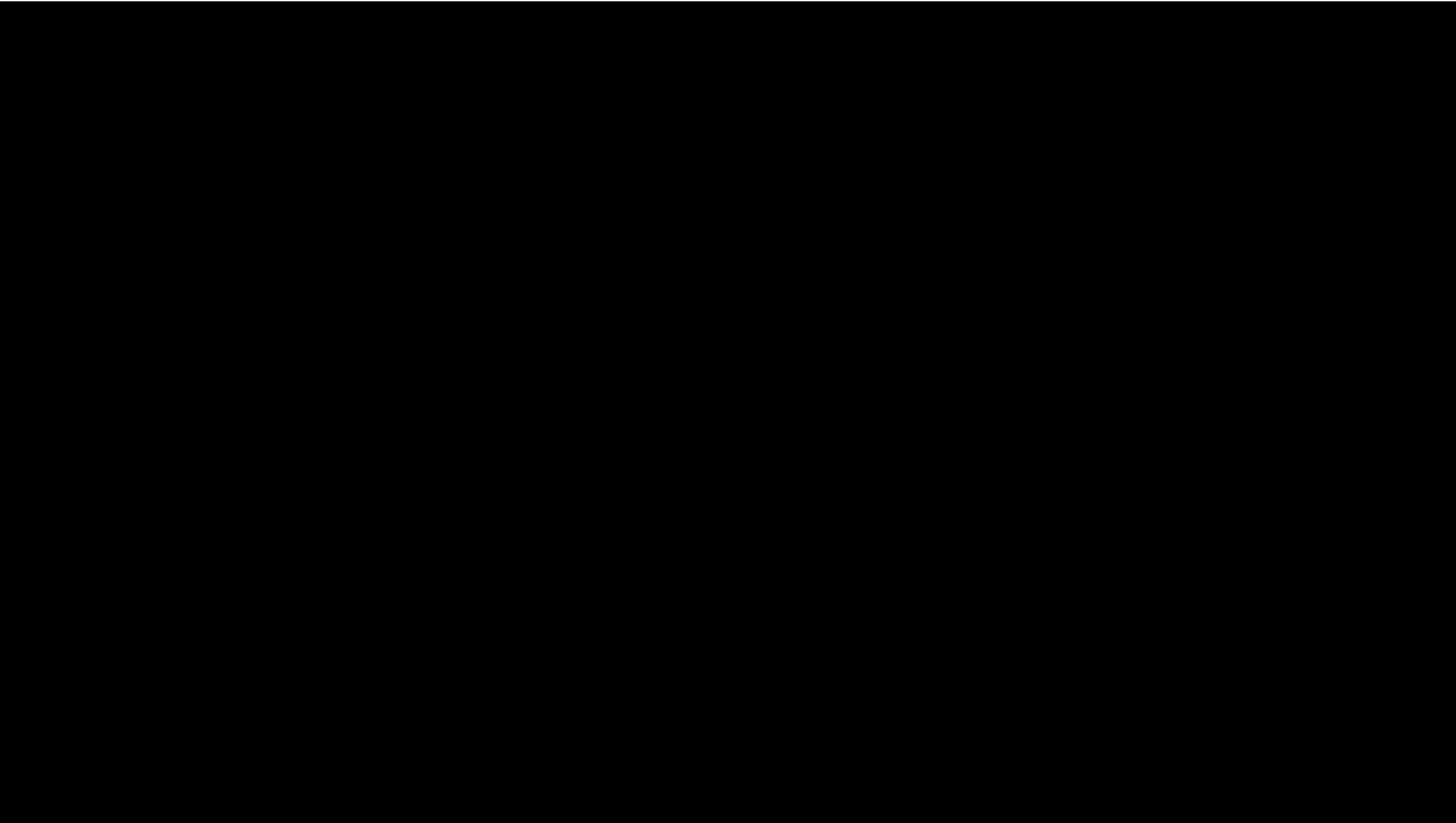


## SHARE OF WOMEN AT JDE PEET'S



Targeting gender-balanced representation

# TRUE YOU: DIVERSITY AND INCLUSION (D&I) AT JDE





# WE ARE ACTIVE IN OUR COMMUNITIES

We believe it is our responsibility to do this wherever possible, acting as a good neighbour and the social glue, giving back to the communities in which we live and work.



50 MILLION CUPS  
OF COFFEE & TEA DONATED  
SINCE 2020





# STEM



2021 - 2022  
Outreached to  
2,500 students



Outreached to 4  
countries



STEM FMCG  
group  
7 FMCGs







**CREATING INNOVATIVE  
PRODUCTS THROUGH THE USE  
OF SCIENCE AND TECHNOLOGY**

# Instant bistro style products

- ☪ Coffeeshop experience at home
- ☪ Stability in acidic environment
- ☪ Stability against heat shock (addition of boiling water)
- ☪ Stability against minerals and other ions
- ☪ Perfect in cup experience exhibiting great mouthfeel and taste for the consumer.





We provide our colleagues with trainings, trials, conferences and the ability to relocate to:



Increase Knowledge and Understanding



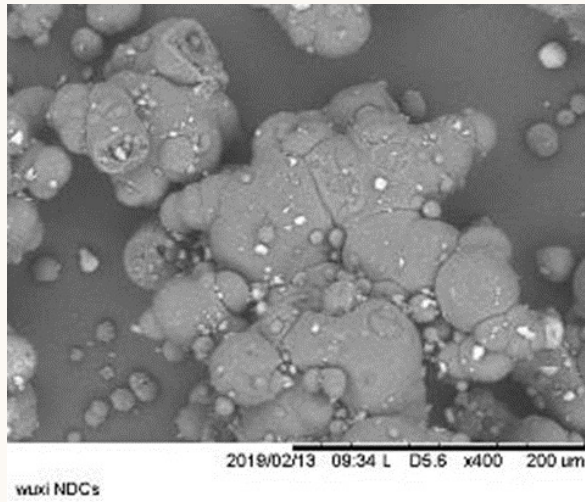
Enable Personal Development and Growth



Provide Travel and Experience Culture Opportunities

# Spray drying fundamentals

How does a single droplet dry?

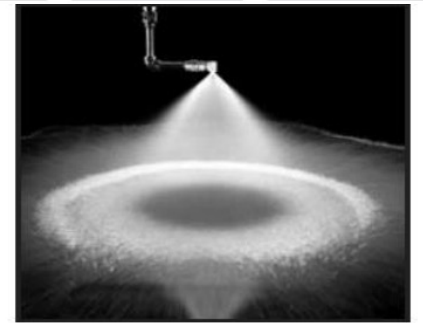


Do particles interact with each other? (Agglomeration)

## Factors affecting droplet size

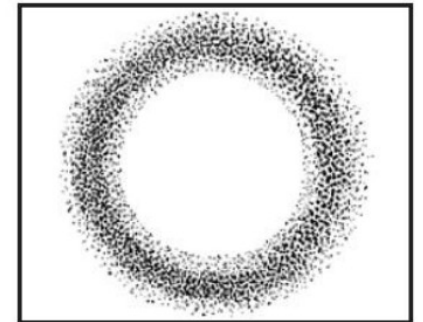


- Nozzle type (many configurations)
- Orifice diameter
- Spray angle
- $\Delta P$
- Flow rate  $\sim \sqrt{\Delta P}$
- Liquid properties
- Viscosity, surface tension, density



Rule of thumb:

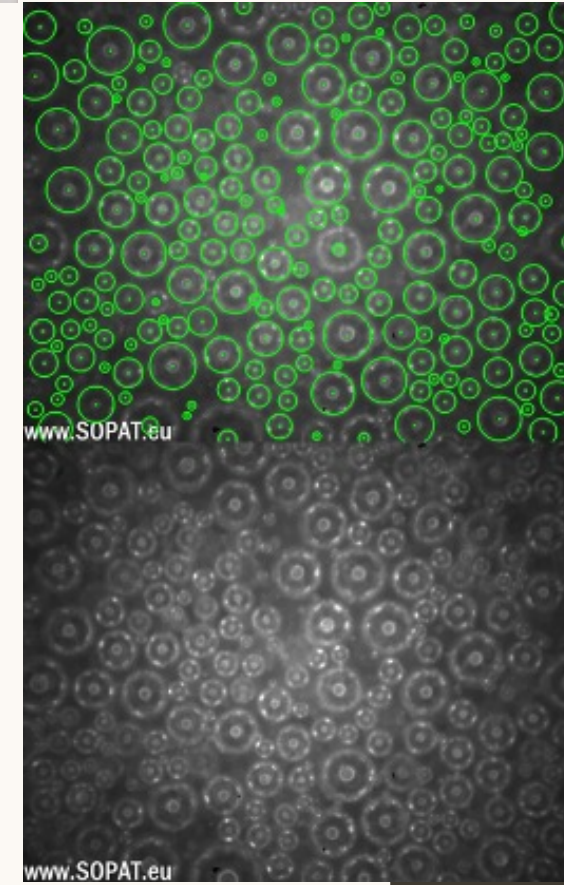
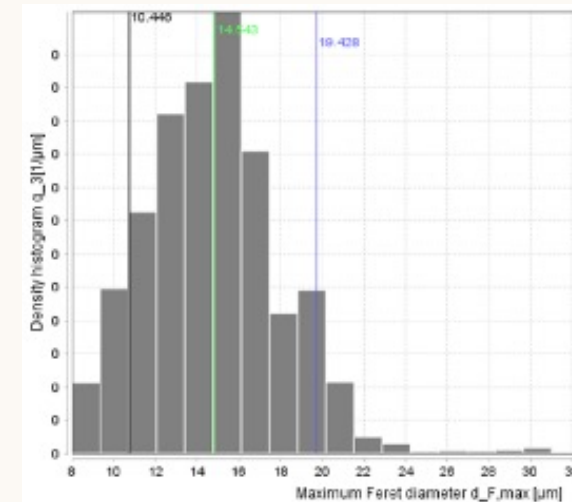
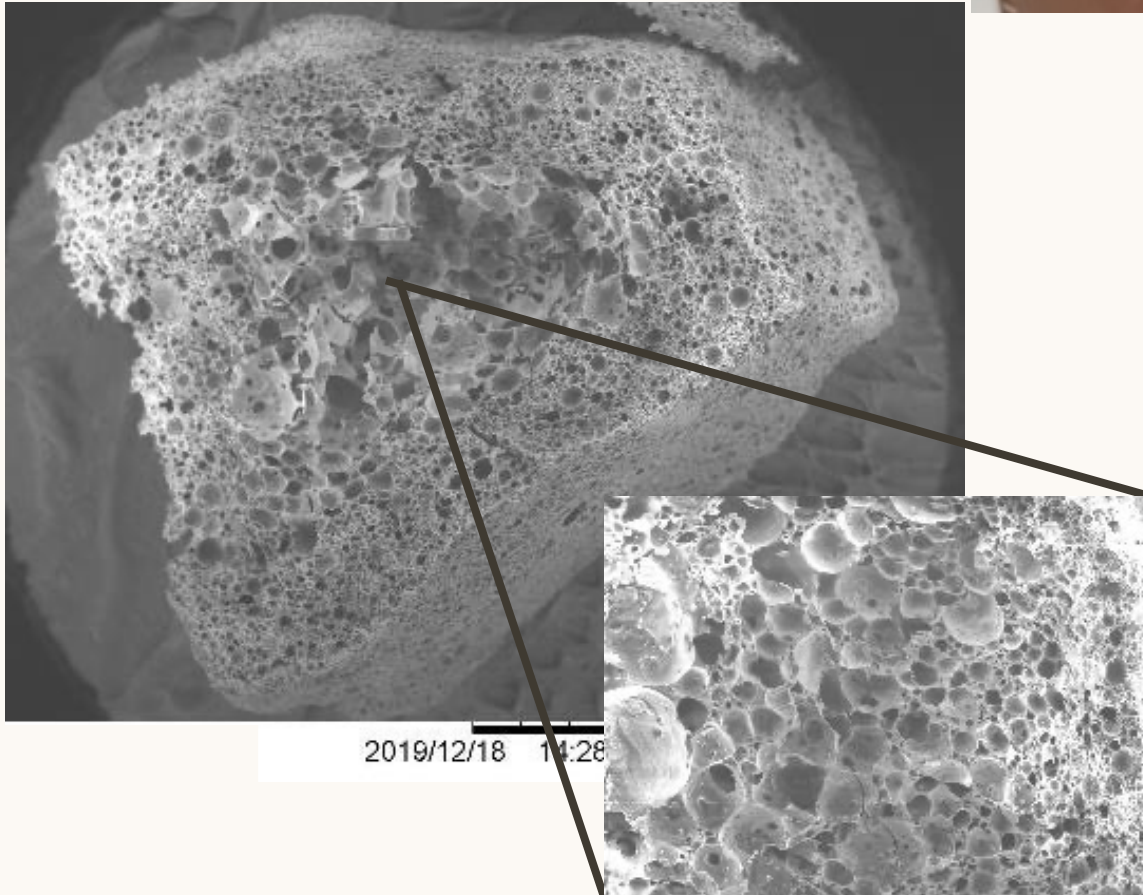
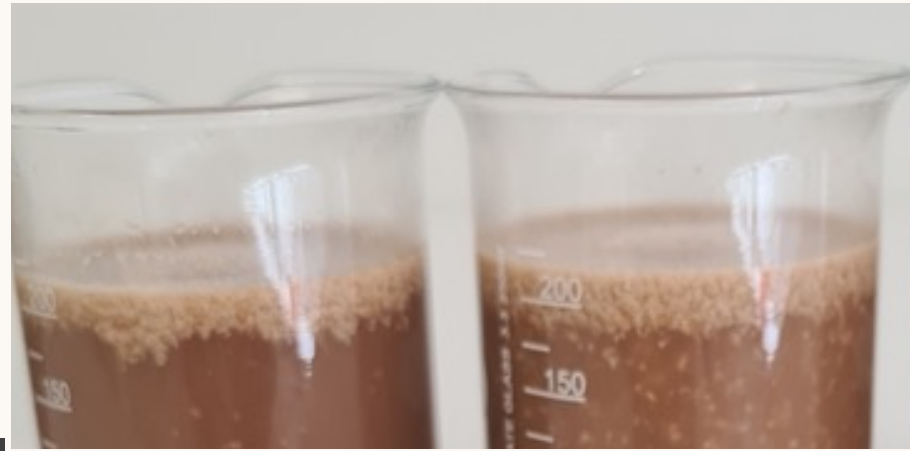
$$\overline{d_p} = \frac{9575}{\Delta P^{1/3}} \text{ in } \mu\text{m with } \Delta P \text{ in N/m}^2$$





We care about the data and what drives it

De-stabilised







AND TRIAL EXPERIENCE BOTH IN PILOT AND FACTORY SETTINGS...





# CAREERS AT JDE (TO NAME A FEW)...

## **Role: Development specialist: Maartje Stoutjesdijk**

Lead and carry out new product development and quality improvement to products in Capsules, perform trials in pilot halls, and support factories during qualification. The organisation of tasting new product formats and attend and lead project progress sessions.

## **Role: QDA Panel lead: Afshin Parwaz**

Within the Consumer Science team, the QDA Panel Leader is responsible for the completion of the requested consumer trial projects. After a project completion, the Panel leader analyses the data and collates it before delivering it to the key stakeholders. Within this rotation the Panel Leader manages the panel in terms of performance and motivation and trains them on key attributes.

## **Role: Modelling statistics specialist: Hadrien Cadiou**

Working in partnerships in order to create predictive models to optimise our coffee processing, contribute to innovations and improve our fundamental knowledge regarding coffee systems behaviours.





# CAREERS AT JDE (TO NAME A FEW)...

## **Role: Sustainable Nutrition and Regulatory: Floriane Brunel**

Scouting, monitoring and communicating global nutritional regulations and guidelines. Understanding and applying the changes into a Nutritional Policy and Standard Operation Procedure; translating the information from regulation to make them understandable in order to update the business.

## **Role: Process Specialist –Installations and Factory Support: Jon Staley**

Leading installations of new production lines and technologies into factories. Cross-functional interaction with operations, engineering and stakeholder management. From process design, visiting engineering suppliers, planning and executing the process commissioning and qualification of a line in the factory, through to providing technical support in problem solving and process optimisation post installation.

## **Role: Competitive intelligence specialist: Ronald Lamens**

The world of competitive, scientific and technical literature is unimaginably huge and growing. Finding and screening data which the R&D department needs to be competitively. Searching trends, new products, patents and scientific literature in databases and AI tools, adding value in evaluating business and technical trends.

# WE AID INDIVIDUALS TO HAVE PERSONAL GROWTH AND DEVELOPMENT: MOVING TO DIFFERING FUNCTIONS AND DEPARTMENTS

## What our People Say

"

I wanted to gain new experiences and develop new insights into other parts of our business. So I saw an opportunity to move to the Central Supply Chain, and simply followed the process to make it happen. Actually the biggest challenges I had was leaving the R&D community and my former team. But this change gave me an opportunity to learn a lot along the way by connecting with professionals from other parts of our organisation and getting inspired by how they work and what they do.

**MATTHIJS CORBIJN**

R&D - SUPPLY CHAIN

"



# WE AID INDIVIDUALS TO HAVE PERSONAL GROWTH AND DEVELOPMENT: WE SUPPORT MOVEMENT TO OTHER COUNTRIES TO ENABLE NEW EXPERIENCES AND CULTURES

## Meet our People

A native North German, loving the salty winds there but fascinated by the East Asian region and intentionally pursued a career move to the Regional HQ in Singapore. Being open & flexible to new perspectives has brought me the benefit of broader experiences that help me learn & grow. IT is my passion, having the opportunity to contribute to the growth of the region excites me and makes me go above & beyond in what I do.

**ANDREAS ERDEI**  
GERMANY - SINGAPORE



”



# Life is full of decisions

You'll spend around 14% of your life at work that's around 11.5 years.

## So do something you are going to enjoy!






# Life is full of decisions

So how do we try to make the right decisions when they can be life changing, such as career decisions?

## **BUILD YOUR KNOWLEDGE**

Seek guidance from trusted people family, friends, teachers.  
Don't be afraid to ask.

Use resources around you to research.




Experience things, don't make assumptions.

## **LEARN FROM EXPERIENCES**

Listen your own advice.  
Trust in your past experiences both positive and negative.  
Follow your intuition.

## **ORGANISE YOUR THOUGHTS**

Be clear on the decision you need to make  
Consider the desired outcome of the decision  
Use knowledge and experience to reach the desired outcome





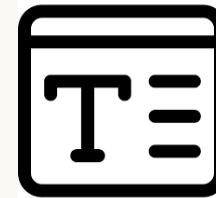
# TIPS AND TRICKS FOR EMPLOYMENT:



Stay active + get connected



Tailor your CV and cover letter  
per application



The title isn't always what it  
seems



Know your value: Strengths





# CAREERS AT JDE (AVAILABLE NOW)...

[Jobs smart recruiters](#)

[Follow JDE Peets on LinkedIn](#)

[Production Engineer - Coffee Process](#)

Operations & Manufacturing

Full-time

United Kingdom

[R&D Product Specialist](#)

Research & Development

Full-time

United Kingdom

[Supply Chain Degree Apprenticeship](#)

Supply Chain

Full-time

United Kingdom

[R&D Packaging Program Specialist](#)

Research & Development

Full-time

United Kingdom

[Junior Supply Chain Coordinator Export](#)

Supply Chain

Full-time

Netherlands

[Product Owner Lead-to-Quote \(Sales\), Professional](#)

Research & Development

Full-time

Netherlands



WE GROW  
YOU GROW  
COFFEE GROWS



A COFFEE & TEA FOR EVERY CUP

