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Ban Ki-moon  
Secretary General  
United Nations  
New York, NY 10017  
United States of America

*primo*  
ESPRESSO

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Richard Berner  
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### Commitment to the Global Compact

Honorable Mr. Secretary General,

Primo-Espresso, headquartered in Munich, Germany, is a leading provider of high-quality coffee lounges run within large-scale corporations from all industries. We do not only believe that the Global Compact perfectly reflects the way we are doing business. Serving authentic coffee and providing an enlightening rest for many thousands of corporate employees also puts us in a special position to promote the 10 principles of the Global Compact.

First and foremost, coffee for us means more than a raw material in our *supply chain*. We believe sourcing coffee implies a special relation to the local communities harvesting it. Mainstreaming fair trade products from Kenya and India into our portfolio was an imperative right from the beginning. Putting sustainability at the heart of our business strategy was still quite innovative by then – and so we were recognized as start-up of the year 2004 in Munich.

Secondly, we see the ten principles becoming integral part of our *value chain*. Many of our customers, large-scale companies from all sectors, not only share our value setting expressed in the 10 principles, but also own capacities at scale to implement them. In accordance with our customers, we intent to develop dialogue and art formats that reach out to the employees visiting our coffee lounges.

For all of those reasons we would like to apply for participation in the Global Compact and herewith commit to once a year report our progress towards putting the 10 principles into practice. In looking forward to your reply we remain,

Yours sincerely,



Robert Berner  
(CEO)



Richard Berner  
(CEO)

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