

Kaffe Koffee : From serving the President to building a coffee empire

Tanzanian coffee brand targets domestic growth and global markets billion-shilling investment to transform farming, processing and exports



Business Insider Reporter

Just months after personally serving Tanzanian coffee to President Samia Suluhu Hassan at Julius Nyerere International Convention Centre, Dar es Salaam during the 3rd G25 African Coffee Summit entrepreneur Muntazir Hussein is rapidly turning a local success into a national coffee enterprise. From a boutique café, Kaffe Koffee has evolved into a vertically integrated operation encompassing retail outlets, distribution, processing and soon coffee farming.

Speaking exclusively to Business Insider at his

Dar es Salaam office, Muntazir said: "Since that landmark visit, we've opened two new branches - one in Mbezi kwa Zena, Dar es Salaam and another in Kikwajuni, Zanzibar."

But his ambitions go far beyond serving espresso. "We've decided to invest in our own coffee farms. We will begin with 1,000 acres and expand to 1,600 across Ruvuma, Njombe and Kagera within three years. Our goal is to grow our own coffee and control the value chain," he revealed.

Smarter, greener coffee future

The entrepreneur disclosed that his company is injecting TSh2 billion into this new phase, which



includes establishing a state-of-the-art roasting and packaging facility in Mbinga.

"We are planning to export premium, value-added Tanzanian coffee globally. The new equipment will ensure high-quality output for both local and international markets," said Muntazir.

The farms will employ smart agricultural systems, giving each coffee tree a unique digital code to monitor productivity and yields.

Organic composting from coffee waste will be used to enrich the soil, ensuring sustainability and quality improvement.

"We want to set the benchmark for smart coffee farming in Tanzania. Our commitment is both commercial and environmental," he explained. His recent appointment as a Board Member of the Tanzania Coffee Board (TCB) reinforces his deeper mission:

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helping reshape the sector beyond his own enterprise.

"This isn't just business; it's about setting an example. We aim to generate between TSh 1 to 2 billion annually from the farms alone," he added.

Brewing a coffee culture at home

Despite Tanzania being a globally recognised coffee producer, local consumption remains relatively low. Muntazir wants to change that.

"Tourists have traditionally been our biggest consumers, but it's time Tanzanians embraced their own coffee," he said.

The newly opened branches - each costing around TSh100 million - have already created 11 new jobs for young Tanzanians.

"This is part of our broader mission to inspire a local coffee-drinking culture and create employment," he noted.

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He also extended appreciation to President Samia, Minister of Agriculture, Hussein Bashe and TCB Chairperson, Prof. Aurelia Kamuzora for acknowledging his contribution and entrusting him with a seat on the board.

"It's a huge honour. I look forward to working with TCB Director Mr. Primus Kimario to help tackle sector challenges and support farmers," he said.

"The TCB is now collaborating with the 17 coffee-growing regions to provide boreholes and pesticides. It's a promising beginning," he remarked.

Looking ahead, the TCB plans to expand national coffee plantations by 1,200 acres, prioritising youth-led initiatives in Kagera.

"Our target is to boost annual production to 300,000 tonnes. Tanzania currently ranks third in East Africa - behind Uganda but ahead of Kenya. Our goal is to become number one," Muntazir concluded.

As the aroma of Tanzanian coffee begins to waft further across global markets, entrepreneurs like Muntazir are not only brewing cups - but futures.

