

Eco-friendly organic products brought back to the Korean market, after a wildly successful first business mission



[Cafés Oquendo](#) [1] is a Spanish company with over 30 years of experience in producing organic beverage products. It is one of the leading [Organic Food & Beverage](#) [2] companies in Spain and currently looking to increase its presence on international markets.

The company is commercializing a wide array of organic products, including whole coffee beans, ground coffee, teas, infusions and sweets.

Export Director for the company, Ms Marina Rayón Martínez-Noreña, attended the **5-day Organic Food & Beverage business mission to Seoul, Korea in 2016** [3]. The business mission week included two exhibition days, a visit to the [Food Week Korea exhibition](#) [4], and meeting potential clients and representatives from EU Member State embassies and companies invited by the organisers.

Cafés Oquendo presented its **wide range of organic products** during the exhibition days, including

the company's 100% Arabic organic coffee beans and ground coffee.

With the current trend of preparing coffee beverages out of capsules, **the products that got the most attention in Korea were the Oquendo BIO capsules** compatible with Nespresso® machines **and the Mepiachi BIO capsules** compatible with Dolce Gusto® machines.

The prospective buyers interested in stocking on this type of products were mostly **brick-and-mortar and e-commerce retailers**.

The EU-funded business mission days proved instrumental in getting pivotal partners for the company. One such **long-lasting cooperation was established with a South Korean distributor** that has since helped Cafés Oquendo develop all documents, certifications, validations, product adaptations needed, and meet the requirements of exporting food items to a new market.

Undoubtedly, **this first business mission represented the company's main opening wedge to the Korean market.** The mission brought the Spanish company its **first large scale distribution agreement in South Korea** and more awareness as to what the intricacies of the market are.



The program allowed us to feel the market, to meet very important buyers and distributors and to understand all aspects needed to start a business in a new country, like their culture, their way of working, their influences and the way South Koreans shop. - Marina Rayón Martínez-Noreña, Export Director, Cafés Oquendo (Spain)

Currently, Cafés Oquendo's products are being sold in and outside of the EU, with Korea leading the way for exportation in Asia. The company's products have definitely found a suitable market in Korea, where the [coffee consumption has reached 2.3 kg per person in 2016](#) [5], according to the International Coffee Organization.

Korean consumers are sophisticated, smart shoppers, ready to test new products and adopt new trends. **Cafés Oquendo's products fit this mindset** and are designed to provide an entire experience around coffee consumption.

South Korea has its own personality and it is a very demanding market, very professional and precise. - Marina Rayón Martínez-Noreña, Export Director, Cafés Oquendo (Spain)



Following a **resounding success** last year, the company is attending a [second mission](#) [6] for [Organic Food & Beverage](#) [2] companies **in Seoul this week.**

Once again, the company was invited to showcase its products, this time including the new Oquendo Natura Capsules range, which is a fully compostable product (the entire capsule, top lid, bag and carton box are compostable). The product is designed for consumers who want to purchase a qualitative coffee product, but are also environmentally conscious and buy eco-friendly products.



The products' massive reception among Korean consumers and quick expansion through a local distributor has prompted the company to look at other similar markets in Asia.

Apart from Korea, the company is also interested in applying to other upcoming business missions to

South East Asia.

Your company can take its first steps to expanding to Asia, too. For more information about upcoming business missions in your sector, [check the business mission calendar here](#) [7]!



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Links

[1] <http://en.cafesoquendo.com/>

[2] <https://www.eu-gateway.eu/node/27>

[3] <https://www.youtube.com/watch?v=9GOgwSvFDKI&list=PLHtsbdmwB8ECM8ap3NPUtwTjKAil3WLyv>

[4] <http://koreafoodweek.com/>

[5] <https://www.reuters.com/article/us-southkorea-coffee/coffee-wars-south-koreas-cafe-boom-nears-saturation-point-idUSKCN0X12GF>

[6] <https://www.eu-gateway.eu/business-missions/missions-calendar/food-beverages-organic-only-korea>

[7] <https://www.eu-gateway.eu/business-missions/missions-calendar>