



## TRULY SPECIAL

**We believe sustainability is a process and a journey, which can be of different length. But the goal of the journey is clear - to create a true product in a true way. There are no shortcuts to either sustainable production or quality, it always depends on the craftsmanship, the knowledge and the people behind the product. We want more of this!**

We are convinced that all parts of sustainability are linked - and that they are all needed. We share the academic perspective on Sustainable Development: that it is about establishing a society that addresses today's needs in ways that do not compromise the ability of future generations to meet their needs.

Sustainability according to the UN consists of three main aspects: *ecological, economical and social*. We believe that in order to create long-term sustainability, *quality and flavour* are also to be added. Therefore, we have created TRULY SPECIAL, which is a way to control our own coffee purchases, but also communicate what type of coffee we buy, roast and sell.

The coffees we have in our selection where we have a good understanding of how the work is done at farm level - either through our own travels or by close contact between us, the importer and the farm - we call Truly Special coffees. These coffees are evaluated within the five aspects and then get a total score. They get the Truly Special logotype on the bag and their total score on the label. On our website, you can read more about Truly Special and download the evaluation for each coffee.

**Learn more at [damatteo.se/trulyspecial](https://damatteo.se/trulyspecial)**

