

**A SPECIAL JOURNEY INTO THE WORLD
OF FLAVOURED COFFEE**

CAFE FREI

**20
26**

**WHOLE BEAN COFFEES
GROUND COFFEE BLENDS
COFFEE CAPSULES
INSTANT COFFEES**

CAFE FREI

A SPECIAL JOURNEY INTO THE WORLD OF COFFEE

WHAT IS CAFE FREI?

“An extraordinary journey into the world of coffee”

Cafe Frei is a Hungarian-founded coffee brand that operates both as an international coffee shop chain and a producer of packaged coffee products. In our own roasting facility, we craft our products from high quality coffee sourced from plantations around the world. These are available both in our cafés and as packaged products for the FMCG market.

The concept of Cafe Frei is built on showcasing the diverse coffee cultures of the world. Our selection is inspired by Italian, French, Japanese, Arab, American, and Latin coffee traditions. These flavors are present not only in our cafés but also in our retail range, including whole bean, ground, capsule, and instant coffees.

MORE THAN “JUST” COFFEE

In Cafe Frei cafés, our guests enjoy a complete coffee experience. In addition to coffee drinks, we offer premium teas, hot chocolates, iced beverages, and refreshing drinks.

The flavors and concepts developed within our café network serve as the foundation for our packaged coffee products, which are now present in an increasing number of households.

WE ENGAGE ALL FIVE SENSES

“Authentic coffee experience”

In our cafés, taste, aroma, visual experience, and atmosphere come together to create the Cafe Frei experience. This concept forms the foundation of our brand, combining a hospitality-driven café network with international retail expansion through our packaged coffee products.

OUR STORY

Cafe Frei was founded by Tamás Frei, Hungarian writer, former television personality, and world traveler, who has visited more than 150 countries over the past decades. His passion is coffee and everything related to its preparation and flavor experience.

Today, Cafe Frei has become the largest coffee shop chain in Hungary.

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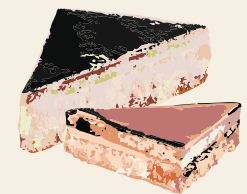
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THE FIRST **CAFE FREI** CAFÉ
OPENS IN SZÉCSÉNY,
HUNGARY

OUR OWN ROASTING AND
PACKAGING FACILITY OPENS,
ALONG WITH THE FIRST
FRANCHISE CAFÉ

LAUNCH OF OUR FROZEN
BAKERY AND PASTRY
PRODUCTION, WITH FREEZING
CAPACITY EXPANDED TO
250 PALLETS

THE 10TH **CAFE FREI** CAFÉ
OPENS

FIRST INTERNATIONAL **CAFE
FREI** CAFÉS OPEN IN ROMANIA

65 **CAFE FREI** CAFÉS ACROSS
7 COUNTRIES

ENTRING THE **FMCG** MARKET
WITH OUR PACKAGED COFFEE
RANGE

OUR PHILOSOPHY

Cafe Frei coffees are made from raw materials sourced from nearly twenty countries around the world. These are processed in our own roasting facility, allowing us to oversee the journey of coffee from plantation to consumer.

This approach ensures that our products, both in our cafés and in packaged form, deliver outstanding quality and a competitive price-value ratio.

ARABICA COFFEE

“Specialists in plantation coffee specialties”

Our coffees come from the world’s finest Arabica plantations, made from carefully selected raw materials. We source green coffee from controlled origins and process it in Hungary at our own roasting facility. As a result, our Arabica selection represents coffees from the best plantations around the world.

CONTINUOUS INNOVATION

“Proudly Hungarian”

Our product range is constantly evolving, adapting to consumer trends and changes in the international coffee market. Innovations developed in our cafés regularly appear in our packaged product portfolio, ensuring that our retail range is continuously expanding with new flavors and product lines.

RESPONSIBLE SOURCING

A significant portion of our raw materials is sourced directly from producers. Direct sourcing ensures reliable quality, fair trade relationships, and competitive pricing, key factors both in our café operations and in international retail distribution.

PROTECTING OUR ENVIRONMENT

Sustainability is important to us. We increasingly use recycled packaging materials and continuously expand the proportion of organic and certified ingredients. A significant part of our coffee range holds international environmental certifications.

DRIVING GROWTH ACROSS RETAIL CHANNELS

CAFE FREI RETAIL NETSALES EXCEEDED 7 MILLION EUROS IN 2025

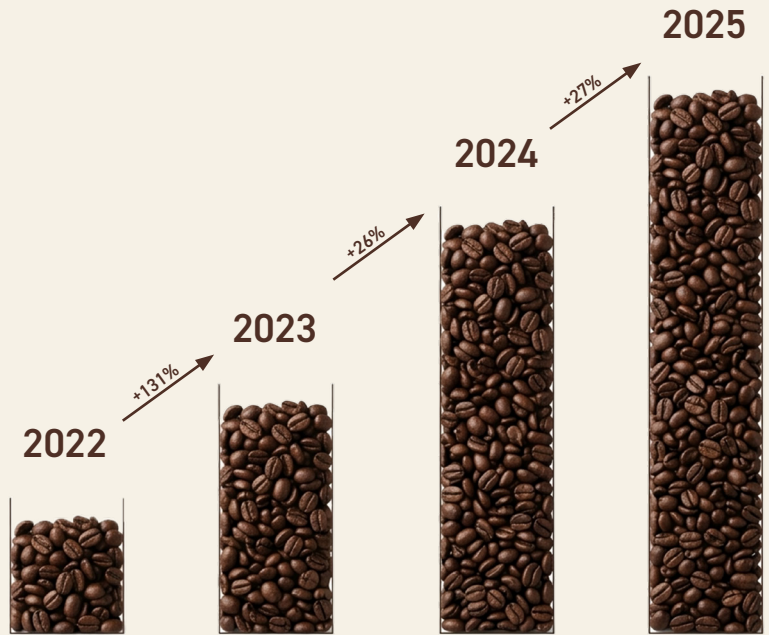
Our retail division shows dynamic growth: since 2022, we have achieved significant expansion year by year, and by 2025 our net revenue exceeded 7 million euros. This consistent and stable growth clearly reflects the strengthening market presence of *Cafe Frei's* packaged coffee products and their international expansion potential.

CAFE FREI SALES BY CHANNEL - CAFE FREI IS DISTRIBUTED IN 3114 RETAIL SHOPS IN HUNGARY

Cafe Frei products have a wide retail presence in Hungary, available in more than 3,000 stores, with the highest volume in hypermarkets, supermarkets, and discount chains.

CAFE FREI SALES BY CATEGORY - CAFE FREI HAS A LARGE FLAVOURED OFFER IN EACH COFFEE CATEGORY

Cafe Frei is present on the retail market with a well-balanced product portfolio: our capsule, whole bean, ground, and instant coffees all represent strong sales ratios. This broad category coverage provides a stable foundation for meeting diverse consumer needs and supports further growth in international markets.



OUR DYNAMIC RETAIL EXPANSION PUSHED NET SALES BEYOND €7M BY 2025

SPECIALISTS, E-COMMERCE 2,2%

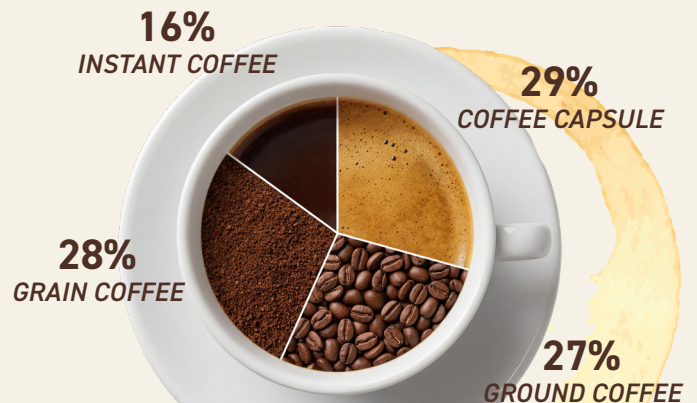
TRADITIONAL TRADE
(COOP, CBA) 4%

HYPERMARKETS
(KIFLI.HU, AUCHAN, INTERSPAR, TESCO) 35,8%

DISCOUNTERS
(ALDI, LIDL, PENNY) 28,1%

SUPERMARKETS
INCL. DRUG CHAINS
(ECO FAMILY, SPAR, TESCO, CBA) 29,9%

WIDE RETAIL PRESENCE ENSURES CAFÉ FREI AVAILABILITY IN OVER 3,000 STORES NATIONWIDE



BALANCED PRODUCT PORTFOLIO DRIVES STRONG SALES ACROSS ALL KEY COFFEE CATEGORIES



A világ kedvence hívei otthona is!

CAFE FREI

ALMONDAROO
MANDULA ÍZESÍTÉSŰ SZEMES KÁVÉ
AUSZTRÁLIA KÁVÉVILÁGA IHLETTE

SZEMES KÁVÉ

Ismerkedjen a kávévilággal!

A modernizált kávévilággal

450g

A világ kedvence hívei otthona is!

CAFE FREI

DULCE MIO
KARAMELLA ÍZESÍTÉSŰ SZEMES KÁVÉ
ARGENTINA KÁVÉVILÁGA IHLETTE

SZEMES KÁVÉ

Ismerkedjen a kávévilággal!

A modernizált kávévilággal

450g

A világ kedvence hívei otthona is!

CAFE FREI

ESPRESSO BLEND
SZEMES KÁVÉ PEKÁNDIO ÍZJEGYEKEL
A BRAZIL CAFE SOLO IHLETTE

SZEMES KÁVÉ

Ismerkedjen a kávévilággal!


A modernizált kávévilággal

450g

PEKÁNDIO
ÍZJEGYEKEL

PRODUCT CATEGORIES

WHOLE BEAN COFFEES NON FLAVOURED

 125 g



FLAVOURED


 125 g

 450 g

 1000 g




GROUND COFFEE BLENDS FLAVOURED

 200 g



COFFEE CAPSULES

NESPRESSO® COMPATIBLE

 9 pieces

 20 pieces

 4x5 pieces collection

DOLCE GUSTO® COMPATIBLE


 9 pieces



INSTANT COFFEES



ICED

 10x15 g




UNSWEETENED

 75 g



3IN1

 10x17 g

 20x17 g

WHOLE BEAN COFFEES

Cafe Frei coffee beans bring the atmosphere of coffee houses around the world into your home. Carefully selected beans offer a wide range of flavour profiles, from classic espresso experiences to unique flavoured variations.

FLAVOURED 125g



ROMAN HAZELNUT COFFEE
"NOCCIOLA ROMANA"

NICARAGUA TOBACCO COFFEE
WITH APPLE



MIAMI BEACH COFFEE
WITH SPICED VANILLA FLAVOUR

CALIFORNIA ALMOND COFFEE
WITH MORELLO CHERRY



TOKYO RASPBERRY COFFEE
WITH CHOCOLATE

GHANA DARK CHOCOLATE COFFEE
INSPIRED BY COCOA PLANTATIONS

NON FLAVOURED 125g



CENTRAL AMERICAN PROFILE
ESPRESSO SUPERIORE



COLOMBIAN DECAFFEINATED
CALDAS CATURRA



COLOMBIAN SINGLE ORIGIN
CATURRA EXELSO



**LARGE PACK
WHOLE BEAN COFFEES**

450g

1000g



ESPRESSO
WITH PECAN NOTES
COFFEE BEANS
INSPIRED BY BRAZIL CAFÉ SOHO



ALMONDAROO
BLEND ALMOND FLAVOURED
COFFEE BEANS
INSPIRED BY AUSTRALIA'S COFFEE WORLD



ESPRESSO
WITH PECAN NOTES
COFFEE BEANS
INSPIRED BY
BRAZIL CAFÉ SOHO



MAROCCHINO
CHOCOLATE FLAVOURED COFFEE BEANS
INSPIRED BY MOROCCO'S
COFFEE CULTURE



VANILLOS
VANILLA FLAVOURED COFFEE BEANS
INSPIRED BY MEXICO'S
COFFEE CULTURE



ALMONDAROO
BLEND ALMOND FLAVOURED
COFFEE BEANS
INSPIRED BY
AUSTRALIA'S COFFEE WORLD



DULCE MIO
CARAMEL FLAVOURED COFFEE BEANS
INSPIRED BY THE COFFEE WORLD
OF ARGENTINA



DULCE MIO
CARAMEL FLAVOURED
COFFEE BEANS
INSPIRED BY
THE COFFEE WORLD
OF ARGENTINA

GROUND COFFEE BLENDS

Cafe Frei flavoured ground coffees are offering a true dessert-coffee experience. The classic coffee aroma is complemented by chocolatey, nutty, and fruity notes, evoking the atmosphere of coffee houses around the world in every cup.



**PISTACHIO
FLAVOURED**
ROASTED GROUND COFFEE BLEND



**RIO DE JANEIRO
RUM CHOCOLATE
FLAVOURED**
ROASTED GROUND COFFEE BLEND



**TOKYO
CHOCOLATE RASPBERRY
FLAVOURED**
ROASTED GROUND COFFEE BLEND



**VIENNA
APRICOT CHOCOLATE
FLAVOURED**
ROASTED GROUND COFFEE BLEND
INSPIRED BY SACHER CAKE



**TORINO HAZELNUT
FLAVOURED**
ROASTED GROUND COFFEE BLEND
INSPIRED BY GIANDUJA CHOCOLATE

COFFEE CAPSULES

NESPRESSO® COMPATIBLE COFFEE CAPSULES

Our flavoured NESPRESSO® compatible capsules are available in biodegradable format. Their unique aromas provide a special experience in every cup.



**ROMAN HAZELNUT
FLAVOURED**
NESPRESSO® COMPATIBLE 20 PCS



**PISTACHIO
FLAVOURED**
NESPRESSO® COMPATIBLE 20 PCS

CAPSULE COLLECTION



PIKNIK
EGG LIQUEUR, HONEY LAVENDER,
RAISIN BRIOCHE, VANILLA
NESPRESSO® COMPATIBLE 20 PCS



**TOKYO CHOCOLATE RASPBERRY
FLAVOURED**
NESPRESSO® COMPATIBLE 9 PCS



**NICARAGUAN TOBACCO
FLAVOURED**
NESPRESSO® COMPATIBLE 9 PCS



**ALMOND
FLAVOURED**
NESPRESSO® COMPATIBLE 9 PCS
INSPIRED BY TRADITIONAL MOROCCAN DESSERTS



**COSTA RICAN COCONUT
FLAVOURED**
NESPRESSO® COMPATIBLE 9 PCS



**MILANESE
CAPPUCCINO BY TAMÁS FREI**
CUVÉE NESPRESSO® COMPATIBLE CAPSULES
9 PCS
IN LOMBARD STYLE



**FLORENTINE
ESPRESSO BY TAMÁS FREI**
CUVÉE NESPRESSO® COMPATIBLE CAPSULES
9 PCS
IN TUSCAN STYLE



CAFE FREI

RÓMAI
MOGYORÓ-LATTE

Mogyoróízű tejeskávé-különlegesség olaszosan

x9 = x9^P

9 „MINDEN-EGYBEN” KAPSZULA
KÁVÉ + TEJ + ÍZESÍTÉS

Azonnal oldódó mogyoróízű
kávé italpor

DOLCE GUSTO® KOMPATIBILIS

DOLCE
GUSTO
KOMPATIBILIS

1 kép illusztráció



DOLCE GUSTO® COMPATIBLE COFFEE CAPSULES 9pcs

Cafe Frei DOLCE GUSTO® capsules contain coffee, milk powder and flavouring in a single unit. With just one capsule, you can prepare a sweet, smooth, and indulgent drink.



**MILANESE ALMOND
CAPPUCCINO**
ALMOND LIQUEUR FLAVOURED



**HAVANA CARMEL
CAPPUCCINO**
CARMEL FLAVOURED IN CUBAN STYLE



**VEGAN MARZIPAN
COFFEE SPECIALTY**
MADE WITH ALMOND DRINK
INSPIRED BY THE FLAVOURS
OF SAN FRANCISCO



**SRI LANKAN SPICED VANILLA
LATTE**
MILK COFFEE SPECIALTY INSPIRED BY
AYURVEDIC TRADITIONS



**ROMAN HAZELNUT
LATTE**
ITALIAN-STYLE HAZELNUT FLAVOURED

INSTANT COFFEES

FLAVOURED INSTANT COFFEES 75G

Cafe Frei flavoured unsweetened instant coffees offer a quick and easy way to enjoy special flavour experiences thanks to their concentrated aromas. Preserving the character of coffee, the diverse flavours provide a perfect experience in any setting, whether at home, in the office, or on the go.



**CHOCOLATE RASPBERRY
FLAVOURED
INSTANT COFFEE BLEND**
INSPIRED BY THE FLAVOURS OF
TOKYO PATISseries



**VANILLA CARMEL
FLAVOURED
INSTANT COFFEE BLEND**
INSPIRED BY THE COFFEE HOUSES
OF SEVILLE



**HAZELNUT
FLAVOURED
INSTANT COFFEE BLEND**
INSPIRED BY THE TASTE OF
ROMAN HAZELNUT



**NICARAGUAN TOBACCO
FLAVOURED
INSTANT COFFEE BLEND**



3IN1 FLAVOURED COFFEE SPECIALTIES

Cafe Frei flavoured instant coffee specialties allow you to prepare a rich, creamy, and sweet coffee drink simply by adding water. With their concentrated aromas, they offer a quick and easy way to enjoy unique flavours, preserving the character of coffee.



**TROPICAL TOBACCO
FLAVOURED
COFFEE SPECIALTY 10X17g**



**HAZELNUT
FLAVOURED
COFFEE SPECIALTY 20X17g**



**CHOCOLATE RASPBERRY
FLAVOURED
COFFEE SPECIALTY 20X17g**



**PISTACHIO MARZIPAN
FLAVOURED
COFFEE SPECIALTY 10X17g**



**CARAMEL FUDGE
FLAVOURED
COFFEE SPECIALTY 10X17g**

3IN1 INSTANT ICE COFFEES

Cafe Frei single-serve, flavoured instant iced coffees offer a quick and easy solution for preparing cold coffee drinks. The carefully crafted recipe combines the character of coffee with unique flavours in a single serving, allowing you to prepare a refreshing iced coffee in moments.



**JAMAICA ICE
CINAMON VANILLA FLAVOURED
INSTANT ICED COFFEE 10X15g**



**SANTORINI ICE
SPICED CHERRY FLAVOURED
INSTANT ICED COFFEE 10X15g**



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