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Supa Cream commemorates Milk Day with consumers

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The Supa Cream Milk Crew commemorated the World Milk Day with consumers in different parts of Blantyre on Wednesday, giving away prizes such as T-shirts, caps, tea leaves and the product itself.

Supa Cream Milk marketing officer Wouter Verelst said the World Milk Day started 11 years ago by an official from the Food and Agriculture Organisation to promote the dairy industry.

"We decided to celebrate the day not just with farmers but also the consumers of the milk so that this is the day when everyone in the dairy sector celebrates, even customers. If we celebrate with milk farmers only, consumers will be at a disadvantage," he said.

Verelst said Supa Cream Milk is of high quality and is affordable.■

Mzuzu Coffee emerges the best in Japan

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Mzuzu Coffee received the highest score at Jetro's cupping taste of harvest coffees conducted in Tokyo, Japan last week, beating competing beverages from Uganda, Burundi and Zambia.

Japan External Trade Organisation (Jetro) is the Japanese government-supported organisation which provides information on trade fairs, procedures, market reports and other business resources.

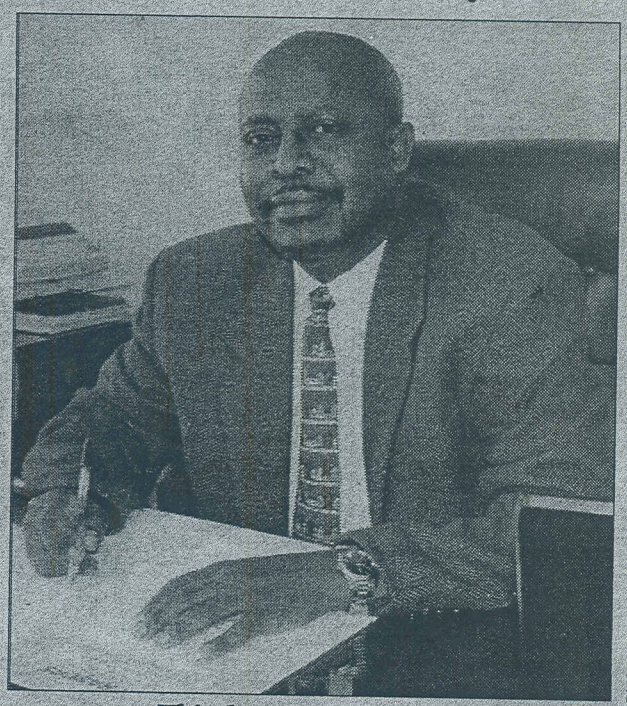
Coffee Association of Malawi chief executive officer Clement Thindwa confirmed the development on Wednesday, saying Mzuzu Coffee is currently developing into a force, preferred and competitive brand on the global market.

"The Best Coffee Award score was calculated using a similar method to that of cup of excellence which considers nine characteristics namely, aroma, flavour, aftertaste, acidity, mouth feel, clean cup, sweetness, balance, and over all. Mzuzu Coffee attained the highest score of 84 points," said Thindwa who is also CEO of Tea Association of Malawi.

Jetro organised the event with the cooperation of the Eastern African Fine Coffees Association (EAFCA).

At the event, 25 Japanese cuppers who belong to companies that import, wholesale, roast, or retail African coffees, evaluated 13 samples from Malawi, Uganda, Burundi and Zambia.

The evaluation was based on the scoring model of the Specialty Coffee Association of Japan (Scaj).



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Thindwa: Mzuzu Coffee developing into a competitive brand

This is not the first time that Mzuzu Coffee, which is produced by the Mzuzu Coffee Planters Cooperative Union, has made it big in the coffee market globally. ■