

Invest Ottawa DMS Future Proof

Success Story: Izere Coffee

The Story

Izere Coffee is a Canadian and Burundian coffee company that sources specialty coffee from co-ops all across Burundi. Deborah Ntawigirira co-founded the business with her mother, Consolata, out of a belief that cultivating coffee is the key to rebuilding Burundi and empowering its local farmers. Burundi employs 80% of its population through agriculture, and Izere Coffee seeks to showcase the country's rich soil and the dedication of its local farmers. When enjoying a cup of Izere Coffee, customers are taken on a journey to discover the Burundian bean and immerse themselves in all that Burundi has to offer.



The Obstacle

With the reduction in customers at cafés and restaurants during COVID-19, Izere Coffee saw a significant drop in demand for their beans. As a result, Deborah and her mother were struggling to navigate new strategies that would help them remain operational amid the various COVID-19 measures and ensure sales did not continue to drop significantly.

The Solution

In order to remain operational, Izere Coffee needed an increased online presence to reach individual customers. To facilitate this, the Digital Main Street Transformation Team helped Deborah and Consolata optimize their website, build an online storefront and create a new marketing plan that included integrating new marketing tools and developing SEO-focused web content. Additionally, the team provided a total brand refresh encompassing a new brand logo, colours, fonts, and content guide. This resulted in an increased ability to promote and sell Izere Coffee's specialty beans, ensuring the business remained operational during precarious times.

The Update and the Future

With its new storefront and marketing plan, Izere Coffee is now equipped with the marketing tools and online platform to help them expand. Deborah hopes the company's new online presence will soon allow Izere Coffee to expand nationally and internationally so everyone can taste the flavourful beans of Burundi.



Testimonial

“I highly recommend the Digital Main Street program,” says Deborah. “The program provides expert advice, support and education that is paramount to business success. Izere Coffee is now in a position to expand its activities and products.”

Get Connected!



Deborah Ntawigirira
Co-Founder, Izere Coffee

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