



Erasmus+

BERUFSORIENTIERUNG FÜR DEN ARBEITSMARKT EUROPA

ORIENTAÇÃO PROFISSIONAL PARA O MERCADO DE TRABALHO EUROPEU

2015/17

A PORTUGUESE SUCCESSFUL ENTERPRISE

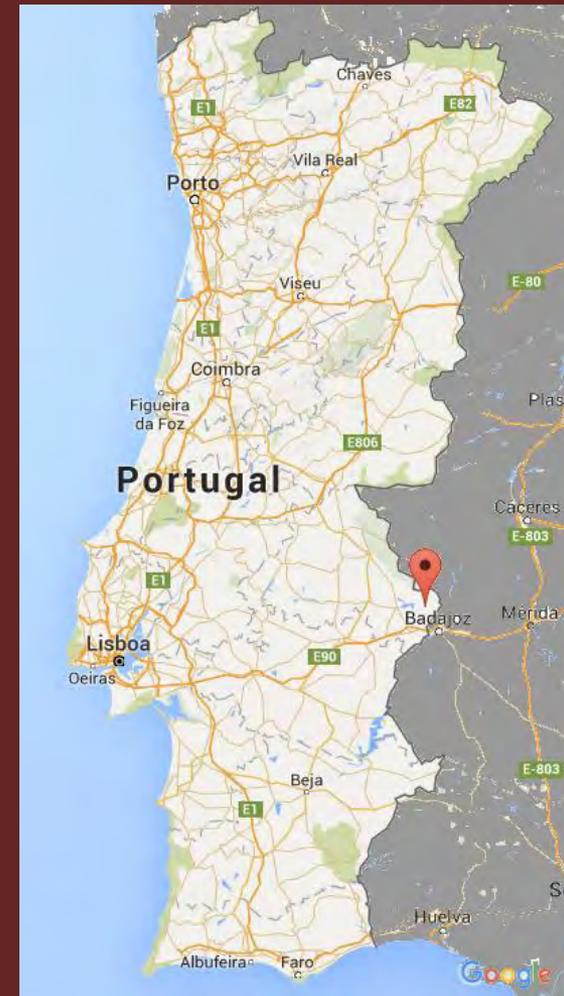


DELTA[®]
CAFÉS



Manuel Rui Azinhais Nabeiro, founder of Delta Cafés, brought the magic of coffee into the business model.

Rui Nabeiro decided to create his own brand of coffee in 1961. In the Alentejo town of **Campo Maior**, in a small warehouse with 50 square metres of space and without many resources, activity started with just two small roasters with a capacity of 30 kg.



A brand with a human face and commercial relations based on the principle, "**Each customer is a friend**".

One of the first steps **Delta Coffee** had to take was to conquer the confidence of the market: by winning friends who recommended the brand, it gained loyal customers, enabling sustained growth for the business.

This is the management philosophy of **Rui Nabeiro**.



The company always invested in innovation and quality, guaranteeing the development of a well-adapted and customised range of products.

From the late 70's the commercial structure of Delta Coffee was decisively consolidated, facing the new demands of the market: developing new products and services with overall quality.





The model of management with a human face is in the DNA of the company.

It has given rise to a mission that is very much focused on clients and a management model based on sharing and dialogue.

um cliente = um sorriso



COMPANIES

DELTA AROUND THE WORLD



A Barca
José Már

LUXEMBURGO

GONESSE

DEPARTMENTS

INTERNATIONALIZATION AWAKENS



DISTRIBUTORS

AWAKE YOUR AMBITION

A stylized world map in shades of yellow and gold. Six dark brown circular callouts are placed over the continents, each containing a region name in white capital letters. The callouts are: North America (top left), South America (bottom left), Europe (top center), Africa (center), Asia (top right), and Australia (bottom right).

NORTH
AMERICA

EUROPE

ASIA

SOUTH
AMERICA

AFRICA

AUSTRALIA

**INNOVATION
GRÃO MAIOR
DELTA BARISTA SCHOOL**

As part of their constant concern to train their clients and increase the level of quality in products and services provided, the **Nabeiro Group / Delta Coffee** invested in a professional school for the coffee sector: the Grão Maior – Delta Barista School.



VALUE CHAIN SUSTAINABILITY

COFFEE ORIGIN AND PURCHASE

Delta encourages coffee culture in a sustained manner. In the production of its coffee lots it uses coffee from 60 different origins.

COFFEE TRANSPORT

To transport coffee from the Lisbon port to Campo Maior, Delta has replaced trucks by train, thus reducing the use of energy and pollution levels.



PROJECTS

CORPORATE SOCIAL RESPONSIBILITY

CORAÇÃO DELTA ASSOCIATION

Coração Delta (Delta Heart), the Grupo Nabeiro social solidarity association, was created with the aim of developing social projects involving volunteer work and social support in the communities.



PROJECTS

ENVIRONMENTAL RESPONSIBILITY

AMBIENTE DELTA

The main purpose of the project is to promote a reduction in environmental impact, specifically through the consumption of less paper, electricity, water and fuel throughout the Group's companies.



In order to put the Ambiente Delta project into motion a network of Sustainability Ambassadors was created, composed of one employee from each company and commercial department.



PROJECTS

ENVIRONMENTAL RESPONSIBILITY

RECYCLING OF MACHINERY MISSION

The purpose of the recycling mission was to make consumers aware of the need to separate and dispose of unwanted electrical household equipment in the correct location.

TRAINING PROFESSIONALS

For the Delta Cafés/Nabeiro Group, one of the main contributions of vocational training is the continuous instruction of all its employees, making them creative citizens.

In addition to the work carried out on an ongoing basis with the I.E.F.P. – Employment Vocational Training Institute (Portalegre Vocational Training Centre and with the Elvas Job Centre), the Nabeiro Group/Delta Cafés has partnerships with many universities.





<http://www.delta-cafes.com/>

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