

**Atlantic Canada Launch Export Program Trade Mission
to Atlanta, Georgia May 2024**



DELEGATE CORPORATE PROFILE

Company information	Company name: The Shed Coffee Corp.
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Alternate Contact	Name:
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Website	koolbrewcoffee.com
Delegates Attending	Hai Nguyen, Owner-Operator of The Shed Coffee Corp.
Company Logo (insert or attach)	
Company Description	In 2021, we opened our first coffee shop and micro-roastery in Charlottetown, which celebrated global specialty coffee trends and the special local flavours and landscape alike. At the same time, we developed two new products, canned cold brew coffee and drip bag coffee. In Spring 2022, we were offered a new way to serve our wonderful PEI community having the second location in PEI's capital city's library. We are beginning to expand product offerings and develop a growth strategy to sell cold brew canned coffee (KOOLBREW), single-serving drip bag coffee and whole beans regionally and nationally.
Product and/or Service Information. Unique	Vision: To erase the border between coffee beans and coffee lovers. A specialty coffee

<p>benefit you seek to promote for your service or product (USP).</p>	<p>community that celebrates the woman in coffee, where women coffee farmers and women roasters are recognized and appreciated. Mission: To become the coolest specialty coffee manufacturer across Atlantic Canada and delight coffee lovers with awesome specialty coffee. For us KOOL means fun and convenient yet still not compromising the quality of coffee. Through production upscaling, we aim to offer coffee lovers more high quality options to spark their imagination and fill their day with creative energy. Core values: Quality, Authenticity, Creativity; Always-on Learning and Inspiring. The brand promises a cooler than cool coffee experience that sparks customers' ordinary days via the artisanal roasting of specialty coffee while promoting women in coffee.</p>
<p>Exporting</p>	<p>Manufacturer Product</p>
<p>Sales Pitch:</p>	<p>Vision: To erase the border between coffee beans and coffee lovers. A specialty coffee community that celebrates the woman in coffee, where women coffee farmers and women roasters are recognized and appreciated. Mission: To become the coolest specialty coffee manufacturer across Atlantic Canada and delight coffee lovers with awesome specialty coffee. For us KOOL means fun and convenient yet still not compromising the quality of coffee. Through production upscaling, we aim to offer coffee lovers more high quality options to spark their imagination and fill their day with creative energy. Core values: Quality, Authenticity, Creativity; Always-on Learning and Inspiring. The brand promises a cooler than cool coffee experience that sparks customers' ordinary days via the artisanal roasting of specialty coffee while promoting women in coffee.</p>
<p>Businesses of Diversity</p>	<p>Visible Minority Women</p>
<p>Sectors or Industries</p>	<p>Coffee manufacture (roasting and brewing) Ready to drink products (canned coffee, concentrate coffee)</p>