

Press release

Miko wins the Fairtrade Frontrunners Award for the third year in a row

Turnhout, June 23, 2025 - Miko received the Fairtrade Frontrunners Award for the third time in a row. In the category “Fairtrade Premium generated worldwide by a Belgian brand”, Miko won the award as the Belgian company that raised the highest Fairtrade premium through exports. Almost 45% of the coffee sold by Miko is Fairtrade certified.

Fairtrade Frontrunner Scorecard

For the third year in a row, Fairtrade Belgium publishes its Frontrunners Scorecard. This tool maps how companies are doing in terms of Fairtrade, in different categories: the volume of Fairtrade products sold (“Fairtrade Premium”), marketing and communication, and efforts to go beyond certification. This year, a fourth category was added where the volume of Fairtrade coffee consumed within municipal services of recognized “Fair Municipalities” in Flanders is also taken into account. “Miko is a leading partner in creating impact together,” states Philippe Weiler, CEO of Fairtrade Belgium. “Through the awards, we want to recognize them for their efforts for fairer trade practices.”

Puro Fairtrade coffee

In the “Fairtrade Premium” category, Miko takes the top prize for the third year in a row. This makes the Belgian company the largest generator of Fairtrade premium in export markets, thanks mainly to sales of Puro coffee, the group's Fairtrade brand since 2005. In 2024, Miko generated more than 687,000 euros in Fairtrade premium on its foreign sales alone. Miko's total Fairtrade impact amounts to almost 840,000 euros when sales on the Belgian market are included.

In addition to 100% Fairtrade certified coffee, Puro also offers protection to the rainforest by buying up endangered areas and managing them sustainably, in cooperation with conservation organization World Land Trust. Thus, since its founding, Puro has already protected more than 620 million m² of forest in coffee-producing countries. That is 4 times the area of the Brussels Capital Region.

“We are very proud of our journey so far with Puro,” said Karl Hermans, Managing Director of Miko. “The Fairtrade Frontrunners Award is a great recognition of our efforts to act sustainably and fairly. Almost 45% of the coffee we roast within our group is Fairtrade certified. Our ambition is to grow this share further to 50% by 2030! Moreover, 1 in 3 Flemish municipalities currently chooses Puro Fairtrade coffee. Together with Fairtrade Belgium, we want to grow consumer awareness of fair trade even further.”

For further information, please contact:

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ABOUT MIKO

Miko has been active in coffee service for more than 200 years. The group achieved a turnover of 277 million euros in 2024. Miko is an international group with its own companies in Belgium, France, the United Kingdom, the Netherlands, Germany, Denmark, Norway, Sweden, Poland, the Czech Republic, Slovakia, and Australia.

More information about Miko can be found at www.mikogroup.be

ABOUT FAIRTRADE

Discover the full Scorecard and rankings on Fairtrade Belgium's website:
<https://www.fairtrade.net/>