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romina

1973



About Romina

Romina PLC was founded by Girma Taye; a prominent, self-made business leader with extensive experience in the hospitality industry. The company first started in 1973 as a small restaurant in Arat Kilo, and has since evolved into a high-profile company engaged in restaurant management, international trading services, Fast Moving Consumer Goods (FMCG), coffee exporting, as well as importing and distribution of various products to the local market.

Romina's strong commitment to provide unique services in the hospitality industry created an opportunity to open a group of restaurants in prime locations around Addis Ababa as well as a dairy farm and a coffee processing plant in Oromia zone.

OUR VALUES

We have built a system of shared values and beliefs that has shaped Romina PLC over the past five decades. Our Guiding Values are a very real and visible part of our company culture and present at every level of our organisation.

- We see people as our greatest asset, we invest in our people and push for their professional growth.
- We act with integrity and honesty and focus on carrying our business with transparency.
- We always aim to build things that last. Our relentless focus on customer satisfaction and success drives our ambitions for long term scale.
- We take responsibility for our actions and take great pride in our performance as a team
- We like efficacy. Every level of our business is built to use resource efficiently with minimum waste.
- We pursue and encourage innovation, this doesn't stop us from caring about our world. We limit our carbon footprint and find innovation in making our business environmentally efficient.



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RESTAURANTS





RESTAURANT

HISTORY

When we started Romina in 1973, it was a small restaurant, that largely catered to families. With a growing number of customers, which later became a hub for students and university professors. Our natural evolution led us to serve quality lunch and dinner items. We wanted for the restaurant to be a place where people can bring their families and friends and enjoy quality food from all corners of the world. After close to 50 years of quality food and service, Romina has become an iconic eatery for Addis where anyone can come to experience a little of the city and the world through us.



Great Service Defines Us

When we ask our service staff to join us, we invite them to be part of an experience that extends the feelings of inclusion that comes with being at home. We specialize on dishes that are a restaurant version of what people experience at home. The warmth, the coziness and comfortable embrace of being greeted by someone eager to ensure that you are treated like family.

Our Menu

Every dish we prepare is a reflection of culinary Ethiopia and the rest of the world. We create traditional recipes direct from our own mothers' cook books, to modern updates that tell the history of our team, of our chefs who have left their mark on our kitchen and our serving staff and managers who have been kept our doors open for nearly 50 years. Our menu evolves - we also find inspiration from the farms we source from and try out new ingredients, new techniques, and fresh updates on traditionally great dishes.

1. Home styled Dishes

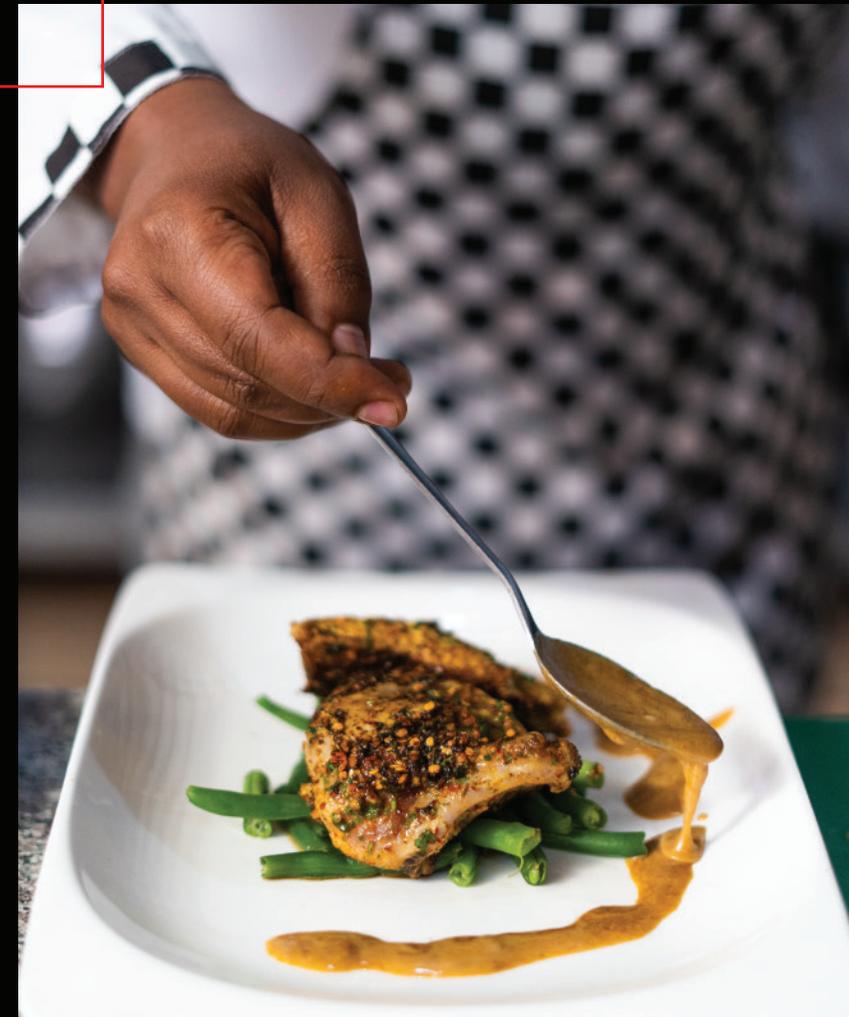
We curate a food experience tailored to replicate what you would eat at a family gathering with a selection of guaranteed crowd pleasers from around the world. From fresh pasta dishes and Asian stir fries to local dishes with the palette defining Romina touch.

2. Fresh Produce

For the past 48 years, our commitment to fresh produce remains unwavering. The equation is simple, fresh produce makes for great dishes. Our own farms to further guarantee that everything we cook with comes from God's green earth.

3. Same Taste Everywhere

We promise great home-styled dishes from all over the world and to ensure that we deliver on that promise we must ensure consistency across all of our locations. Anything ordered anywhere carries the same great taste that has made Romina iconic.



Local Selection

We see our take on Ethiopian dishes as a gateway to the culinary history of the city. From a large variety of vegetarian dishes to the modern updated selection, our local dishes are guaranteed crowd pleasers.



Italian Dishes

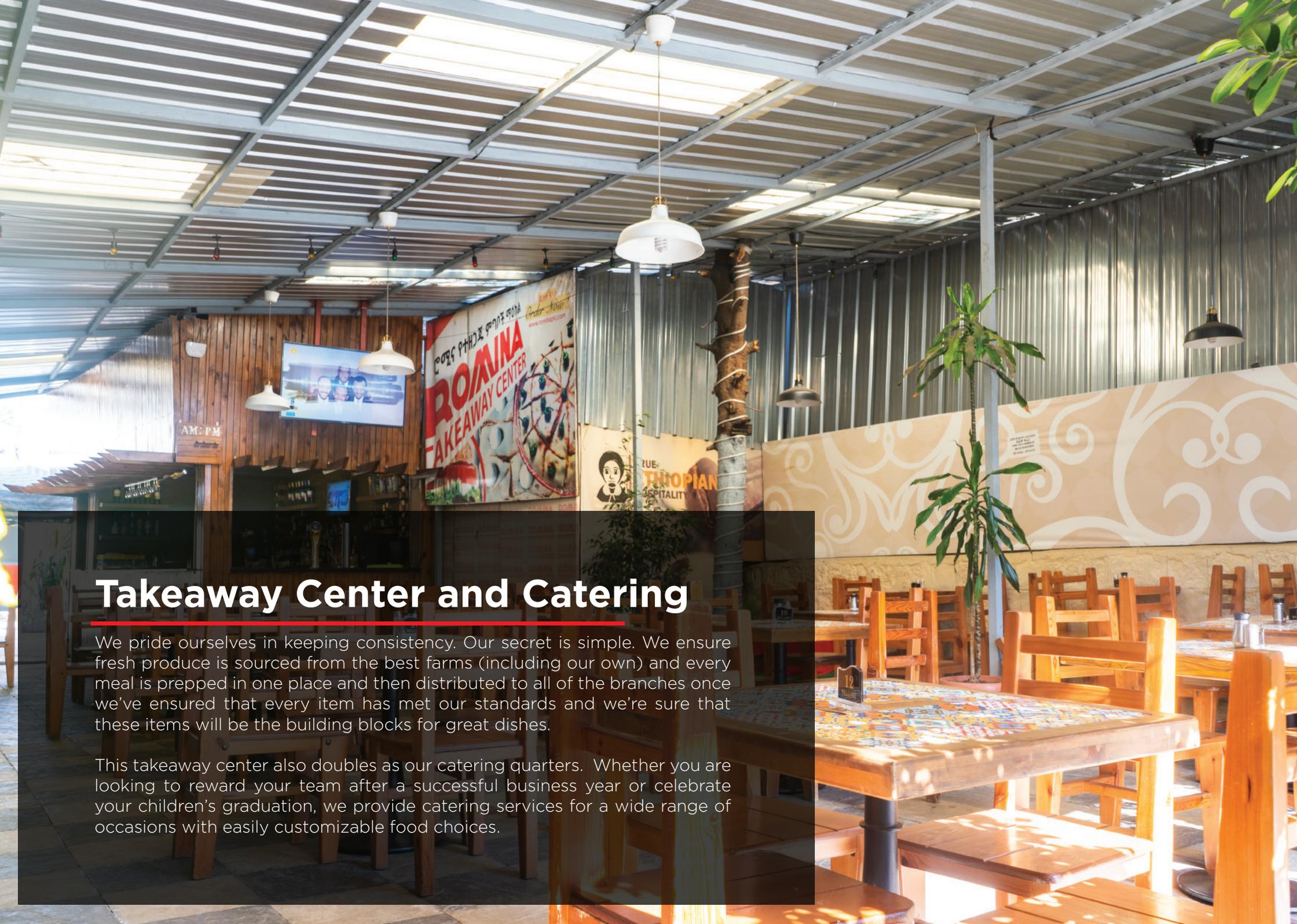
Italian dishes have created their own flavor profile and standing in Ethiopian cuisine, at Romina we create sauces, pasta and pizza dishes from scratch, while techniques and standards might be updated, we remain faithfully stubborn to one old Italian rule, you can't beat fresh produce.



Asian Stir Fries

We see stir fries as a simple expression of what makes food great. There is something that happens when a kitchen fires up a pan, the entire room is filled with exciting aromas and sounds.





Takeaway Center and Catering

We pride ourselves in keeping consistency. Our secret is simple. We ensure fresh produce is sourced from the best farms (including our own) and every meal is prepped in one place and then distributed to all of the branches once we've ensured that every item has met our standards and we're sure that these items will be the building blocks for great dishes.

This takeaway center also doubles as our catering quarters. Whether you are looking to reward your team after a successful business year or celebrate your children's graduation, we provide catering services for a wide range of occasions with easily customizable food choices.



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COFFEE IN ETHIOPIA

Since its first discovery, coffee in Ethiopia has transcended its beverage status. It has become an almost inseparable part of daily Ethiopian life. Ethiopia grows what accounts to just 3 percent of the global coffee market, this provides over 15 million jobs locally. When we started our business in 2015, we set out with a vision to innovate in an industry that we felt represented more than just an export commodity. We see coffee as one of life's little luxuries; the catalyst to meaningful social interactions, and inspiration for millions of people across the globe.

Since Romina Coffee's inception, we have been diligently working to not only keep Ethiopia's earned name in the coffee world, but to transcend it.

ROMINA PLC: COFFEE EXPORT

Over the years, we've established Romina PLC as a renowned, high-quality coffee exporter in major markets across Europe, Asia and the Middle East. We have coffee washing and drying plants in Werka, Sidamo, Yirgachefe and Dembi Dolo with an annual production capacity of 3000-3500 tons per year.

We understand the importance of great coffee and we strive to deliver beans that are deserving of the legends behind Ethiopian coffee. We achieve this by ensuring everyone involved in the process is as passionate as we are about coffee. We source the best beans that will ultimately create the best cups of coffee. We offer the full Arabica coffee that Ethiopia produces, in its various forms, and over recent years the Romina name has become synonymous with high-quality Ethiopian Coffee.





The beans that make great cups of coffee

We have 13 wet mill stations in the biggest coffee producing regions around the country, located in optimum altitudes that allow for coffee beans to flourish. Each location specialises in a type of coffee that produces its own flavour profile. We work with over 16,900 farmers that grow beans with varying degrees of flavor and profile across the 13 wet mill stations. Our sites are fully equipped with coffee processing and washing machinery and other innovative infrastructure to ensure our coffee processing is productive, efficient and of the highest quality.

Wet Mill Stations

Romina specialises in different types of coffee each showcasing a unique flavour profile. With 13 wet mill stations in some of the biggest coffee producing regions of the country, favourable in altitude, the sites are equipped with coffee processing and washing machineries, and other necessary infrastructures including standard stores, accommodation and office buildings.

Furthermore, Romina has partnered with more than 2000 smallholder coffee farmers to help them produce specialty coffee in Oromia regional state at Anfilo and Nansabo. With the coffee produced in Nansabo area graded equivalently as the Sidama coffee. Out of the 13 wet mill stations, four produce a specialty coffee which earned various certifications (Organic, Rainforest, Fair Trade and UTZ certificates).

i. BY Goda Yamasira Eshel Buna Pulping Enterprise Plc:

Located in Oromia Regional state Nansabo District, Yemasira. Garden system and semi forest are the main production system and in this area the soil differs from the other sites. Its volcanic and loamy nature, allows for it to be rich in organic matter. Here we partnered with 650 small holder farmers that supply us with Grade 1 Sidama coffee. We produce about 15 containers of coffee on average. The type of coffee produced here has a full body, medium acidity, typical mocha flavor and a wine-like aftertaste.



ii. Zenebe Simret & Esatu Coffee Preparation Plc:

Also found in Oromia regional state Nansabo District, Korama Village has similar soil conditions and production systems with Nansabo. With 350 registered small holder coffee farmers, we produce 20 containers of high quality Sidama Grade 1 coffee. The coffee we produce in this site is recognized for its distinct flavor, aroma, and balanced acidity in the cup.

iii. Hagire Buticha Eshet Bunna Plc:

Similarly, this site is located in Oromia Regional state Nansabo District, Bochesa Village. Garden system is the main production system and in this area the soil type is similar with Korema village. We partner with 400 farmers to produce high quality Grade 1 Sidama coffee. This station produces 20 containers every harvest season. The cup profile of the coffee produced in this wet mill station has; lemony test combined with floral test, full body and lingering aftertaste.

iv. Michael Girma wet mill station:

this site is located in the western part of Oromia regional state Anfilo District, semi forest and garden coffee production systems are common in that area. We work with 150 farmers to produce a natural sundried specialty coffee with small amounts of washed specialty coffee. This station produces on average 30 containers of coffee. The coffee produces from these areas have a rich body appearance and acidity with slightly fruity undertones.

We aim to increase the production capacity of each wet mill stations we work with. We work with farmers in Sidama (Chiri, Bensa, Bona Zuriya, Aroresa and Wensho Wereda), to ensure every coffee bean we produce is of the best quality. Each site (see table below) is financed at different capacities to further control the quality of the beans. These investment guarantee that farmers focus on the quality of the output.

S. N	Station	Location	Source Farmers	Volume of Coffee
1	Astatke Menafesha Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Wonsho Kebele – Menafesha 	300 farmers	456,000 Kg of red cherry (Hand-picked High-quality coffee)
2	Belete Tanga Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Bona Kebele – Odahe 	500 farmers	350,000 Kg of red cherry (Hand-picked High-quality coffee)
3	Astatke Abebe Site 1	<ul style="list-style-type: none"> Region – Sidama Woreda – Hoko Girja Kebele – Jengelo 	2,700 farmers	750,000 Kg of red cherry (Hand-picked High-quality coffee)
4	Astatke Abebe Site 2	<ul style="list-style-type: none"> Region – Sidama Woreda – Hoko Girja Kebele – Sadeka 	2,700 farmers (they have a common supplier with Astatke Abebe because they are almost in the same place)	500,000 Kg of red cherry (Hand-picked High-quality coffee)
5	Tamirat Tafese (Jangalo Tadota)	<ul style="list-style-type: none"> Region – Sidama Woreda – Hoko Girja Kebele – Jangalo 	2500 farmers are supplying a coffee and there are 50 registered model farmers who are working with the site	850,000Kg of red cherry (Hand-picked High-quality coffee)
6	Zenebe Dikicha Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Aroresa Kebele – Dikicha 	400 farmers	300,000Kg of red cherry (Hand-picked High-quality coffee)
7	Shumbulo Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Aroresa Kebele – Kankamo 	750 farmers	350,000Kg of red cherry (Hand-picked High-quality coffee)
8	Astatke Abebe (Arabe) Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Hoko Girja Kebele – Jangalo 	1200 farmers	864,000Kg of red cherry (Hand-picked High-quality coffee)
9	Asnake & His friends site	<ul style="list-style-type: none"> Region – Sidama Woreda – Chabe Kebele – Haro 	800 farmers	331,704Kg of red cherry (Hand-picked High-quality coffee)
10	Ashenafi Dika site	<ul style="list-style-type: none"> Region – Sidama Woreda – Bensa Kebele – Shentawena 	617 farmers	331,704Kg of red cherry (Hand-picked High-quality coffee)
11	Zenebe Rike site	<ul style="list-style-type: none"> Region – Sidama Woreda – Chiri Kebele – Chiri Balo 	800 farmers	350,000Kg of red cherry (Hand-picked High-quality coffee)
12	Gashu Tafese Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Chiri Kebele – Chiri 01 	700 farmers	400,000Kg of red cherry (Hand-picked High-quality coffee)
13	Oddi Boku Site	<ul style="list-style-type: none"> Region – Sidama Woreda – Girja Kebele – Oddi Boku 	280 farmers	366,751Kg of red cherry (Hand-picked High-quality coffee)



COFFEE QUALITY

Once the coffee is purchased, processed and delivered to our stores, we make sure to cup test each batch to determine ideal customers for every flavour profile in our liquoring unit. We follow rigorous standards and procedures that allow us the security to say that each batch we provide is actually the best for our specific markets. We apply global standard quality assurance in our plants along with hand picking to ensure the imperfect beans are removed.

TRACEABILITY

Traceability is what separates us. We know everything about our coffee's journey from farm to cup. We have systems in place that allow us to track where our coffee goes and the travel conditions. We can access tracking data anytime and record every essential detail until delivery.

SOCIAL RESPONSIBILITY

We also see coffee as the biggest opportunity to make positive impact across the farming community. Ethiopia produces only 3 percent from the world's coffee market. This is partly because, while the Ethiopian lands are favourable for coffee cultivation, we still have a long way to go in terms of production volume. This is something that can be remedied with the proper training and accreditation that can enhance the average Ethiopian coffee farmer's capacity.

Part of what hampers development in the Ethiopian Coffee market is the lack of proper knowledge transfer. It's what keeps our country from increasing production capacity and quality. Training is also something Romina believes in and something that has to be accessible to the small holder farmers. This is why when we partner with farmers, we ensure that each farmer goes through several trainings. In addition to training, we provide farmers disease resistant variety coffee seedlings and shade trees free of charge to allow them to have constant business across the agricultural year. Similarly, we buy the beans with higher pricing schemes that safeguard the farmers earnings. This is in addition to a percentage once sales have been completed.





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IMPORT BUSINESS

This side of our business was an indirect answer to our other businesses. We struggled to find quality food processing items in the market and always tended to hit a dead end when we wanted quality goods for our restaurant. This pushed us to import items we needed ourselves and in our pursuit, we felt that we needed to extend the same service to other businesses with the same predicament. We currently work with choice brands in the Food Manufacturing and Food Processing businesses but always have room for specific requests.

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Milano

Milano, since 1980, is a producer of durum wheat: a history that began when Al-Aseel made his first mill for grinding grain in El Senbellawein, a small agricultural town near Mansoura. Over the years, the daily work of many people has paid off. They have transformed the company, now in its fourth generation, to a cornerstone of the food sector in the world.

<https://milano-eg.com/>



Rauch

Ever since its foundation in 1919, RAUCH has remained an Austrian family business for four generations now. The motivated staff members and the constant strife for high quality form the basis for our success, making RAUCH not only a family friendly company but also one of the leading fruit juice producers in Europe.

<https://www.rauch.cc/>



Kent Boringer

Soyyiğit Group, is a major powder food, oil and patisserie producer in Turkey and overseas markets, based in İstanbul, Tekirdağ and Edirne.

<https://www.kentboringer.com/>

Lalqilla Rice

AL QILLA Basmati rice being a rich and unforgettable blend of tradition and exotic produce optimizes the spirit of a unique and incredible India. We bring the finest of basmati rice to the global palate by bringing unbridled joy to the faces of millions of our consumers worldwide.

Focused quality of highest order and undying faith, LAL QILLA has stormed to new heights and emerged as an undisputed market leader. ASCW is one of the largest rice manufacturing companies of India by any standards. Backed by a team of visionaries and committed professionals the company has carved a niche for itself and is all set to acquire new ventures world over.

Amar Singh Chawal Wala is an ISO 22000, APEDA and HACCP certified leading manufacturer in India of the Prest and Best Quality of Basmati Rice in our various brands.

<http://www.lalqilla-rice.com/products.php?cat=4>





Jaquar

GROUP

Jaquar Group

Established in 1960, Jaquar Group is one of the fastest growing bathroom companies in the world. Focusing on complete bathroom solutions, Jaquar produces premium (Jaquar) and luxury (Artize) bathroom solutions for diverse markets, across the world in over 45 countries. With offices in Asia, Africa, Europe, Middle-East, Asia Pacific and the SAARC region, Jaquar is now recognized as a globally trusted brand in the bathroom industry.

Jaquar World; Addis Ababa

Officially launched in 2017, Jaquar World Addis Ababa is the result of an exclusive partnership between Jaquar and Romina. Designed as conceptual space to help customers visualize their ideal bathrooms with expert advice at-the-ready, the showroom showcases both Jaquar's product, Artize and Jaquar Premium. The showroom, is designed to make it easier for customers to pick and purchase bathroom material that is best for them.

With Jaquar World offers everything one could dream of in the bathroom space through two of its most respected global brands - Jaquar and Artize - which conform to the highest quality standards and have been awarded several global design and excellence awards. The range includes Faucets, Sanitaryware, Showers, Wellness Products, Shower Enclosures, Flushing Systems, Bathtubs, Water Heaters and Bathroom Accessories.





ROMINA PLC
Since 1973

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