Our brand story

As a curious biochemist and a coffee lover, Johan Rohtla spent years in a lab, diving deep into the world of coffee crystals. The result was the discovery of Kohe - a scientific breakthrough in the world of instant coffee.

Kohe is art.

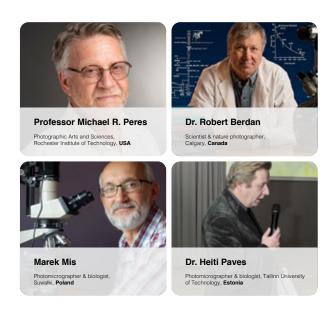
Kohe is science.



Out packaging story

Inspired by Johan s journey, we wanted to create a package that would also take coffee lovers deep into the world of coffee crystals. So we worked with **four leading microscopic photographers from across the world.**

After four months of experimenting with different microscopes, lenses, lighting and photomicrography techniques, Dr. Robert Berdan helped us to finally capture a series of images that unravelled the incredible beauty hidden deep inside KOHE coffee crystals.



The package experience

A cut-out on the outer sleeve of the package gives you a sneak preview of the magic that lies hidden inside a Kohe coffee crystal. On removing the sleeve, you will discover the first microscopic shot of a Kohe coffee crystal on the box. Inside the box, you further discover five more microscopic shots of Kohe coffee crystals adorning the five coffee pouches.

