

Silta Asia Oy

WHAT MAKES CELA COFFEE DIFFERENT FROM ITS COMPETITORS?

Best in taste, best in coffee

Cela Coffee is a unique and high-quality coffee. All of our coffee is hand-picked and all-natural. We use the best coffee beans from sustainable sources, and we are against captive Luwak coffee. Cela coffee is roasted in small batches by master roasters using Arabica or Robusta beans. Most people don't realize how important freshness is to taste, but if you try our coffee and then another brand, you will notice a difference immediately.

We also craft our coffee with a high level of attention to detail, making sure to keep you happy through every sip. Our roasters work tirelessly to maintain a quality of coffee that's full-bodied and smooth, with no bitter aftertaste.



About Silta Asia Oy.

Silta Asia Oy is a Finnish company specializing in customized coffee solutions for both businesses and consumers. With a strong commitment to sustainability and ethical sourcing, Silta Asia Oy goes **beyond coffee sales** by actively supporting the Wildlife Alliance.

Client Silta Asia Oy

Industry Coffee

Scope of work Website Copy

Timeline 2 days

Project Overview

I collaborated with Silta Asia Oy to develop brand messaging and website copy that communicated their unique positioning as both a premium coffee provider and an ethical brand with a strong sustainability mission. The goal was to highlight their quality offerings for businesses and consumers while amplifying their commitment to wildlife protection and responsible coffee sourcing.

Purpose Driven Message

Framed Silta Asia Oy not just as a coffee supplier, but as a brand creating impact by supporting Wildlife Alliance and opposing unethical Kopi Luwak production.

Customer-Focused Storytelling

Developed narratives tailored for both B2B clients and individual consumers, showing how every coffee purchase contributes to a larger cause.

Clear Brand Position

Balanced the premium quality of the product with the company's ethical mission, making the brand stand out in a competitive coffee market.

The Challenge

Silta Asia Oy needed to position itself as more than just another coffee supplier in an already competitive and saturated market. The challenge was to highlight both the premium quality of their customized coffee and their ethical mission of supporting wildlife conservation and ending the production of captive Kopi Luwak coffee.

Crowded Coffee Market

The coffee industry is saturated with global brands and niche roasters, making it difficult to stand out especially as a new brand.

Balancing Quality with Purpose

The brand needed to communicate both the superior taste of their coffee and their sustainability mission without overshadowing either.

Educating Consumers

Not all customers were aware of the cruelty behind captive Kopi Luwak coffee — education was necessary to build awareness and advocacy.

Dual Audience Needs

Silta Asia Oy served both businesses and consumers, requiring messaging tailored to each segment without losing consistency.

Building Ethical Credibility

In a world where "sustainability" is often used as a buzzword, the brand had to prove its authenticity and transparency.

Work Process

Strategy & Content Process

01

Audience & Market Research

Studied the coffee industry landscape in Finland and internationally, analyzing competitors and identifying gaps for purpose-driven branding.

02

Messaging Framework

Created a brand voice that combined premium quality with ethical responsibility — appealing to both businesses and consumers.

03

Educational Narrative

Built storytelling elements to raise awareness about the cruelty of captive Kopi Luwak coffee and how Silta Asia Oy is driving change.

04

Dual Audience Strategy

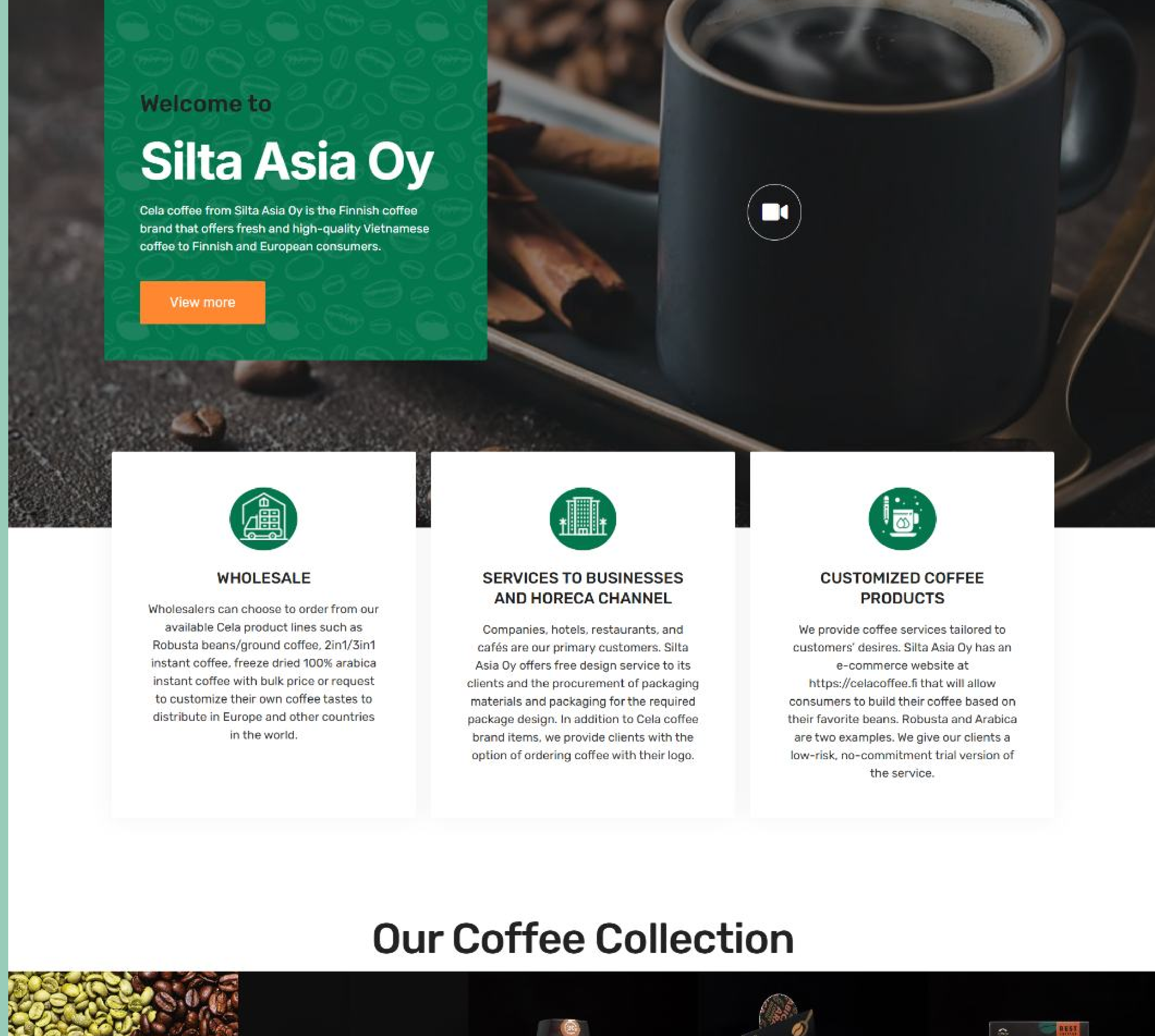
Crafted separate yet connected messaging for B2B clients (customized coffee solutions) and consumers (impact-driven coffee experience).

05

SEO & Content Optimization

Integrated coffee and sustainability-related keywords into website copy and blogs to improve discoverability and organic reach.

Website Copywriting



Our Coffee Collection



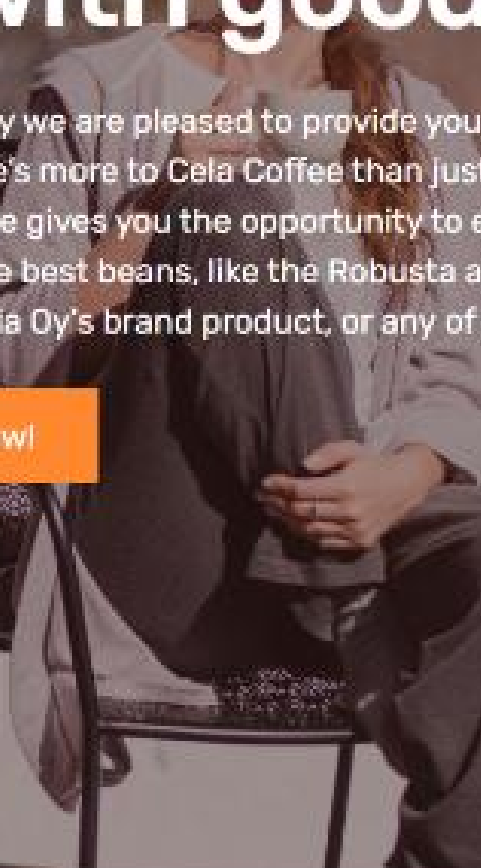
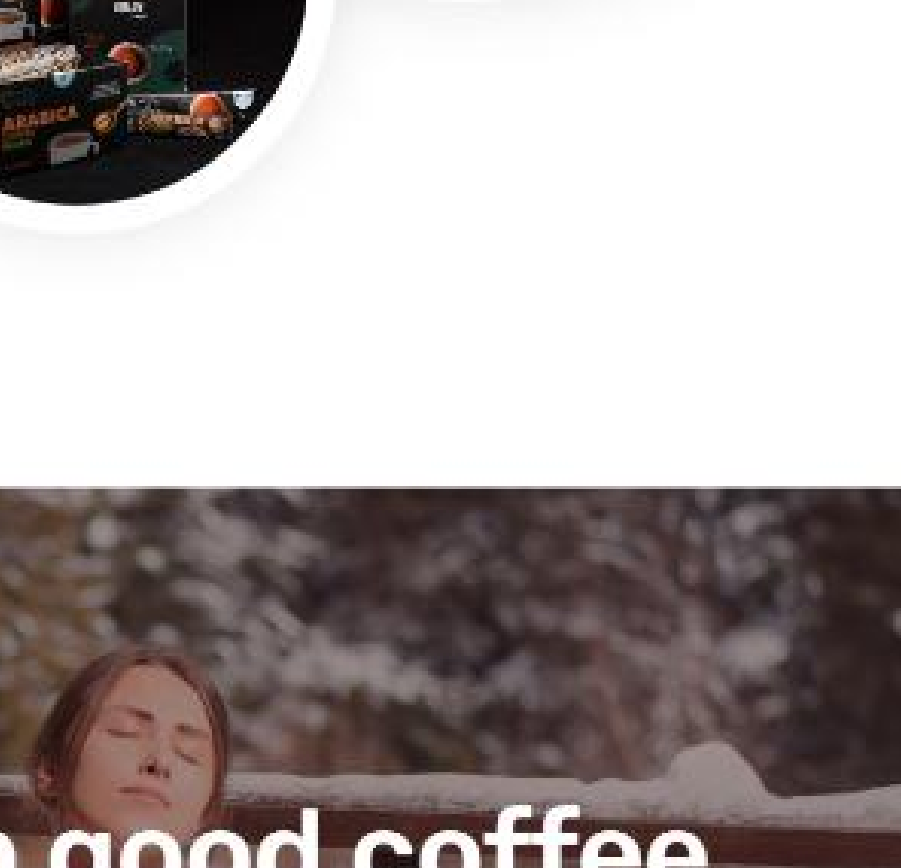
ABOUT US

Silta Asia Oy

Silta Asia Oy is a food commerce company that was founded in 2018 by Cuc Pulli and Maarit Juhani. We have established a coffee brand named Cela that aims to bring coffee drinkers more choice and bring to life authentic Vietnamese flavors in a relentless quest to find the perfect cup of coffee.

Our coffee is made from the highest quality beans, and we pride ourselves in having second-to-none customer service. We value ourselves on being the company in Finland that provides companies and individuals with personalized coffee products. We encourage customers to build their very own coffee based on their preferences, using flavors that they desire and their favorite coffee beans.

[View more](#)



Good days start with good coffee

We know how important good coffee is in your morning routine. That is why we are pleased to provide you with the high-quality coffees, roasted by coffee experts who are passionate about making great coffee. But there's more to Cela Coffee than just great taste. For those who appreciate the beautiful aroma and exquisite taste of a great cup of coffee, Cela Coffee gives you the opportunity to enjoy it at home or wherever you feel like it! We make our Cela coffee with personal preferences from the best beans, like the Robusta and Arabica beans. Be assured that you will feel good as you start your days with Cela coffee, Silta Asia Oy's brand product, or any of your preferences from us.

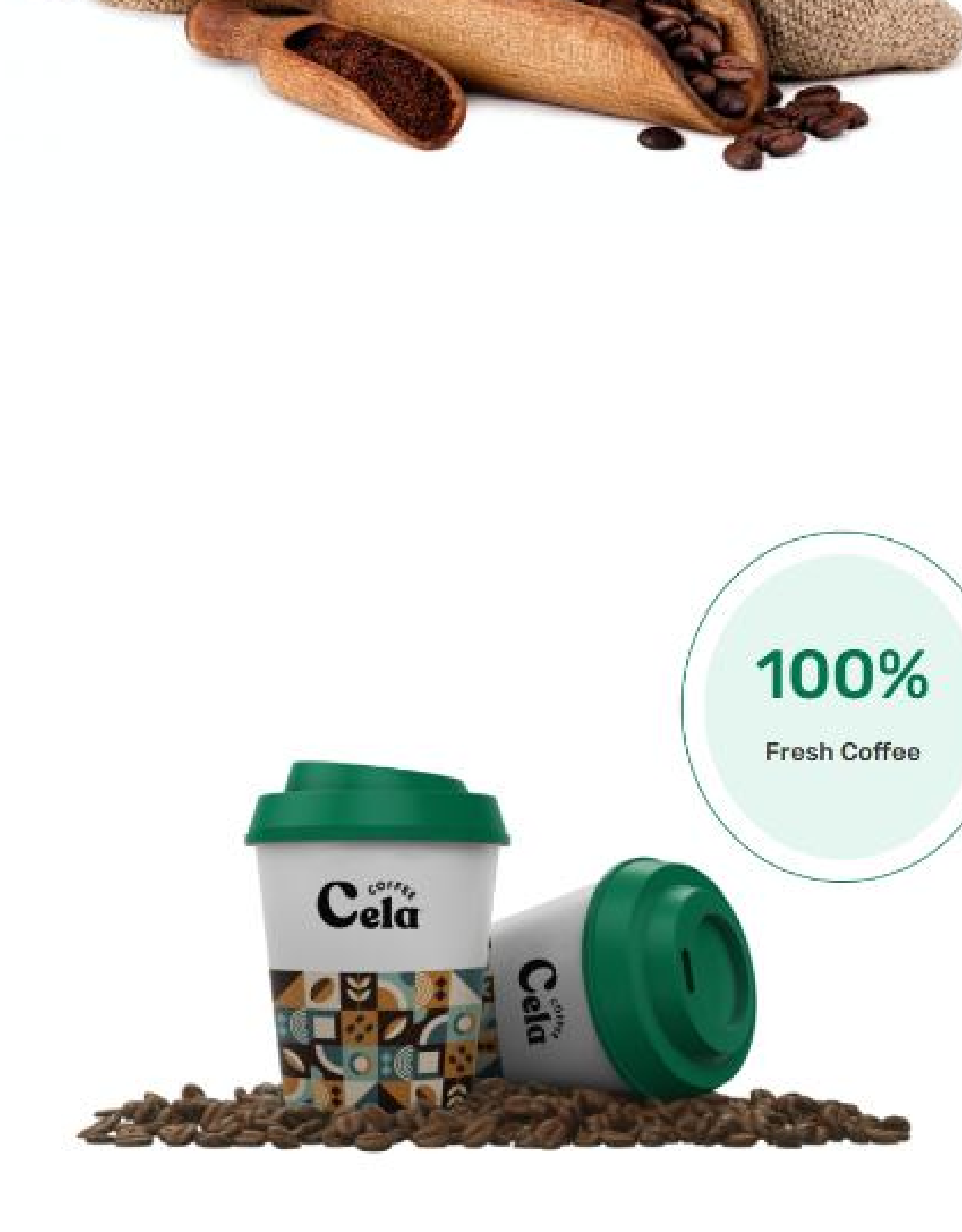
[Buy now!](#)

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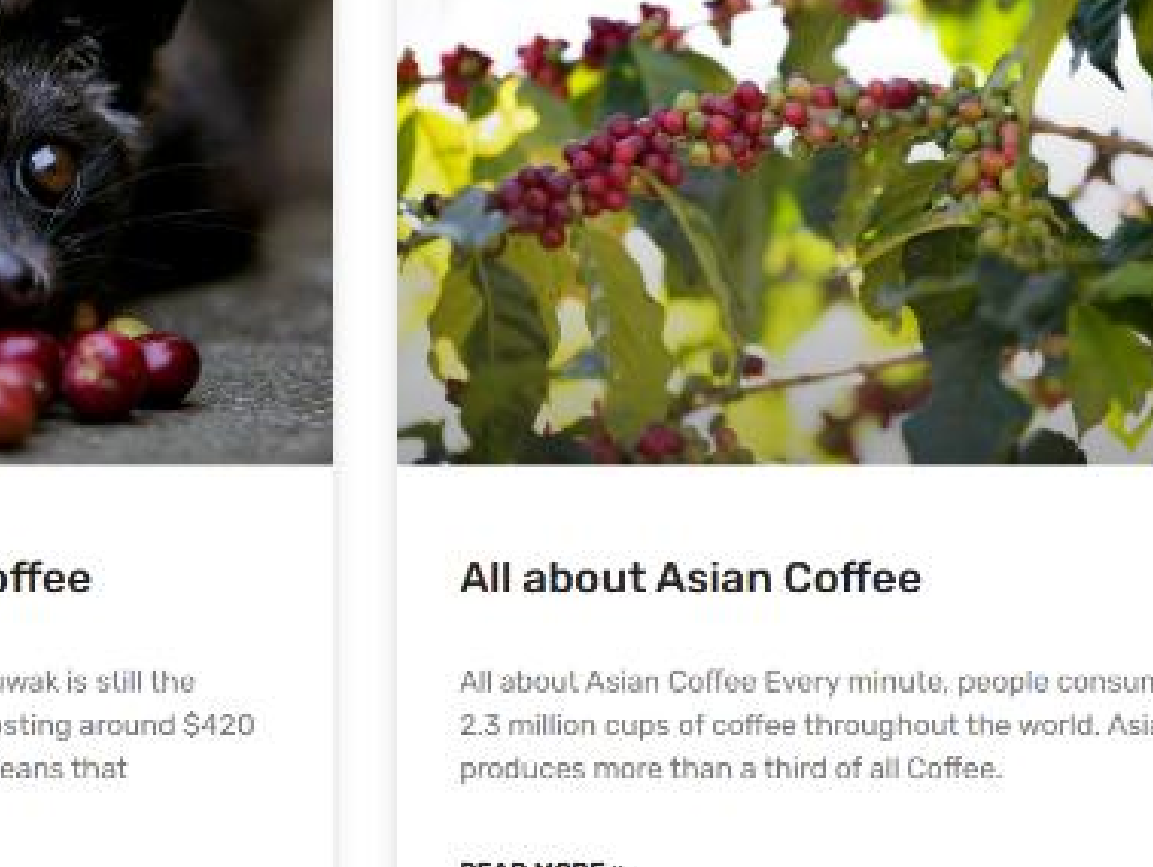
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Fresh Coffee, refresh Memories

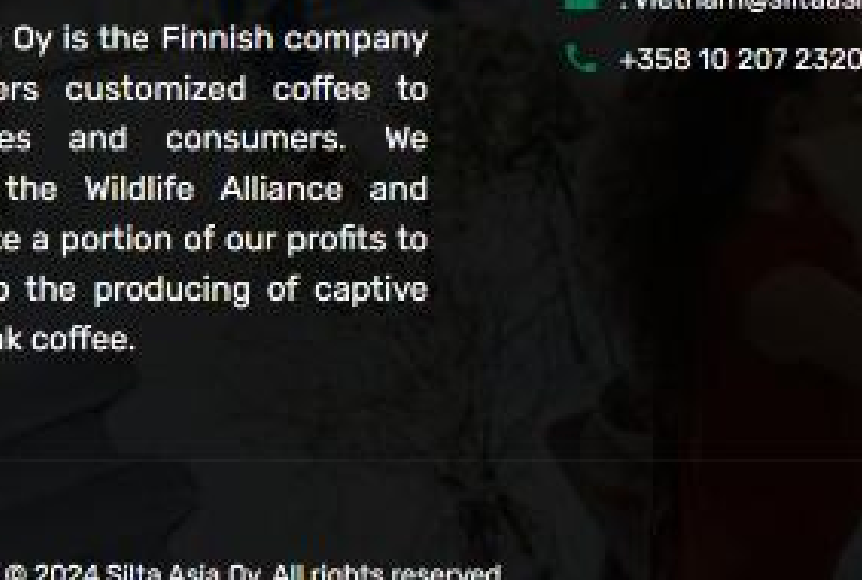
Cela coffee uses freshly ground coffee beans, which doesn't only save costs and shorten the time between the coffee's freshness and when it reaches you, but also making sure that the taste and aroma are much more potent compared to instant coffees. We aim to give you an unforgettable experience with every cup of coffee served by providing uncompromising quality ingredients, unparalleled service from our team members, and great vibes. Cela coffee gives you the best coffee experience! Fresh coffee which refreshes memories! It doesn't get better than this!

[Buy now!](#)



100% Fresh Coffee

Blog

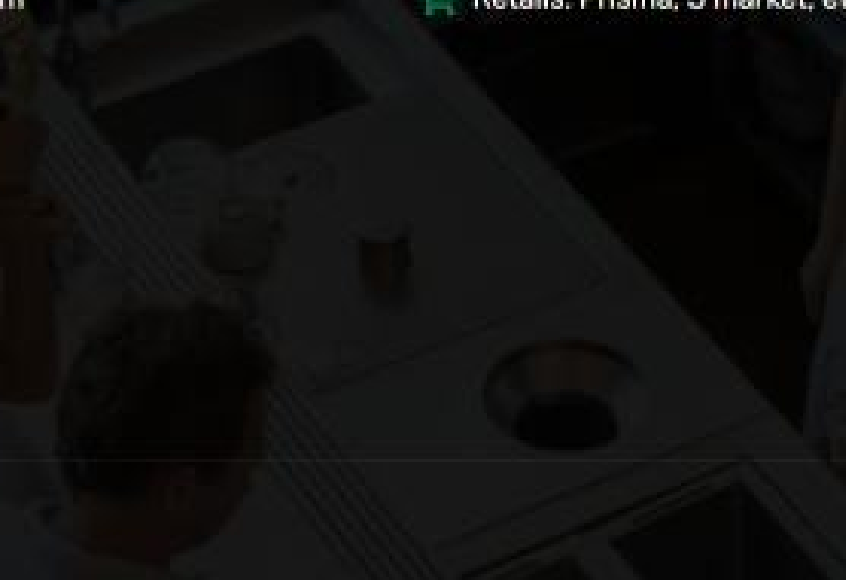


Vietnamese coffee drinking style

Vietnamese coffee drinking style Vietnam's social and economic culture is heavily influenced by coffee. It is the world's second-largest coffee exporter, and the local specialty.

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No Comments

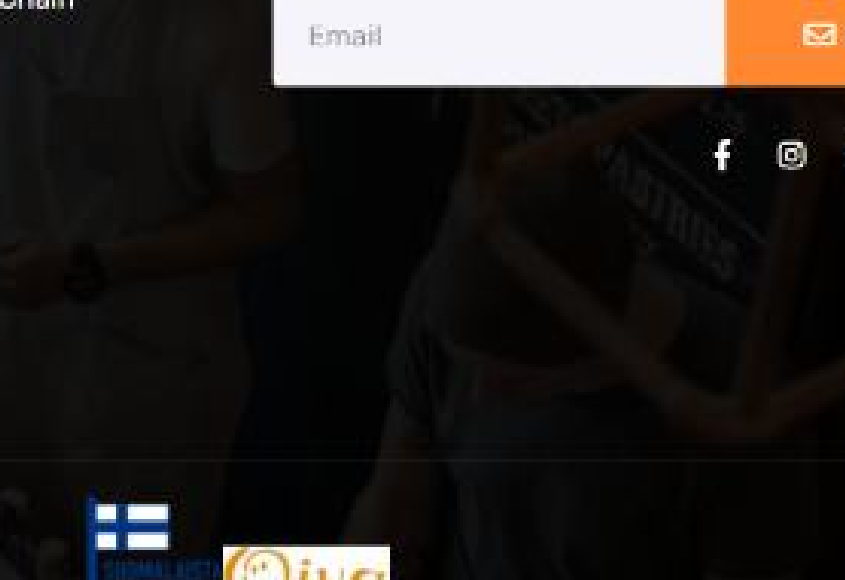


Bad sides of Luwak coffee

Bad sides of Luwak coffee Kopi Luwak is still the world's most expensive coffee, costing around \$420 per pound. Some say the coffee beans that

[READ MORE](#)

No Comments



All about Asian Coffee

All about Asian Coffee Every minute, people consume 2.3 million cups of coffee throughout the world! Asia produces more than a third of all coffee.

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1 Comment



Silta Asia Oy is the Finnish company that offers customized coffee to businesses and consumers. We support the Wildlife Alliance and contribute a portion of our profits to help stop the producing of captive Kopi Luwak coffee.

Main office

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Opening Hour

🌐 Online shop (24h): www.celacoffee.fi
🕒 Office: Mon - Fri (08.00 - 16.30)
📍 Retail: Prisma, S-market, etc. S Chan

Newsletter

Sign up our newsletter to get updated information, promo or insight for free.

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🇬🇧 English ➡️ Suomi

Let's Collaborate

Have a project in mind or want to build something amazing?