Rwandan coffee continues to make waves on the international stage after one kilogram sold for a record Rwf129,000 (about $88.18) during the *Best of Rwanda 2025* auction, nearly 14 times the average market price.

The annual competition, organized by the National Agricultural Export Development Board (NAEB), showcased 20 of Rwanda's finest coffees selected from more than 300 entries across the country. The winning lots were sold in an international electronic auction held on October 8, 2025, attracting buyers from around the world.

The top-selling coffee came from K-Organics Ltd, a company based in Huye District in the Southern Province. Its beans fetched the highest bid of $88.18 per kilogram, setting a new national record and surpassing last year's top price of $71.8 per kilogram earned by NOVA Coffee Ltd from Gicumbi.

The three-hour auction generated more than Rwf442 million in revenue from the sale of 16 metric tons of high-quality green coffee. Buyers included specialty coffee importers from the United States, Japan, South Korea, China, Germany, and Hong Kong, reflecting Rwanda's growing reputation in the global coffee market.

Evariste Karangwa, the representative of K-Organics Ltd, said the achievement is a milestone for his company and for Rwanda's coffee farmers.

"We are thrilled by this result," Karangwa said. "This record price will help us invest more in sustainable coffee farming and improve the livelihoods of farmers who work with us."

He added that the success reaffirms Rwanda's potential to compete among the world's leading producers of specialty coffee.

NAEB Chief Executive Officer Claude Bizimana hailed the results as proof of teamwork within the country's coffee value chain and a sign of growing investor confidence in Rwandan coffee.

"What we are witnessing today is the fruit of collaboration among farmers, processors, and exporters," Bizimana said. "Each bid placed in this auction is a celebration of Rwanda's coffee excellence and a commitment to continued innovation and investment in the sector."

The *Best of Rwanda* competition, now in its second year, aims to promote the

country’s finest coffee while rewarding farmers and exporters for maintaining exceptional standards. The 20 winning lots were chosen for their outstanding cup quality, all scoring above 87.49% in sensory evaluations conducted by national and international cuppers.

Rwanda has been working to position itself as a leading source of premium Arabica coffee, with ongoing efforts by NAEB to train farmers, improve processing facilities, and strengthen global market linkages.

“Our goal is not only to sell coffee but to tell Rwanda’s story through every cup,” Bizimana said.

With this year’s record-breaking results, Rwanda’s coffee industry continues to prove that quality, innovation, and collaboration can place the country’s beans among the most sought-after in the world.