



Kohe is art. Kohe is science.

More videos, visuals and details can be found in Kohe's **packaging case study**:

Watch it here



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.**



Johan Rohtla
Biochemist & Founder of Kohe

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.



Professor Michael R. Peres

Photographic Arts and Sciences,
Rochester Institute of Technology, **USA**



Dr. Robert Berdan

Scientist & nature photographer,
Calgary, **Canada**



Marek Mis

Photomicrographer & biologist,
Suwalki, **Poland**



Dr. Heiti Paves

Photomicrographer & biologist, Tallinn University
of Technology, **Estonia**

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.

