

Real
Bear
coffee

Ướt cả nắng gió



Gold Prize Winning Coffee Brand at

2019 Vietpresso Contest



REAL BEAN COFFEE'S TRUE STORY

During the last days of 2018, I traveled back to the Central Highlands and together with local farmers, we started "Real Bean"'s very first coffee harvest season.

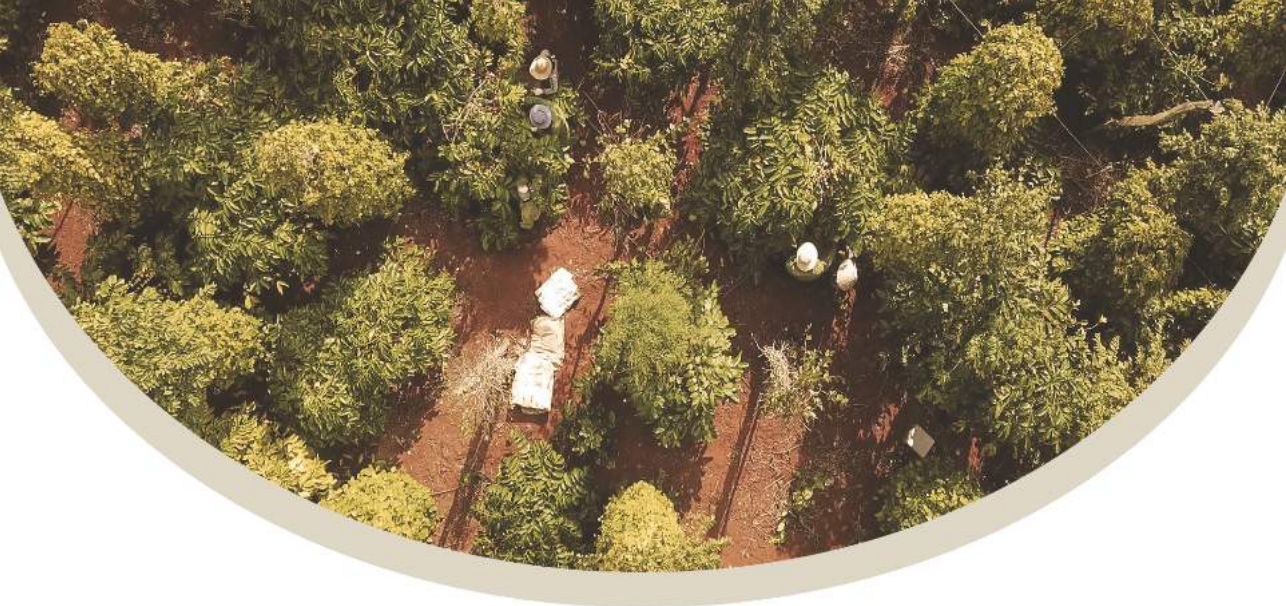
As a child of the Central Highlands, I grew up with a simple desire to ease my family's hardship and help farmers in my region earn better lives through coffee farming. Despite the fact that Vietnam is producing a large quantity of coffee, its farmers do not make much profit from selling raw coffee beans.

There is great diversity in specialty and organic coffee supply regions over the world. There is variety in the process of selecting coffee cultivars, the land and farming methods, as well as the processing and roasting methods. Thus, it is the intricacy of each process that creates the most delicious and highest quality cups of coffee.

Fortunately, with knowledge learned from experts in the coffee industry and findings collected in coffee supply regions, I have pursued this mission of enhancing farming methods to produce the finest coffee beans for a brighter future in the Central Highlands.



Real Bean Coffee Founder



BRAND VISION

To accompany farmers in the Central Highlands to create specialty coffee supply regions.

To introduce the best tasting and finest coffee products to customers.

To promote the value of Vietnamese coffee and becoming a high quality coffee exporter.

BRAND MISSION

- To integrate technology, innovation, and experience into each production process for the finest quality coffee products
- To introduce and advertise our products while upgrading the value and building absolute trust for Vietnamese coffee beans in the global market
- To promote sustainable economic growth and living standards for farmers in the Central Highlands.
- To offer opportunities for customers to enjoy specialty coffee at a reasonable price.

DEVELOPMENT JOURNEY



JUNE 2019

Real Bean Coffee launched its very first roasted coffee products, including Robusta, Arabica, Culi, and Arabica & Robusta Combined Blend.



AUGUST 2019

Real Bean received positive feedback from Aeon Mall Vietnam regarding its product quality and enterprise culture, Real Bean Coffee was invited to attend a show of 24 hour News on Vietnam Television (VTV9).

JULY TO DECEMBER 2019

✈ Myanmar 

Real Bean Coffee attended the Trade Fair in July and December 2019 and was complimented for its coffee products' flavor, international qualification, clear origin and attractive packaging.

✈ Thailand 

✈ During the "Vietnamese Goods Week" in Thailand, organized in September 2019, products of Real Bean Coffee were welcomed and favored. Two months later, Real Bean Coffee received the first order from Thailand and in March 2020 its coffee started to be sold in the Top Center.

✈ Laos 

Also in September 2019, Real Bean Coffee obtained great successes at the Trade - Service - Tourism Exhibition in Savannakhet when its products were sold out during the event and reached many distribution agents in Savannakhet.

DECEMBER 2019

Real Bean Coffee opened its first showroom in Van Phuc city, Ho Chi Minh city, Vietnam.

In the form of a cozy coffee shop, the showroom is a place for introducing Real Bean Coffee products to its friends and partners and organizing social events.

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12

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02

NOVEMBER 2019

On November 15th 2019, Real Bean Coffee was awarded the Gold Prize at the first Vietpresso Contest.

FEBRUARY 2020

Real Bean Coffee established its first coffee shop in Tam Ky city, Quang Nam province, Vietnam.

GOLD PRIZE WINNING COFFEE BRAND AT THE 2019 VIETPRESSO CONTEST

Organised by Central Retail Vietnam, the 2019 Vietpresso Contest for the first time gathered 15 prestigious coffee brands and coffee chains of Vietnam, including Trung Nguyen, Café RuNam, L'amant Café, and 12 others.

Among 15 Espresso cups presented by these strong contestants, Real Bean Coffee won the first prize at the 2019 Vietpresso Contest.

The three judges of the contest were Roberto Cajati - Deputy Consul General of Italy in Ho Chi Minh City, Richard Toix, a famous French chef and culinary expert, and Nguyen Nam Hai, Vice Chairman of the Vietnam Coffee - Cocoa Association. Following the contest's regulations, 15 contestants are required to use coffee materials sourced entirely from Vietnam to make Espresso cups according to their own brand formula, from which to determine the best Vietnamese coffee to promote to the world..

Based on criteria such as crema, body, flavour-aroma, aftertaste, acidity and bitterness, the jury voted to present the gold award to Real Bean Coffee, while the silver award was given to Trung Nguyen Legend and the bronze went to L'amant Coffee.

Source: Thanh Nhan - NGUOI LAO DONG newspaper
Issued on November 15th, 2019



Real Bean Coffee

Finely ground coffee is typically brewed with hot water at a temperature of 92-96 °C at 9-12 bars of pressure to make a cup of dark and flavorful Espresso with a bubbly layer on top. Real Bean Coffee, with the collaboration of local farmers, has seriously invested in improving the processing procedure for a more delicious and fragrant cup of coffee.

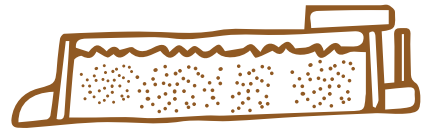
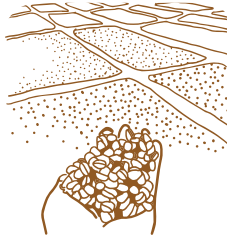
Such a high quality cup of coffee requires raw coffee beans to go through a series of steps carried out with utmost care to bring out their best.





Purely natural planting zone

In the mountainous region on the outskirts of the virgin forest at 1000 meters above the sea level, coffee trees grow firmly, blossom and bear fruits (called coffee cherries) which turn a bright, deep red when ripe and ready to harvest. They are grown and cultivated without any undesirable exposure to pollution, chemicals, or harmful farming methods.



Multi-step processing procedures

- The Wet Process Method: freshly harvested coffee cherries are poured into a big pool to remove those that don't meet the weight requirement. Next, they are passed through a pulping machine to separate the skins and pulp from the beans. After separation, the beans are transported to large, water-filled fermentation tanks for 24 to 36 hours. When fermentation is complete, the beans are rinsed and then sun-dried on drying raised beds for 3 to 4 weeks until they reach the required moisture. This method stabilizes the quality of the beans with a sour and clean flavor.

- The Honey Process Method: freshly harvested coffee cherries are sorted as in the wet process method. Their skins and pulp are removed then sun-dried with their sticky-sweet outer layer. In this process, coffee beans are highly affected by the moisture, temperature, and fermentation.

- The Natural Fermentation Process Method: freshly harvested coffee cherries are well rinsed and spread on raised beds to be dried in a stable temperature with an atmosphere that is set to the correct pH value. This method requires strict monitoring of the raised beds and frequent checks to avoid fungus during the fermentation process.



Strong and purebred coffee cultivars

French purebred coffee cultivars are grown at the appropriate altitude which helps produce full flavor coffee beans compared to hybrids.



Closed ecological system

Coffee plants are cultivated in pure virgin forest land like other natural wild plants whose main nourishing sources are from organic fertilized soils and fresh climates.

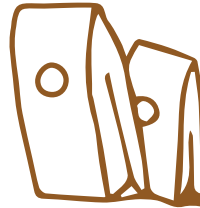


Special Roasting Technique

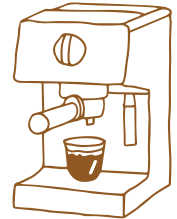
Coffee beans are roasted by separate techniques. The quality of the roasted beans in each batch is decided by the type of bean, process method, temperature and windflow. Among Vietpresso's products, there is one technique for Arabica but two separate techniques for Robusta.



Shipped to coffee shop



Packing coffee



Brewing



Degassing Process

During the roasting process, a lot of carbon dioxide (CO₂) is formed inside the beans which enlarges their volume. The degassing process makes the flavour even and the profile of the coffee stable. As a result, roasted coffee beans are left aside for a few days to degas before they are sent off for the packing and brewing process.



TYPES OF PURE ROASTED COFFEE PRODUCTS



Robusta - Bitter and woody notes with a persistent aftertaste and brown color

Robusta contains 2 to 4 percent caffeine on average. Robusta coffee trees are often cultivated in regions in Daklak and Lam Dong provinces, accounting for 90 percent of Vietnam's coffee farming area.

Robusta's original taste ranges from neutral to chocolate bitter. Thus, Robusta is usually for those who are in love with strong and thick traditional coffee. In Vietnam, Robusta is often blended with other coffee types, especially Arabica.



Arabica - Soft aroma with fruity notes with a pure light brown color

Arabica contains about 1.3 percent of caffeine on average. Arabica plants thrive in cool climates in the mountainous regions at an altitude of 1000 meters above sea level. There is typically one major harvest a year. It takes newly planted Arabica coffee trees approximately 3 to 4 years to bear fruit and their yields peak at 6 to 8 years old.

Arabica accounts for 60 percent of the world's coffee production thanks to its reasonable percentage of caffeine and a delicate and soft aromatic taste sensation.





Culi - Rich and bitter with chocolate notes, a superior aroma, persistent aftertaste and a dark black color

Culi (known as Peaberry in America) is a round single bean inside each Robusta coffee cherry. It is rare and highly valued for its stronger, more intense flavor and high caffeine content. Culi's signature features include an intense aroma, dark color and chocolaty taste. As one might expect, Culi is precious and expensive in the coffee market.



Arabica and Robusta Combined Blend - dark bitter with fruity notes, a soft aroma, and persistent aftertaste with a dark brown color

An accurate ratio of Arabica to Robusta creates a full-bodied and aromatic cup of coffee which is a combination of Arabia's delicate and soft aromatic taste sensation and Robusta's more intense, bitter and persistent flavour. Packages with convenient drip coffee filter paper are available.

ACHIEVEMENTS

In general, Vietnamese coffee garners special attention in the global market. However, Real Bean Coffee's products have also made good impressions on its international partners thanks to its internationally qualified and eco-friendly packaging.

Real Bean Coffee received compliments from Aeon Mall Vietnam and was heralded on Vietnam Television (VTV9) for its ISO, HACCP, and US FDA certified coffee products.

Early in 2020, Real Bean Coffee officially became one of the coffee providers for a high-end supermarket chain in Thailand.

Real Bean Coffee's most remarkable milestone was winning the Gold Prize at the 2019 Vietpresso Contest. This award was given to Real Bean over 15 other prestigious coffee brands and chains of Vietnam.

Recently, Real Bean's Robusta Coffee scored 82.11/100 and met the standards for Speciality Coffee regulated by the Speciality Coffee Association (SCA).



REAL BEAN COFFEE IN THE MARKETS

CENTRAL RETAIL

AEON

amazon

CENTRAL Group

TIKI

Sendo®

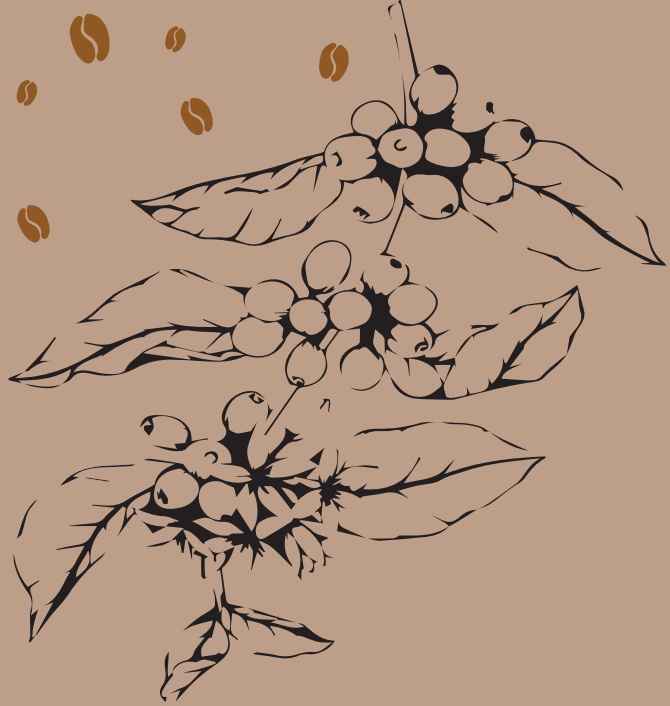
Alibaba.com™

LAZADA GROUP

Shopee

From April 2019 to March 2020, products of Real Bean Coffee have been available for purchase in the markets of Vietnam, Thailand and Myanmar. Real Bean Coffee is continuing to launch its Vietpresso Coffee products in these markets and is planning to deliver its products in emerging markets such as China and Korea.





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