

What will you choose as a coffee drinker?



Flavorful
but unclean and
unhealthy



Clean and Healthy
but not flavored



Flavorful,
Clean and Healthy

A cup of coffee



*Are you consuming a cup of coffee, which is
Cleaned, Healthy and Flavorful?*



Drinking regular coffee is **linked to several health benefits**
but wonder **whether the same benefits apply to unclean coffee products**



Presentation

VIETNAM SPECIALTY COFFEE

**REAL BEAN COFFEE
PROJECT**

From **Seed To Cup**



Outline

01 Gaps of the coffee market

02 About us

03 Market

04 Development prospects



Gaps of the coffee market

“Contaminated Coffee is unhealthy and flavorless”

What is happening?



In coffee market, available coffee products are **low-priced since their content is not coffee 100%**. This affects customers' health and pure coffee's original flavor.



Low-priced instant coffee



Food additive mixed coffee products



Using fault coffee beans with low-quality

What is happening?



Environment is affected

- ❑ Planting and producing coffee process **does not meet health and safety standards.**
- ❑ **Large amount of remaining chemicals** in soil and makes serious effects on planting areas, land, water sources, kinds of plants and animals including humans.
- ❑ **Using chemicals in activities of planting, processing, roasting, and preserving coffee beans** are harmful to the environment in the long-term.

Which could we solve?



SPECIALTY 



Focuses on **producing high quality coffee products** and **specialty coffee**

Co-operates with farmers in farming and processing methods to **decrease the waste and remaining chemicals** harmful for natural resources.

Using **biological approaches** instead of chemical ones to protect the environment.

How could we change?



Will Vietnam **climbs up the global coffee value chain** and **enhance the added value** of the entire coffee industry or **still be the raw coffee exporter** in next 20 years?



Mission

Accompanying coffee farmers from the highlands of Vietnam, **create clean planting areas** and **upgrade quality** of Vietnamese coffee.



Vision

Making contributions to Vietnam's agriculture and **promoting Vietnam's high-end specialty coffee** to domestic and international markets.



Our solutions - Unique selling points



Standardize production process



Ensure products are high-quality, not only safe but good for health.

Expert



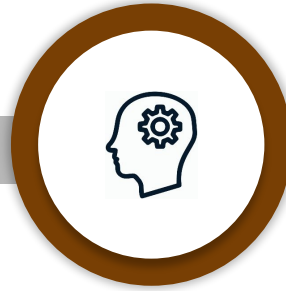
Ensure aroma and original taste of ripe bean cherries

Knowledge & Technique



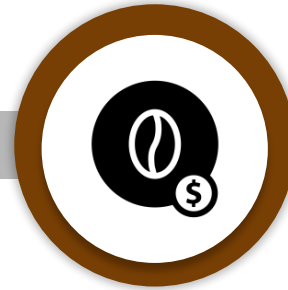
Advancing farmers' planting and farming techniques

Experiment



Conducting planting experiments for necessary adjustments before deployment.

Enhance the price



Upgrade the values of Vietnamese coffee products & enhance the competitive price for exports.

Sustainable environment



Decrease the waste and remaining chemicals harmful for natural resources.

Our products

Green specialty coffee



- ❖ Type: Robusta coffee
- ❖ Specialty test score: 82.11 / 100

[Reading more](#)



Our products

Vietnamese Traditional Coffee Powder



Robusta coffee



Culi coffee



Arabica coffee



Robusta - Arabica coffee

- ❖ High quality coffee
- ❖ Type: Single Origin / House Blended
- ❖ Products are sold in Aeon Supermarket chains, US Market in Vietnam, Tops Market in Thailand, local store in Singapore, Myanmar, and in ecommerce platforms (Tiki, Shopee, Lazada).

Our products

Vietnamese Traditional Coffee Powder



Robusta coffee

Style: coffee for filter

Standard: high quality coffee

- ❖ Ingredient: 100% of Specialty Robusta coffee
- ❖ Flavor note: bitter and woody notes with a persistent aftertaste and brown color.
- ❖ Ripen ratio: > 85%
- ❖ Roasting profile: medium roast
- ❖ Texture: Powder
- ❖ Variety: Single Origin
- ❖ Kind: Grind & Roasted
- ❖ Process: Natural processing method
- ❖ Color: Brown
- ❖ Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP, Specialty Coffee (81.46 / 100)
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Shelf life: 1 year
- ❖ Capacity: unlimited

Our products

Vietnamese Traditional Coffee Powder



Culi coffee

Style: coffee for filter

Standard: high quality coffee

- ❖ Ingredient: 100% of Specialty Culi coffee
- ❖ Flavor note: rich and bitter with chocolate notes, a superior aroma, persistent aftertaste.
- ❖ Ripen ratio: > 85%
- ❖ Roasting profile: medium roast
- ❖ Texture: Powder
- ❖ Variety: Single Origin
- ❖ Kind: Grind & Roasted
- ❖ Process: Natural processing method
- ❖ Color: Dark black
- ❖ Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Shelf life: 1 year
- ❖ Capacity: unlimited

Our products



Vietnamese Traditional Coffee Powder



Arabica coffee

Style: coffee for filter

Standard: high quality coffee

- ❖ Ingredient: 100% of Specialty Arabica coffee
- ❖ Flavor note: light sour flavor, suave aroma
- ❖ Ripen ratio: > 85%
- ❖ Roasting profile: medium roast
- ❖ Texture: Powder
- ❖ Variety: Single Origin
- ❖ Kind: Grind & Roasted
- ❖ Process: Honey processing method
- ❖ Color: Bright brown
- ❖ Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Shelf life: 1 year
- ❖ Capacity: unlimited

Our products

Vietnamese Traditional Coffee Powder



Robusta - Arabica coffee

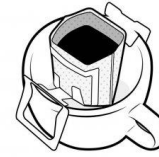
Style: coffee for filter

Standard: high quality coffee

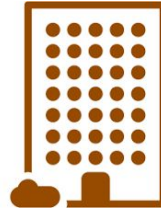
- ❖ Ingredient: 70% of Specialty Robusta coffee & 30% of Specialty Arabica coffee
- ❖ Flavor note: combination between bitter and light sour flavor, suave aroma, sweet aftertaste
- ❖ Ripen ratio: > 85%
- ❖ Roasting profile: medium roast
- ❖ Texture: Powder
- ❖ Variety: House blended
- ❖ Kind: Grind & Roasted
- ❖ Color: Dark brown
- ❖ Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP
- ❖ Shelf life: 1 year
- ❖ Capacity: unlimited
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Process: Natural processing method for Robusta & Honey processing method for Arabica.

Our products

Drip bag coffee



Home



Office/Hotel



Camp



Travel/Work

- ❖ Type: Drip bag coffee
- ❖ Customize customer requirements
- ❖ Products are sold in Japan, Thailand and in ecommerce platforms (Tiki, Shopee, Lazada).

BENEFITS OF USING DRIP BAG COFFEE

- ❖ Be able to use ANYWHERE - ANYTIME
- ❖ Quick brewing in a few steps
- ❖ Healthy and Flavorful
- ❖ Specialty standard.

Our products

Drip bag coffee



Drip bag coffee
Style: Specialty coffee
Standard: specialty coffee

- ❖ Ingredient:
 - 70% of Specialty Robusta coffee & 30% of Specialty Arabica coffee.
 - 100% Specialty Arabica (following requirements of customer).
- ❖ Flavor: Combination between bitter and light sour flavor, suave aroma, sweet aftertaste.
- ❖ Ripen ratio: > 85% / Texture: Powder
- ❖ Roasting profile: Medium roast
- ❖ Variety: House blended / Single Origin
- ❖ Kind: Grind / Style: Drip bag coffee
- ❖ Color: Dark brown
- ❖ Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP
- ❖ Shelf life: 1 year / Capacity: unlimited
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Process: Natural processing method for Robusta & Honey processing method for Arabica.

Our products

Roasted coffee beans



Vietpresso coffee

Standard: Specialty coffee

Style: coffee filter, coffee machine, V60

- ❖ Ingredient: 40% of Natural Robusta coffee & 30% of Honey Robusta coffee & 30% of Arabica coffee (All Specialty).
- ❖ Flavor note: combination between bitter and light sour flavor, special suave aroma, sweet aftertaste.
- ❖ Ripen ratio: > 95%
- ❖ Roasting profile: medium
- ❖ Texture: roasted beans
- ❖ Variety: House blended
- ❖ Color: Dark brown / Broken Ratio (%): 0
- ❖ Max. Moisture (%): 5
- ❖ Admixture (%): 0
- ❖ Caffeine (%): > 1
- ❖ Crop Year: 2020-2021
- ❖ Certification: ISO 9001, HACCP, Vietnamese specialty coffee
- ❖ Shelf life: 1 year / Capacity: 40 tons
- ❖ Place of Origin: Lam Dong Province, Dak Lak Province.
- ❖ Process: Natural processing method for 40% of Robusta, Natural fermentation processing method for 30% of Robusta, Honey processing method for 30% Arabica.

Our products

Roasted coffee beans



Vietpresso coffee



Quality Awards: Gold prize at
“The Best Morning Espresso
Cup of Vietnam 2019”

[Reading more](#)



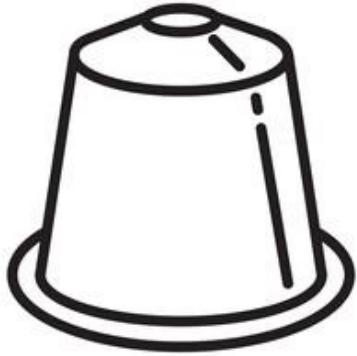
by KIDP · AKC · VIETRADE

Packaging Awards: Silver prize
at “The ASEAN-Korea Excellent
Design 2020”

[Reading more](#)

Our products

Capsule (in developing)



Capsule coffee

Standard: specialty coffee

Style: coffee machine

- ❖ Brewing time: 30 seconds
- ❖ Ingredient: use same sample of Vietpresso coffee
- ❖ Flavor: combination between bitter and light sour flavor, special suave aroma, sweet aftertaste.
- ❖ Ripen ratio: > 95%
- ❖ Texture: Powder / Kind: Grind
- ❖ Roasting profile: light - medium - dark
- ❖ Variety: House blended
- ❖ Style: Capsule coffee
- ❖ Color: Dark brown
- ❖ Target to western market (families, offices, hotels)

Our Journey



THANK YOU



Real Bean Coffee Company Limited

Address: No.110, 2nd Street, Van Phuc Riverside City, Hiep Binh Phuoc Ward, Thu Duc City, Ho Chi Minh City

Hotline: +84 282214 4595 - Email: headoffice@realbeancoffee.com - Website: realbeancoffee.com