

# PT AROMA KLASIK NUSANTARA PRODUCT SPECIFICATION



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# Introduction



## 19

Well-maintained coffee farms in Indonesia

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## 4th

Indonesia is the 4th largest coffee producer in the world

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## 20th

Rank in Cup of Excellence against 700+ participants

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## 17th

Century, the Dutch began cultivating coffee trees on Java

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As direct partners with coffee farmers in Indonesia, The Royal Coffee specializes in wholesale coffee roasting sourced directly from the heart of Indonesian coffee plantations. With a commitment to excellence, our mission at The Royal Coffee is to export the rich and authentic flavors of Indonesian coffee beans to international markets, including Europe, the USA, China, and beyond.

# Company Overview



## ➤ Company Insight

Operating as a wholesale coffee roaster in Jakarta, 12540, we strategically source our coffee from our farm in Indonesia due to its unique and slightly fruity flavor profile. Indonesian Arabica coffee, distinguished by hints of vanilla and honey, is organically grown without pesticides or fungicides. These beans embody a low-toned richness, full body, and medium acidity, culminating in a smooth finish with a delightful aftertaste. Resembling Sumatra with less acidity, our Indonesian cup profile boasts a sugar cane aroma, a good and soft body, slight bitterness, and appealing herbal notes. Our choice of Indonesian coffee reflects our commitment to delivering exceptional coffee with diverse and nuanced flavors to our esteemed customers.

## ➤ Mission

As coffee farmers in Indonesia, we source and roast exceptional Indonesian coffee using sustainable practices, fostering global appreciation for our country's rich coffee heritage and ensuring customer satisfaction through quality and transparency.

## ➤ Vision

To be a leading provider of premium, ethically sourced Indonesian coffee beans on the global stage, recognized for our commitment to exceptional quality, sustainable farming practices, and the promotion of Indonesia's rich coffee heritage.

# About Us

## Our Indonesia Coffee Legacy



Introduced by Dutch colonialists in the late 17th century, Indonesian coffee initially flourished in Java, later spreading to Sumatra, Sulawesi, Bali, and Flores. Over time, Indonesia developed unique Arabica and Robusta varieties tailored to local conditions. Coffee became central to Indonesian culture, serving as both an economic mainstay and a social centerpiece. Despite challenges like diseases and market fluctuations, Indonesian coffee endured, with ongoing innovations in quality and sustainability.

Today, globally recognized flavors such as Sumatra Mandheling and Java Arabica underscore its significance. Supported by government initiatives and groups like the Specialty Coffee Association of Indonesia, Indonesian coffee remains vital to the country's heritage and economy.

## Our Coffee

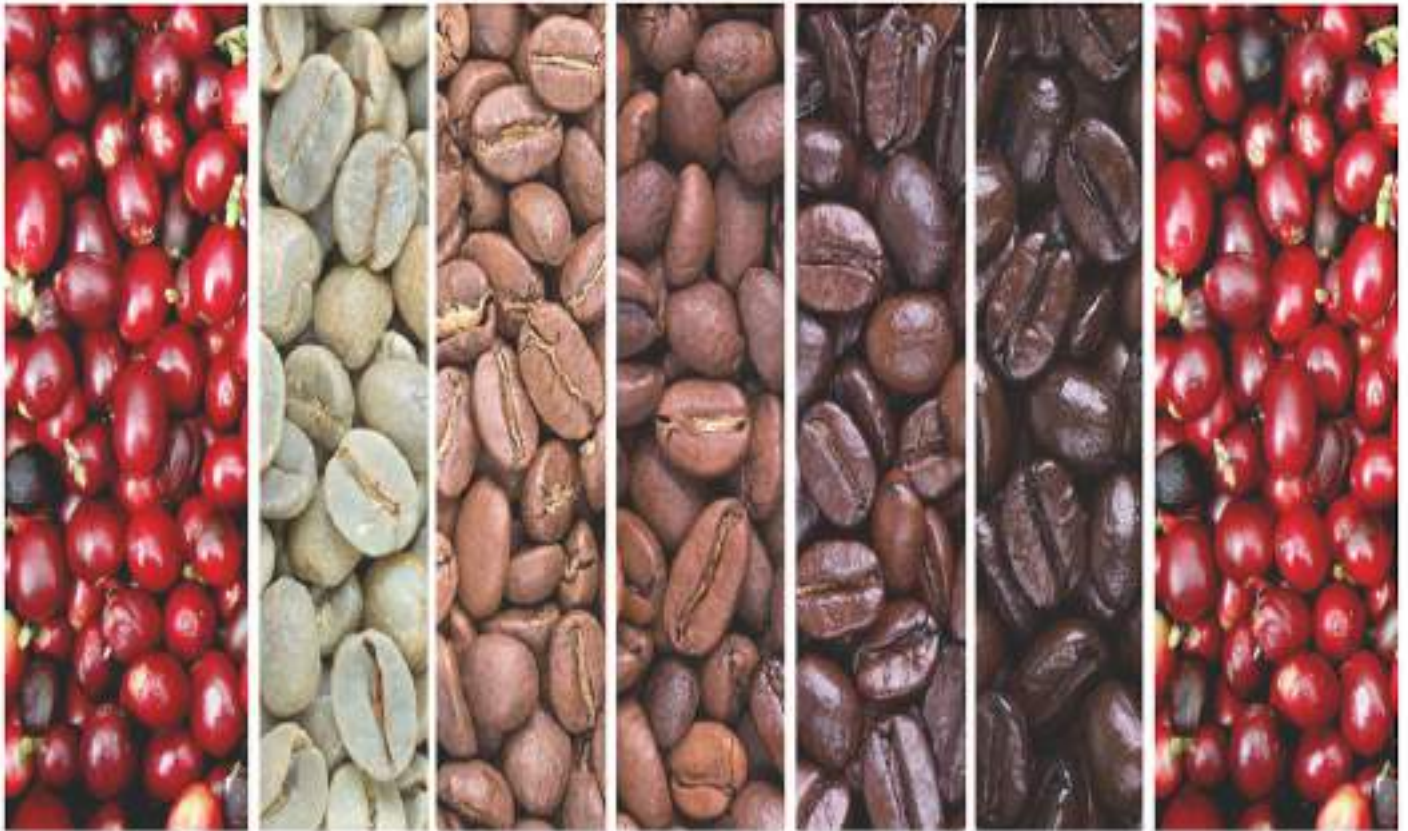
Today, globally recognized flavors such as Sumatra Mandheling and Java Arabica underscore the significance of Indonesian coffee. Supported by government initiatives and groups like the Specialty Coffee Association of Indonesia, Indonesian coffee remains crucial to the country's heritage and economy. Sourced directly from our farm in Indonesia, our dedication to quality shines through in our natural processing method and medium roast profile.



Our Arabica coffee offers a rich and complex flavor with notes of tropical fruit, caramel, and stone fruit. Its sweet and clear acidity, medium body, and crisp aftertaste guarantee a delightful and memorable coffee experience. Additionally, our low-caffeine content ensures a smooth and enjoyable brew without causing stomach acidity.

# About Us

## Our Quality



At The Royal Coffee, our commitment to excellence begins with the careful selection of the finest coffee beans from only the most reputable and high-quality farms around the world. We meticulously handpick each batch, ensuring that only the highest-grade beans with exceptional flavor profiles make their way into our offerings. By partnering with selected coffee farms renowned for their dedication to quality and sustainability, we guarantee that every cup of The Royal Coffee embodies the essence of perfection and craftsmanship. From the lush plantations of Indonesia to the high-altitude farms of Ethiopia, our relentless pursuit of excellence ensures that every sip of The Royal Coffee delivers an unparalleled coffee experience that truly delights the senses.

# About Us

## Coffee Sourced



West Papua

Aceh - Gayo

Bali - Kintamani

Lampung

East Java - Blue Mountain

West Java - Garut

South Sulawesi - Toraja

# Why Choose Us?



At The Royal Coffee, our mission is simple yet profound: to deliver the best quality coffee beans to enhance your daily cup of coffee. We take pride in sourcing exquisite coffee beans from various regions across Indonesia, ensuring that each sip embodies the rich flavors and heritage of Indonesian coffee.

Our commitment to excellence extends beyond providing exceptional coffee beans. We uphold a no-monoculture approach, fostering biodiversity and environmental harmony on our farms. Utilizing only organic fertilizers and implementing eco-friendly practices, we strive to protect our planet while enhancing the flavors of our beans.

Ethical sourcing is at the core of our values. By cultivating diverse plants every 5 meters, we create a thriving ecosystem that supports premium coffee production, meeting the market demand for responsibly sourced, top-quality coffee.

Whether you're a discerning coffee enthusiast or simply seeking a delightful morning brew, The Royal Coffee promises to exceed your expectations with every bag of beans.



# Indonesia's Sustainable Specialty Coffee

The global market for premium coffee, particularly in the hospitality industry, represents a substantial opportunity for growth. With our strategic focus on serving distributors, hotels, resorts, restaurants, cafes, and corporate clients, we anticipate a significant market share in the specialty coffee segment.



**Unique Selling Proposition (USP)**

Indonesian Arabica coffee, cultivated on our farm without pesticides, offers a unique flavor with hints of vanilla and honey. Similar to Sumatra, it boasts a low-toned richness, full body, and medium acidity. Our cup profile includes a sugar cane aroma, good and soft body, slight bitterness, and herbal notes, delivering a distinctive taste experience.

**Increasing Demand for Specialty Coffee**



Serving a global market, we meet the demand for premium Indonesian Arabica coffee sourced directly from our farm. Discerning consumers seek the unique origin of our beans, enjoying a distinctive flavor profile with hints of vanilla and honey. Our commitment to sustainability and exceptional quality preserves Indonesia's rich coffee heritage in a premium journey.



**Specialized Emphasis on Indonesian Excellence**

Specializing in Indonesian Arabica coffee sourced directly from our farm, our commitment to excellence ensures an exclusive and authentic coffee experience. Unique growing practices in Indonesia create a distinctive profile, setting our coffee apart. Our focus on cultural richness, sustainability, and quality makes it a sought-after choice in the market.

**Commitment to Sustainability and Quality**



Specializing in Indonesian Arabica coffee from our farm, our commitment to sustainability and quality includes a no-monoculture approach. We use no pesticides, opting for organic fertilizers from surrounding greens. This eco-friendly practice, with diverse plants every 5 meters, meets the market demand for premium, ethically sourced coffee.

# Market Trends



## ✔ Sustainability and Ethical Sourcing

Our Indonesian coffee roaster company, deeply rooted in organic practices, is committed to transparent and ethical sourcing, ensuring a guilt-free and socially responsible cup of coffee. Based in the lush landscapes of Indonesia, our dedication to environmentally friendly farming underscores our commitment to sustainability.

## ✔ Rising Interest in Local and Unique Flavors

Capitalizing on the trend of consumers seeking unique flavors and cultural authenticity, our coffee roaster business specializes in the distinctive taste of Indonesian Arabica coffee. Sourced directly from our farm, we integrate the story of Indonesia's rich coffee heritage into our marketing, offering consumers a memorable cultural experience with every cup.



## ✔ Elevating Sustainability in West Java's Finest Coffee

Specializing in Indonesian Arabica coffee, sourced directly from our farm, our commitment to sustainability and quality shines through unique organic practices, a no-monoculture approach, and organic fertilizers. Catering to the growing preference for premium, ethically sourced coffee, our business provides a distinctive journey for discerning clients.





T H E  
**ROYAL COFFEE**  
INDONESIAN SPECIALTY BEANS

# Contact Us



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