




Quintino's[®]

Classic Italian Roast

“Roasted in Java”

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Quintino
Classic Italian

Quintino's®

Classic Italian Roast

Introduction

Founded in the heart of Java, where coffee has been grown for over 300 years, Quintino's is working to create a revolution in the world of coffee. At its heart are our innovations and consistent ability to roast the finest speciality Arabica coffees from across the Indonesian Archipelago.

Offering two flagship blends and several highly sought-after single origin coffees, and new coffee innovations such as Qbags, Qfresh and In-Season coffee, we aim to give our customers a better coffee experience.

The unique coffee supply chain we have created enables Quintino's to offer coffee of a consistent fine flavor and freshness. Roasting at origin, a true world-class advantage.

With our commitment to continuously improve and innovate, our head roaster combines these fine beans with his Italian passion for roasting great coffee.

Brand

The Quintino's brand represents the benchmark range of premium Indonesian speciality Arabica coffees. Primarily for the retail market, our brand is founded on personal attention to every detail, "from farm to roast-house to customer".

Quintino's symbolizes the use of technical innovation, personal relationships and passion for roasting in order to produce some of the world's finest tasting and interesting coffee products.

The typical Quintino's coffee flavor profile, is an 'all day' smooth easy drinking an coffee, with lighter roasting so the natural flavor of the bean can shine.

While never cheap, given the quality, our brand should always represent excellent value to astute coffee drinkers.

To engage our customers, Quintino's also offers information on how our coffee is grown, processed and roasted, along with stories from the beautiful locations, people and customs of the Indonesian Archipelago.

Mission

Build a substantial business for the benefit of all we touch. From shareholders, employees, coffee farmers, suppliers, distributors, retailers, and especially our customers in that special cafe enjoying a cappuccino or at home brewing that first cup of the morning.

We are committed to consistency and continuous innovation in our product range in order to enhance our customers coffee experience.

Deal with honesty and integrity to all we touch.

Encourage the tasting and appreciation of fine coffees with their different characters in much the same way as fine vintage wine or single malt scotch.

Offer advantages to distributors, retailers and customers with the continuous development of world class export coffee products and innovations, utilizing resources unique to Indonesia.

Assist in the development of the Indonesian coffee industry.

Vision

Create an internationally respected niche market coffee brand, by winning the hearts of coffee lovers around the world.

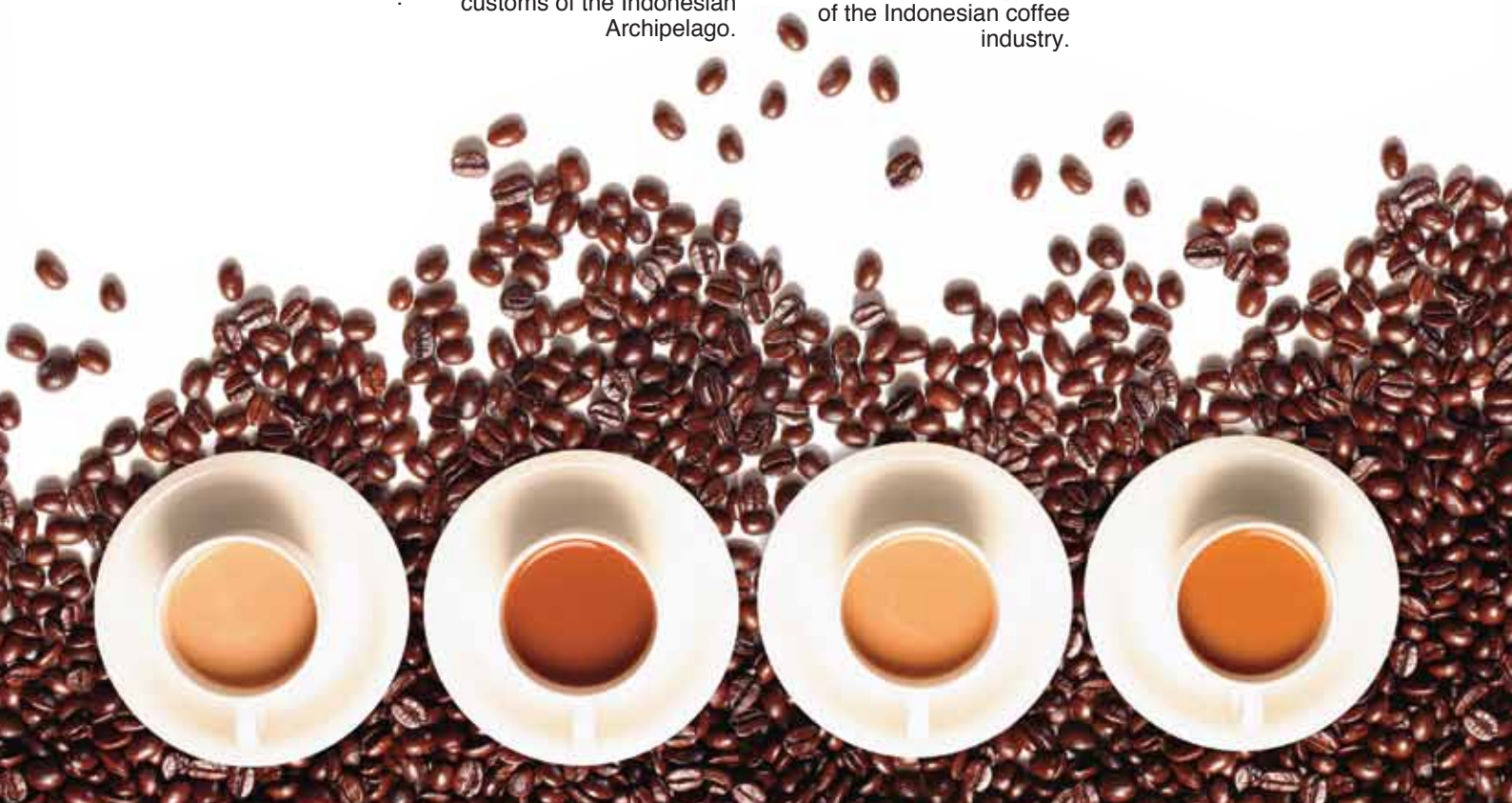
Exporting these fine coffees to premium world markets.

To become the premium coffee of choice for the informed retail consumer, and a preferred supplier for high-end cafes, hotels and restaurants.

Our brand name should symbolise integrity and trust to our customers.

The coffee products we offer to be recognized by the market as the finest tasting and set the genuine standard of that coffee variety.

A coffee brand where our customers feel a personal enjoyable relationship to Quintino's, and eventually a household weekly staple on their shopping list.



The Story

Quintino's coffee is roasted on the isle of Java, by our head roaster Guiseppe "Roaster Joe" Tarquinio.

Why would an Italian come to Java to roast coffee?

Arguably some of the best Arabica coffee in the world comes from the highland plantations along the Indonesian archipelago, which includes the isles of Java and Sumatra. After all, the history of commercial coffee cultivation began in Java some 350 years ago. Our proximity to these historic plantation areas allows us direct access to the best beans of the harvest season and "rarer" single origins of the region.

What makes our blends beautiful?
Our coffee quality and consistency.

To achieve this we firstly buy only the finest beans direct from the farms, fresh during the harvest season. For most of our coffees we then go a step further, by re-grading the green beans in-house to remove nearly all defects before roasting. This means our green beans are fresh and consistent when we roast them, (Instead of 6 months to 2 years old as in export markets). The result is a smoother, more consistent coffee with a more intricate flavor. A unique Quintino's advantage.

Second, we have spent many years learning subtle differences of each of the single origin coffees from around the Archipelago and how best to individually roast them.

Our Italian roaster - steeped in his family culture of Italy's long love affair with coffee and having grown up in the ultracompetitive cafe scenes of Melbourne Australia - lives by the simple truism, "great beans make great coffee". In search of great beans, we have spent several years traversing the Indonesian Archipelago cultivating personal relationships with the coffee traders and farmers of the region. This has allowed Quintino's direct access to the old highland estates and handpicked premium Arabica beans.

The next step is all about passion, turning great beans into great coffee. We apply classic Italian roasting and blending techniques to the rich earthy tones typical of Indonesian Arabica, to produce a uniquely Quintino's taste - a deeply-flavored yet mellow, any-time-of-day coffee.

Complimenting Quintino's fine roasted beans are our innovations, including our revolutionary Qfresh coffee freshness system, Q bags -single serve sachets and In-Season fresh coffee. Innovation means improving the coffee experience for our customers.

"great beans make great coffee"



Profiles

Joseph Tarquinio

As a process engineer, Joseph has spent 20 years setting up large food & beverage factories across Asia for major multinational food groups. In 2007 he realised his dream of establishing his own coffee roast house, to produce fine international grade Arabica coffee, PT Quintino's Djava. Through his long association with Indonesia he realised whilst the Indonesian archipelago produces some of the finest beans in the world, the expertise to roast the beans was largely overseas. Additionally there was an obvious advantage of roasting near the plantations, allowing supply of the best, freshest and even the rarest beans of each crop to be transported direct to his roast house.

With his Italian origins coming out in his finesse when it comes to food production, and passion for coffee, Joseph set about becoming one of the best roasters in the business. As head roaster for Quintino's, he oversees the operation and ensures the quality and consistency of Quintino's is second to none world over.

Joseph's technical background is evident in the new product innovations developed by Quintino's and his approach to coffee roasting. One revolutionary innovation is the Qfresh freshness system, which extends the shelf life and freshness of roasted coffee. It means Quintino's can realistically export fresh roasted coffee anywhere in the world. He has dedicated years of research and development to Quintino's and to meticulously studying the flavor profiles of beans from across the archipelago. His interest and dedication to roasting with precision continues day to day in Quintino's operations.



“Coffee is a passion, not a commodity”



Do you know where your coffee comes from? We do.

History

Coffee may have been discovered in Ethiopia some 600 plus years ago, but the traditional home of coffee is Java.

Coffee 500 year ago, was traded back to Europe exclusively via Arabia. In 1616, Pieter van der Broecke, a Dutch merchant, "obtained" some of the closely guarded live coffee bushes from the port of Mocha in Yemen in 1616. The Dutch named the plants Arabica and nurtured them, and then in 1660's began the first commercial arabica cultivation in Java. They effectively controlled the world coffee market till 1900's when South America took over.

Along the isles of the Indonesian archipelago, in the remote but stunningly beautiful and fertile mountain highlands, small holder farmers continue to grow some of the worlds finest arabica.

Currently

Indonesia arabica farming is very traditional and is characterised by large numbers of small holder farmers. Farmers sell to their their crop to a chain of collectors and co-ops who in turn they sell to larger local trading companies. The coffee is then graded and processed together in large quantities and then exported to the major trading houses in Europe and the USA. This coffee is then traded to other countries and eventually to the roaster in the country of consumption.

This system has been the same 100's of years. While an efficient way to handle a large commodity, it has certain drawbacks;

- Averaging of coffee quality
- Loss of origin character,
- Feedback to farmer difficult,
- Coffee can be 1 to 2 years old at time of roasting.
- Difficult to purchase small quantities of consistent quality.

Quintino's Supply Chain "Java from Java"

By being based in Java, Quintino's has been able to develop its own new way of sourcing great beans. We simply go directly to the farmers and co-ops in the various growing regions and work with them. We only purchase coffee for our own roasting.

We get inside knowledge on the harvest and the pick of the crop from farms that we personally know. We give feedback and advice to help them grow and coffee with the flavor profile our customers want.

To ensure the highest quality and consistency, we then securely ship our coffee back to Jakarta where we sort and grade our coffee to the highest speciality standards at our own premises with our own trained staff. Ready for roasting.

Our Roasting at Origin Concept.



A Coffee Revolution - Roasted in Java

"Great coffee needs great beans"

To obtain great beans consistently year after year, you need traceability. You must be able to track the beans back to the farms they were grown and work with the growers. While it may sound simple it has taken many years of research, travel, roasting, coffee tasting and the building of many personal relationships to develop a system that delivers a better coffee experience. In Indonesia it is about mutual respect and working with friends. We even co-founded the Indonesian Speciality Coffee Association. The key is communicating what the coffee drinker wants to taste to the people growing the beans.

At Quintino's we go a step further and advise on handling, fermentation and drying and then securely transport the beans back to our own premises in Jakarta. Here our own **well-trained staff** do the final processing, sorting and grading to Speciality standards, ready for roasting. Coffee from each origin is then roasted and cupped (taste tested) with feedback to all in our short chain.

- Benefits for the coffee drinker: Coffee in a cup of higher Quality and Consistency.
- Benefits for the farmer: Higher demand and prices at the farm gate to the small holder farmers in the poor remote regions.

Our website will continuously carry photo's and information on the beautiful places, and how we process our coffee.

Real traceability in the coffee you are drinking, is the Quintino's guarantee. After all we cared for that coffee from the time it left the farm



Purity

"Quintino's does not permit the addition of any roasting or flavor enhances, for us its all about pure coffee taste of each origin."

Coffee Guide

Quintino's®
Classic Italian Roast



**Mandeling
Lake Toba**

Soft and smooth
with a clean aftertaste.
Ideal for any time of day.

Light Roast

Recommended
use: 

Sumatran mellow
Our Flagship Blend

Lively deep flavoured
with a clean aftertaste.
Ideal as a regular or cappuccino.



**Bali
Kintamani**

Bright and lively taste.
A good wake-up during the day.

**Gayo
Aceh**

Strong full bodied coffee,
deep flavour and low acidity.
Great for after dinner.



Toraja

The classic dark Indonesian coffee.
Strong body, full flavoured with
a slight earthy tone.

Archipelago
Our Espresso Roast

A rich creamy blend of dark
roasted premium Arabicas
with a hint of spicy robusta.



Dark Roast

Recommended
use: 

Soft ————— Body —————> Strong
Coffee Character
Lively <————— Acidity ————— Low Acidity



1 What makes us revolutionary?

Our beautiful coffees

We roast speciality coffees and specialise in the roasting of the very best single origins from around the historic and beautiful highlands of the Indonesian Archipelago. Usually these Arabica areas are remote and border on stunning high altitude volcanic lakes (1,100m+). Until the last few years Indonesian Arabicas were often overlooked by coffee lovers. Not anymore, as their big body, low acidity and earthy tones makes them unique and they are now gaining the attention of arabica fans around the world as some of the best.

Coffee from along the Archipelago may share a basic character, but each origin also has its own special flavor profile. At Quintino's we spent years learning how to perfectly roast each origin type to bring out its perfect flavor profile. For our blends, we take

the time to roast each of our origins individually before blending.

Lighter roasting is a feature of Quintino's, in order to highlight the flavor of the individual bean itself.

Our taste profile is best described as smooth easy drinking coffee with lively tones and a clean finish. An all day drinking coffee. For this profile, roasting of fresh green beans is a must.

With our special supply chain and a large range of different Indonesian coffees to choose from, absolute consistency in quality and taste is our goal.

The taste in the cup tells the story. The smoother and more lively your coffee tastes, you can be assured the more work and passion went into making it.

Beans fresh from the farm - Roasted fresh - Qfresh packaging

2

What makes us revolutionary?

• In-Season Coffee

In-Season coffee is a new way for you to experience the best possible quality of Single Origin Speciality Coffee.

It comes down to roasting only fresh green beans that we directly sourced at the peak of their harvest seasons. We then roast and pack it fresh.

Each single origin is available for around 4 months from the end of its harvest season, with a special "In-Season" label. This label means that only fresh green beans are used to make it. After 4 months we change to the next seasonal origin.

Blends are about consistent flavor and are of course available all year round, as are certain popular single origins. The In-Season label simply highlights when that particular single origin is at its freshest and best.

As the Indonesian archipelago is so long, over 5,000 kms, different origins harvest at different times of the year. A truly unique advantage for us.

Coffee by value is the world's second largest traded commodity. Currently, as huge volumes of coffee are shipped around the world, changing hands many times, while the harvest season of these coffees may be roughly known, exact details are not. The speciality coffees you are tasting in your cafe can be 1 to 2 years old at the time of roasting.

The freshness of green bean at roasting is important. When green (unroasted) coffee ages in storage, subtle aromatic flavors and notes tend to disappear. It is these notes and flavors coffee lovers appreciate.

Quintino's In-Season sticker guarantees that our single origin coffees was roasted from the freshest beans and is one of the best examples of that origin with direct traceability to its source.

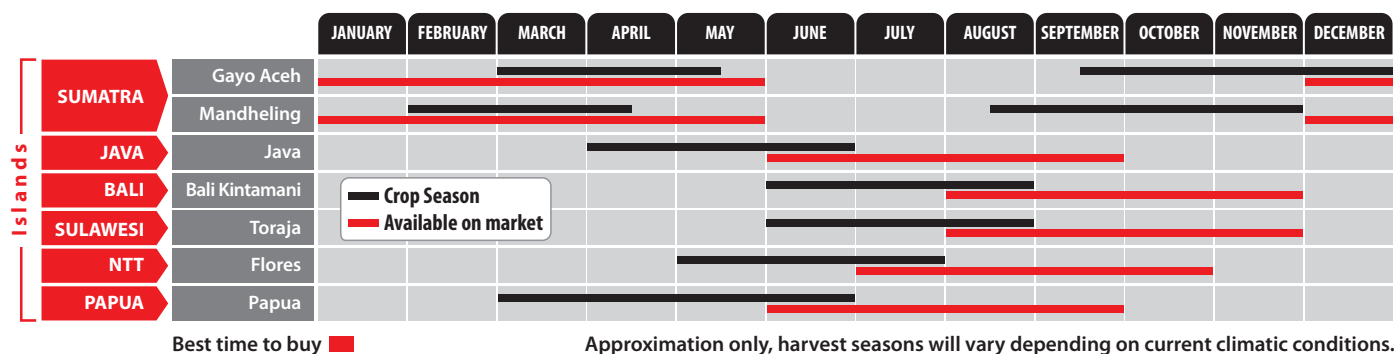
Farm → Quintino's → You



The Finest Speciality Coffees of Indonesia

In-Season Coffee

www.quintinos-coffee.com



In-Season Coffee

developed in Indonesia by Quintino's

Quintino's®
Classic Italian Roast



- In-Season coffee is a new way for you to experience the best possible quality of Indonesian Single Origin Speciality Coffees.
- It comes down to roasting only fresh green beans that we source at the peak of their seasons.

- From our roastery in Java, we source our coffee directly from plantation areas around the Archipelago, then roast and pack it fresh.
- Each of our Single Origins is only available for sale for around 4 months, from the end of their harvest seasons. This limits the range of single origins we offer through the year, to only those "in-season".

Beans fresh from the farm - Roasted fresh - Special Qfresh packaging
"In-Season coffee"

Our new "In-Season" coffee concept applies ONLY to our specially marked Single Origin 250 g coffee packs. Our blends and other coffees are not affected.



Probably

THE WORLD'S FINEST ARABICA COFFEE

*The finest beans of the Indonesian Highlands:
Italian Roasting Passion*

"Coffee perfection... 300 years in the making"



Our Signature Blend

► *Sumatran mellow*

We combine two premium beans from Sumatran highland estates to create a unique coffee that can be enjoyed any time of day.

Sumatran mellow is a soft full-bodied coffee with a clean aftertaste and slightly spicy background.

Our Espresso

► *Archipelago Espresso*

For lovers of a smooth lingering espresso, Quintino's presents our Archipelago Espresso. This is the espresso to finish off that great meal, to accompany the perfect glass of wine and cigar, a coffee with a creamy rich aftertaste. Archipelago is roasted from a selection of coffees; Indonesian triple pick grade Arabica, a little South American Columbian and a touch of special Robusta.

Our Archipelago Blend is a smooth espresso roast.

Expect a full body and creamy texture with a bittersweet lingering caramel aftertaste.

Single Origins

► *Bali Kintamani*

From the highlands of the beautiful isle of Bali comes our Bali Kintamani Arabica. Kintamani is unique among the Indonesian Arabicas because of its mild intensity of flavour, medium acidity and fruity character.

Bali Kintamani Arabica is a bright floral coffee with fruity features and a clean, bright and lively taste.

► *Flores*

From the remote eastern end of the Indonesian Archipelago, Quintino's proudly presents our Special Estate Flores Arabica. Flores Arabica is a coffee bean that was meant to go to the dark side. This bean, when roasted dark, has a wonderful syrupy body with hints of chocolate. Ideal for espressos.

Flores Arabica is a low acid, full-bodied coffee with an intense flavour. It is sweet and a little spicy with a nutty caramel aftertaste.

► *Toraja*

Quintino's presents our unique light roast of the famous Toraja coffee bean from the beautiful mountains of the remote isle of Sulawesi. Think Toraja, think a deep coffee. Renowned for its syrupy body, intense flavour and earthy tones, we have sourced one of the cleanest tastings for you here.

Toraja coffee is characterised by a heavy body, low acidity and an intense earthy flavour. Look for a chocolatey aftertaste with a hint of spice.

► *Java Gold*

For the coffee traditionalist, Quintino's proudly presents Java Gold. Java coffee has for centuries been known along with its African partner as the Mocha-Java blend. Why not experience the distinctive strong flavour of a Java coffee in its original pure form.

Java Gold has a low acidity and a strong body. A full flavored coffee with the slight earthy tones & woody notes of a traditional Java Arabica.



Probably

THE WORLD'S FINEST

The finest beans of the
Italian Roast

Single Origins

► **Mandheling - Lake Toba**

Quintino's proudly presents its Lake Toba private estate coffee, roasted in Quintino's light style.

One of the most amazing views in the world is Sumatra's Lake Toba in the morning. The volcanic soils surrounding this historic high altitude lake yields a unique & delightfully soft Mandheling.

Lake Toba is a soft velvety Mandheling with citrusy notes, a slightly bitter chocolate end and a clean finish.

► **Mandheling - Rainforest Alliance Certified**

Quintino's proudly presents 100% Rainforest Alliance Certified Mandheling Coffee, roasted in Quintino's unique light style. Our friends at the Yudi Putra Coffee Co-op supply us from their Certified Estates in the Lake Toba district of Sumatra.

Our Rainforest Alliance Certified Mandheling is a clean coffee with citrusy notes and a slightly earthy full-bodied tone.

► **Gayo Mountain - Aceh**

Quintino's proudly presents our Gayo Arabica from the highlands of the remote province of Aceh.

We source and roast organic beans for our Gayo. Expect a powerful coffee from what some would call the king of Sumatran Arabicas. Roasted in Quintino's light style.

Gayo is an intense coffee with a strong body and flavour to match. It is low in acidity with earthy tones and a bittersweet spicy chocolate end.



Why would an Italian come to Java to roast his coffee?

Arguably the finest Arabica coffee in the world still comes from the mountain plantations of the Indonesian Archipelago. Our close proximity to these estates allows us access to the finest beans of the harvest season.

"Great coffee needs great beans"

ST ARABICA COFFEE

*Indonesian Highlands:
ting Passion*

Single Origin Specialities when available

► **Luwak - genuine certified**

'Luwak' Coffee is known as the rarest and most expensive coffee in the world. It is definitely unique and only available in very limited quantities from plantations on the isles of Java, Sumatra and Sulawesi along the Indonesian Archipelago. The coffee is so unique because

the beans pass through the digestive tract of the Luwak cat (Civet) which lives naturally in the forests surrounding the coffee plantations. During the digestive process, enzymes act on the beans to soften the acidity and reduce the earthy tones while building the body and the deep unique flavour of the coffee beans.

► **Papua**

The Papua coffee growing region is one of the most remote and purest places in the world.

The coffee grows wild at high altitudes and is naturally protected by the rainforest canopy.

The beans are collected and carried out along long trails where they are sold in small volumes by local traders. Definitely a rare and very difficult bean to source. Expect an ultra soft, smooth, winery coffee. Papua is arguably one of the best coffees of the world.

→ *"roasted in Djava"*

What makes us revolutionary?

3

Qbags

“Because great coffee doesn’t happen in an instant”

Qbags are Quintino's innovative contribution to enjoying great coffee. Filled with pure speciality grade Arabica coffee, these single serve bags brew a fresh cup every time. Just open the bag, hook it on to a cup, and pour freshly boiled water through the filter.

Qbags are a true niche market product, providing real coffee taste and aroma with real convenience. Ideal for those who are looking to enjoy a single quality cup of coffee.

Qbags are about returning the coffee break to more traditional roots. Enjoying the act of coffee brewing itself and a simple perfectly brewed filter coffee.

Qbags are ideal for use in the home, travelling, hotel guest rooms, offices, camping.

You can carry a Qbag and make a real coffee, **anywhere & anytime.**

Quintino's started developing Qbags some 8 years ago from a Japanese concept which we changed around. Improving the functionality, shelf life and coffee quality to come up with Qbags. We have been selling them for the since 2008, and have slowly built up a regular following.

No gadgets, instant sachets or messy cleanups. Just you, your Qbags and the aroma of a freshly brewed coffee.

- **Pure Grade 1 Arabica coffee**
- **Hygienic individual sachets**
- **Fun and convenient to use**
- **Disposable -no machine, no mess**
- **Easy to carry and pack**

“a fresh brewed cup of real coffee.... everytime”

Quintino's®
Classic Italian Roast

INNOVATION
www.quintinos-coffee.com



Retail Q-bag packs

Individual Q-bag sachets

“Real Coffee - Real Convenience”

What makes us revolutionary?

4

The logo for Qfresh, featuring the word "Qfresh" in a white, elegant script font on a solid red rectangular background.

Worlds most advanced coffee freshness system

Why is Qfresh such an important advantage and a revolution in the premium coffee market?

It protects and maintains the taste of fresh roasted coffee for more than 12 months in tough storage conditions.

- The additional shelf life makes premium 250g coffee packs economical to export for the first time.
 - Protection against the effects of staling in tough variable climatic and storage conditions.
 - Advantage for the distributor is easier distribution and improved profits with extended fresh shelf life.
- Stabilises the coffee flavor over the period of the shelf life.
 - No more searching for the freshest coffee on the shelf.
 - Happy customers, as it improves the consistency of the coffee flavor over the shelf life of the pack.
- With Qfresh, for year 2012, Quintino's returns from Jakarta supermarkets for all reasons were less than 0.8%

Background Information on Coffee Freshness

While coffee does not go "bad" or unsafe to drink, in storage it does develop a stale taste. The effects of oxygen, moisture, temperature and light causes the oils in the coffee and hence the flavor to deteriorate and a flat bitter sweet stale taste to develop.

Due to extra surface area, ground coffee stales much more rapidly than whole beans. Hence most coffee lovers prefer to buy their premium coffee from a local roaster in bean form and grind it at home as needed or buy freshly ground at the retail outlet. When buying packaged coffee in a supermarket, most of these customers will check the roast date on the packet to ensure they are buying the freshest possible coffee.

The problem with packaging coffee is that after roasting coffee continues to evolve CO₂ for two weeks or so after roasting. This needs to be released prior to sealing in a pack. The coffee is left to rest for a few days, a process known as de-gassing. Too long and the atmospheric moisture and oxygen cause staling.

Up till now, ground coffee has been primarily packaged in three ways;

- 1 - Fresh roasted coffee from a local roaster in a simple paper bag. Coffee is consumed within a week or so before staling affects flavor.
- 2 - Vacuum packed ground coffee. Most commercial exported coffee is packed this way. Vacuum packing prevents staling, but it needs a long degassing period and the vacuum packaging not only extracts all the air but also the fine aromatic flavors and aromas too.
- 3 - Sealed foil one-way valve packs is how most premium coffees are packed today. A one-way valve allows in the foil bag allows the CO₂ to escape while preventing O₂ coming in. However with climatic temperature and pressure changes small leakage occurs through the valve. Typical shelf life with stable temperature conditions is 6 months for ground coffee and 8 months for beans, before stale tastes begin. This time period is substantially decreased in humid conditions or when temperatures vary widely, such as container shipping.
- 4 - Now there is Qfresh freshness protection and stability for 12+ months.

The logo for Quintino's, featuring the word "Quintino's" in a large, white, elegant script font, with "Classic Italian Roast" in a smaller, white, sans-serif font below it, all on a red background.

INNOVATION
www.quintinos-coffee.com

“a revolution in the worlds premium coffee market”

Need to store your coffee for months in tough conditions?

Qfresh protects its freshness & aroma

All Quintino's coffees are roasted fresh and supplied with our exclusive Qfresh coffee freshness system. Even after months of storage and transport, Qfresh ensures that the fine flavor and aroma of your coffee is there when you open the pack.

Combining 4 Technologies



1 kg pack



250 g pack

One-Way Valve from USA. 1

Ultra High Quality Extra Thick 3 Layer Aluminium Foil Bags. 2

Fitted with an Oxygen / CO₂ Absorber Sachet.*** 3

Our methods of roasting and packing were developed over 2 years to optimize the performance of Qfresh. 4

BENEFITS:

✓ **FRESHNESS PROTECTION**
from the effects of staling** for 12+ months*

✓ **CONSISTENT FLAVOR & AROMA**

Qfresh

A Revolution in Coffee Packaging

* Qfresh is only effective while the pack remains sealed.

** Staling, or "going stale" is a process where the aromatic components that make coffee taste special degrade and change when stored for long periods of time. Some of the fine aromas and flavors are lost and poor tasting flat and harsh flavors develop.

*** Qfresh is not vacuum packing. It uses absorber sachets to absorb only the gases that cause coffee to taste stale, meanwhile keeping the flavor and aroma of your coffee locked inside the bag.

Absorber sachets are an established Japanese technology that has been in use in the food industry many years.



Growth Strategy

The primary growth in the world coffee industry has come from increasing consumer demand for premium quality Arabica coffee. This trend has been underpinned by institutions like Starbucks with the trend of growing consumer knowledge of, and appreciation for, coffee quality. At the same time there has been a flood on most markets of roasters offering premium coffees and specialities.

As consumers seek a better coffee experience, our business growth strategy is to fill the gap by serving a consistent better tasting coffee to build our credibility with customers. At the same time offering a honest better experience by sharing our coffee knowledge, innovations and our unique product line.

Quintino's competes on quality at an international level with the best in the world. With our Roasting at Origin concept, our innovations, and our established home base in Java, we have a substantial **sustainable competitive advantage**. Indonesia itself also offers a number of advantages to manufacturing.

Other companies can copy parts of what we do, but copying the complete Quintino's package would be tough.

Our growth is planned in the same way as our development, carefully and step by step, adding production capacity as needed and in a sustainable way. We plan to introduce our products into a limited number of boutique premium retail outlets in key international markets as a beginning. With the appointment of motivated distributors using product sampling, beautiful point-of-sale displays, promotional gift packs and coffee accessories, our plan is to organically grow each market. Using our technical innovations to assist our growth with efficient distribution and retail presence.

Our key target is retail supermarkets. Beginning as an impulse buy, our aim is to find our way onto the weekly shopping list of informed coffee lovers who are prepared to pay slightly more for a quality experience. This is how we developed our niche premium market position the Jakarta.



Products

Quintino's product range specialises in roasting the finest Indonesian

- Indonesian Speciality Single Origin Coffees and Blends.

We use only the highest quality coffee beans. The natural flavor of our great beans is our key feature. We do not permit the addition of any roasting or flavor enhancers.



- Certified Coffee: By the unique nature of our coffee buying, the origin of most of the coffees we sell is self-certified. Quintino's is a supporter in Indonesia of the Rainforest Alliance Certification (RFA).

- Roasted retail coffee: Quintino's manufactures packaged roasted filter-grind and whole-bean coffee for retail shelves in 250 grams bags or in 1 kilogram food-service packs. Our coffee is almost exclusively speciality grade Arabica. A variety of popular specialty single origin coffees are produced, along with seasonal limited edition coffees for promotions. The two flagships of our range are our

blends - a dark espresso roast "Archipelago" and a light roasted soft and lively "Sumatran mellow".

- Q-bags: The Quintino's "Q-bag" coffee bag, brews a single cup of fresh full flavoured real coffee with convenience. A *real coffee alternative to instant coffee*, while keeping the aroma and ceremony of coffee brewing.

- Qfresh: Returns from supermarkets were less than 1% for 2012, thanks to Qfresh and its protection from the effects staling. Qfresh offers significant advantage to retailers, cafes and the customers.

- Kopi Lima Coffee Carts.

- Quintino's coffee accessories: knock boxes, tampers, POS items.

- Coffee machines - Elektra, WMF, Mazzer, Jura.

- Quintino's Cafe Set Up and Training Package: the Indonesian Speciality coffee experience.



Marketing and Distribution

Quintino's is positioned as a niche market premium coffee and a lifestyle brand. Our hope is to win the hearts of customers with a passion for coffee and become their brand of choice.

"Quintino's coffee is never cheap but great value for the quality."

- Our target market is the die-hard coffee lover and high-end consumer who can afford a slightly more expensive weekly coffee purchase. We also aim to appeal to women. In Jakarta these customers are our strength. Our product range caters to the ideal weekly shopper of supermarket chains, and hence should attract good store position.

Quintino's engages a number of marketing strategies to promote its brand image.

- We feature clean sleek minimalist designs for our packaging, point-of-sale items and branded coffee accessories.

- Through our sales and promotion teams, website and brochures we provide information to our customers on how our coffee is grown, processed and roasted. By providing inside coffee knowledge we aim to build a more personal relationship with customers.

- In-store taste testing of our coffee to showcase its quality is our primary method to win over customers. Kopi Lima coffee carts and co-brand with selected premium cafes allows us to sell cups of great tasting coffee and promote our brand.

- Leverage our unique innovations. Qfresh offers significant financial advantages for distributors and real quality advantages for customers by extending fresh shelf life of our coffee. Qfresh enables the successful export of packaged premium coffee. Qbags offer a new niche product concept that ideally suits a percentage of consumers.

Continue to provide new coffees and coffee concepts such as Qbags to engage and maintain the interest of consumers.

- In key markets, Quintino's will be appointing small but motivated distributors who already possess a range of premium boutique food product lines.

- Quintino's has been selling in Indonesia for over 5 years. Already supplying 40 plus supermarkets including Lotte, Carrefour and Hero (Dairy Farm) amongst others in Jakarta area. Quintino's also successfully supplies and supports a growing number of high-end cafes and foodservice. All against competitors such as Illy, Lavazza, Segafredo, Coffex and low priced local brands. This experience we will leverage in export markets.

Promotional Items and Coffee Accessories



Kopi Lima
Powered by Quintino's



Cups & Saucers



Tamper & Knock Box



Special Design Gift Box



Display Stands



Cafe Set-up and Coffee Standards
-The Indonesian coffee experience

Coffee Machine & Accessories

ELEKTRA[®]
ITALIAN ESPRESSO COFFEE MACHINES





The Winner Award
Indonesia

2012
Best Quality Product
of the Year



Indonesian Speciality Coffee by Quintino's EXHIBITOR

HOST 2011 EXPO
Milan, Italy

fieramilano
21-25 October
2011
Milan - Italy



INTERNATIONAL
EXHIBITION OF
THE HOSPITALITY
INDUSTRY

PT. *Quintino's*
Djava
Coffee Section, Hall 18 - L95



*"To (Quintino's)
my Indonesian friends...
with the italian heart!!"*

*Luca Ramoni
Accademia Italiana Maestra Del Cafe
Host Expo 2011 Milan*

www.quintinos-coffee.com



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Innovations by Quintino's

Qbags

Qfresh

In-Season Coffee

Kopi Lima
Powered by Quintino's

Quintino's®
Classic Italian Roast

Roasted in Java



PT. *Quintino's* Djava



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Lake Toba North Sumatra



Parchment Coffee drying Bail Kintamani



Lake Toba Sunset



Some of the Crew



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