



AMU

Coffee & Tea

Coffee Philosophy

The story of coffee in Indonesia begins when the first Arabica coffee beans arrived in this land in 1696, sent by the Dutch Governor from India to Batavia, which is now Jakarta. Unfortunately, these first beans did not thrive due to a flood that struck Batavia. However, the second batch of beans sent in 1699 flourished.

In the following years, the development of coffee in Indonesia became highly significant. In 1711, the first coffee export from Java to Europe was conducted by the Dutch trading company, the VOC (Dutch East India Company). Over the ensuing decades, coffee exports continued to grow, making Indonesia one of the few places outside of Africa and Arabia where Arabica coffee was extensively cultivated.

However, this also marked the beginning of a monopolistic era that disadvantaged Indonesian farmers. The VOC controlled the coffee trade from 1725 to 1780. While coffee trade was highly profitable for the VOC, Indonesian farmers suffered as they were forced to cultivate coffee, and the commodity's prices were set too low.

After Indonesia gained independence, coffee plantations in Java were nationalized, and new varieties of Arabica coffee were introduced in the 1950s. These varieties were later adopted by small-scale companies through government programs or community development programs. Today, Indonesian coffee is renowned worldwide for its distinctive flavors, and the country has become one of the leading coffee producers, known for its high-quality Arabica and robusta coffee. The history of coffee in Indonesia is a long journey that reflects changing times, colonization, the development of the coffee industry, and the role of coffee in the culture and economy of the country.

Empowering Community & Bringing The Truest Indonesian Coffee to The World



Developing origins by implementing **sustainable, transparent & traceable coffee** through **agroforestry & best practice in post-harvest technology**



Opening-up more **processing units** in Indonesia by partnering with the **local communities** and enhancing their **production capability**



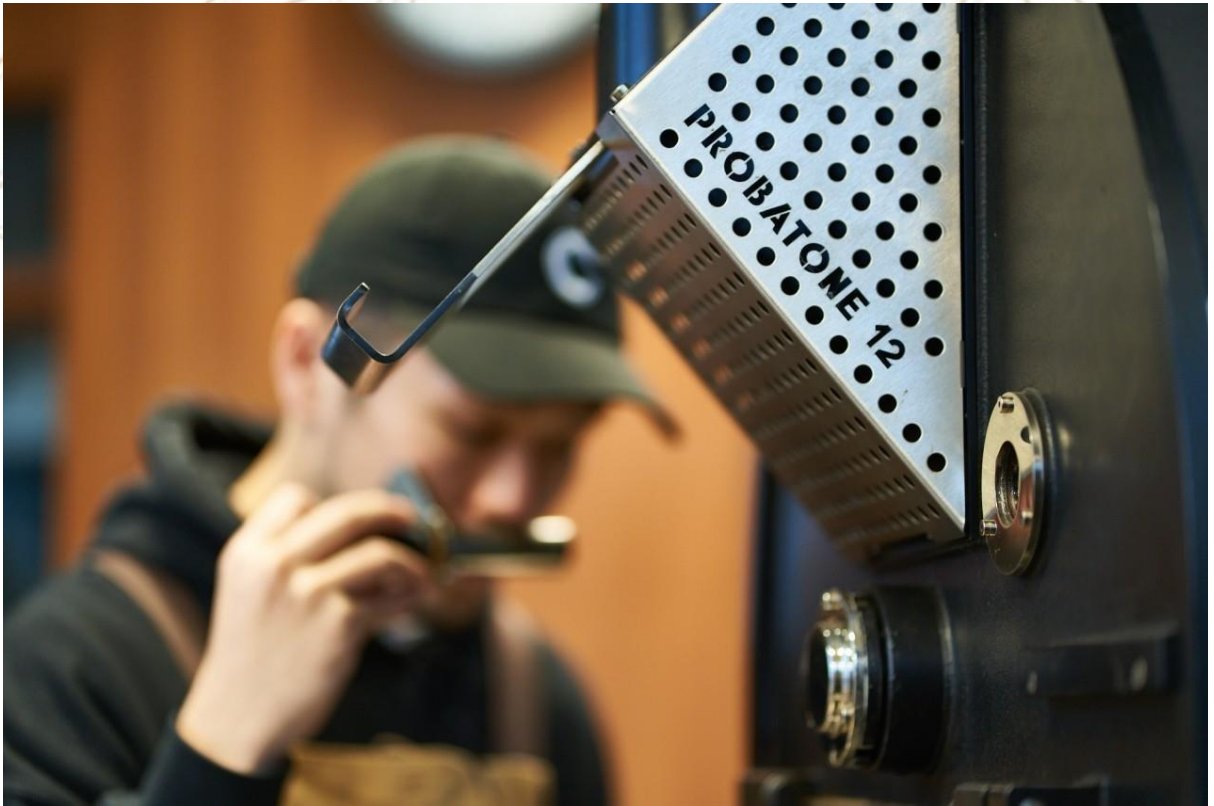
Going global and representing Indonesia through **high-quality, meaningful and sustainable coffee**

Filling the Gap of Indonesian Coffee Production Towards Global Specialty Coffee Trends



We believe that coffee can not ever be separated from the people who produce it. Always seek for **new potential in new origins and innovative post harvest process** to expand our product lines.

We are a strong believer that **sustainability** are closely related to **cultural approach, also in coffee production techniques & methods**



CONSISTENTLY HIGH COFFEE QUALITY

Thermocouples for recording machine- and process-related data enable optimum control over the roasting process for constant and reproducible roasting results.



FLEXIBILITY

The extended batch size range and individually controllable frequency converters ensure maximum flexibility in the aroma development of different coffee types. The adjustable cooling sieve outlet (P05 and P12) allows a flexible installation.



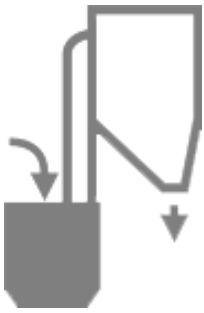
EFFICIENCY

The simultaneous roasting and cooling process shortens cycle times. The optimized thermal insulation ensures particular energy efficiency.



INDIVIDUALITY

The traditional look can be individually rounded off according to personal preference by adapting the color of the roasting machine body, the hood as well as different front design.



PROBAT destoners reliably remove foreign objects with a higher specific weight than roasted coffee, such as stones, glass or metal pieces. This reduces the risk of mechanical damage to downstream processing units, such as grinders, and increases the quality of the final product. To separate heavier foreign particles from the roasted coffee, a fan draws air through the destoner into the collection bin. If the airflow is adjusted correctly, only the roasted coffee is drawn in.



Coffee Beans is designed to elevate the quality and efficiency of coffee bean processing. This innovative machine is engineered to meticulously sort both green and roasted coffee beans with high sorting accuracy



Coffee Bean Roast Levels



RAW



LIGHT



MEDIUM



DARK

| ROAST | Light | Medium | Dark |
|------------|----------------------------------|--|---|
| COLOUR | Tan/Light Brown | Brown | Dark Brown to Black |
| SURFACE | Dry | Dry | Shiny |
| ACIDITY | Higher acidity | Lower acidity | Low acidity |
| FLAVOUR | Keeps all origin characteristics | Some roast flavour with origin characteristics | More bitter, distinct aromas with little original characteristics |
| SHELF LIFE | Longest | Goldilocks | Shortest |
| GRIND | Softer | Medium | Brittle |
| CAFFEINE | Same | Same | Same |



EXPORT

How We Sell Our Product

Coffee
Product



Beans



Grinding

Roast
Level



Green



*Light
Roast*



*Medium
Roast*



*Dark
Roast*

Retail
Pouch



250g



500g



1000g

Export



30 Kg

Product & Price List



AMU COFFEE
Coffee with Heart

- Warehouse -
Jalan Kegembiraan IV Block 06 no 19
081297951951
CS@amucoffee.com
Validity: 27 November 2023

| No | ROASTING BEANS | Harga Jual | Price (\$) | Berat | Composition | | Roasting | Aroma | Acidity |
|----|-------------------------------------|------------|------------|-------|-------------|---------|-------------|-------------|---------|
| | | | | | Arabica | Robusta | Level | | |
| 1 | Espresso Bold Blend | Rp35.000 | \$ 2,23 | 200g | Special Mix | | Dark | Low | Low |
| 2 | Paris Magic Blend | Rp40.000 | \$ 2,55 | 200g | | 100% | Medium Dark | Strong | Lower |
| 3 | Tokyo Drift Blend | Rp60.000 | \$ 3,82 | 200g | 100% | | Medium Dark | Strong | Lower |
| 4 | Sidakalang (Super) | Rp30.000 | \$ 1,91 | 250g | | | Medium Dark | Strong | Lower |
| 5 | Medan | Rp35.000 | \$ 2,23 | 250g | | | Special Mix | Strong | Lower |
| 6 | Robusta | Rp40.000 | \$ 2,55 | 250g | 90% | 10% | Dark | Low | Low |
| 7 | Sidakalang Robusta (Premium) | Rp40.000 | \$ 2,55 | 250g | 100% | | Medium Dark | Strong | Lower |
| 8 | Gayo (super) | Rp75.000 | \$ 4,78 | 250g | 100% | | Medium Dark | Strong | Lower |
| 9 | New York Gold Blend | Rp45.000 | \$ 2,87 | 200g | 100% | | Medium Dark | Strong | Lower |
| 10 | Italy Super Crema Blend | Rp50.000 | \$ 3,18 | 250g | | | Medium Dark | Strong | Lower |
| 11 | Sidakalang Arabica (Premium) | Rp75.000 | \$ 4,78 | 250g | 100% | | Medium Dark | Strong | Lower |
| 12 | Lintong | Rp75.000 | \$ 4,78 | 250g | 100% | | Medium Dark | Strong | Lower |
| 13 | Gayo (Arabica Premium) | Rp72.000 | \$ 4,59 | 250g | 100% | | Medium Dark | Strong | Lower |
| 14 | Toraja (Marinding) | Rp90.000 | \$ 5,73 | 250g | 100% | | Medium Dark | Strong | Lower |
| 15 | King Mandheling | Rp90.000 | \$ 5,73 | 250g | | | Medium Dark | Strong | Lower |
| 16 | Flores | Rp90.000 | \$ 5,73 | 250g | 100% | | Medium Dark | Strong | Lower |
| 17 | Red Cheery Gayo | Rp90.000 | \$ 5,73 | 250g | | 100% | Dark | Low | Low |
| 18 | Gayo (Natural) | Rp120.000 | \$ 7,64 | 250g | 100% | | Medium Dark | Strong | Lower |
| 19 | Mandheling Bintang | Rp125.000 | \$ 7,96 | 250g | 100% | | Medium Dark | Strong | Lower |
| 20 | Kopi Jantan (Peabery) | Rp95.000 | \$ 6,05 | 250g | 100% | | Low | Very Strong | Medium |
| 21 | Toraja (Sapan) | Rp125.000 | \$ 7,96 | 250g | 30% | 70% | Dark | Low | Low |
| 22 | King Jantan (Peaberry + Mandheling) | Rp125.000 | \$ 7,96 | 250g | 50% | 50% | Dark | Low | Low |
| 23 | Gayo (Winner) | Rp125.000 | \$ 7,96 | 250g | 70% | 30% | Dark | Low | Low |
| 24 | Papua | Rp135.000 | \$ 8,60 | 250g | 100% | | Dark | Low | Low |
| 25 | Luwak | Rp110.000 | \$ 7,01 | 100g | 100% | | Medium Dark | Strong | Lower |

International Price List Detail

- Prices are not binding. Prices will change according to market prices and the dollar exchange rate
- Above offer list are based on FOB Jakarta price
- Above prices are based on minimum quantity of 100kg
- Above quality standard are based on Specialty Coffee Quality: 0% Primary Defect, <5% Secondary Defects.
- Standard packaging per bag: jute bag and grainpro.
- Price will be determined by quantity, quality, and lead time. Discussed and confirmed with customer.
- For other requests (i.e other coffee aside from the list above, packaging, and special handling), please contact us.

"In every sip, a world of flavor. Taste the extraordinary in every cup. Join the coffee journey – explore our offerings and bring home bliss."

Product & Price List



AMU COFFEE
Coffee with Heart

- Warehouse -

Jalan Kegembiraan IV Block
+6281297951951

CS@amucoffee.com

Validity: 27 November 2023

| No | GREENBEANS | Net Weight | USD (FOB) |
|------------------|--|------------|------------|
| Speciality Grade | | | |
| 1 | King Jantan / Peabery Wash Arabica (Grain Pro) | 1 | 13,674 |
| 2 | Kpi Luwak Arabica (Grain Pro) | 1 | 31,8 |
| 3 | Mandheling Wash (Grain Pro) | 1 | 10,918 |
| 4 | Gayo Honey Arabica (Grain Pro) | 1 | 13,674 |
| 5 | Gayo Natural (Grain Pro) | 1 | 13,674 |
| Commercial Grade | | | |
| 1 | Gayo, lintong, Mandheling moist 13% | 1000 | 7900 |
| 2 | Gayo, lintong, Mandheling moist 12% | 1000 | 8000 |
| 3 | Grain pro | | +110 / Ton |
| 4 | Triple Pick | | +215 / Ton |

International Price List Detail :

- 1 Prices are not binding. Prices will change according to market prices and the dollar exchange rate
- 2 Above offer list are based on FOB Jakarta price
- 3 Above prices are based on minimum quantity of 1 tons
- 4 Above quality standard are based on Specialty Coffee Quality: 0% Primary Defect, <5% Secondary
- 5 Standard packaging per bag: jute bag and grainpro.
- 6 Price will be determined by quantity, quality, and lead time. Discussed and confirmed with
- 7 For other requests (i.e other coffee aside from the list above, packaging, and special handling),

Product & Price List



AMU TEA

- Warehouse -
 Jalan Kegembiraan IV Blok 06 no 19
 081297951951
 CS@amucoffee.com
 Validity: 12 Desember 2023

| No | Kode | Grade | Peringkat | Harga Modal | Bah Butong | Tobasari | Weight |
|----|---------|---------|--|---|------------|----------|--------|
| 1 | AMU-T1 | Grade 1 | BOP.I (Broken Orange Pekoe.I) | The particles are short, slightly small, black, twisted, slightly curly, mainly from young leaves, containing a little twisted leaf bones, a little tips or no tip. | \$ 1,97 | \$ 1,98 | 1000 g |
| 2 | AMU-T2 | Grade 1 | BOP (Broken Orange Pekoe) | The particles are short, slightly small, black, twisted, slightly curly, mainly from young leaves, containing a little twisted leaf bones, very few tips or no tip. | \$ 1,62 | \$ 1,65 | 1001 g |
| 3 | AMU-T3 | Grade 1 | BOP.F (Broken Orange Pekoe.Fanning) | The particles are short, smaller, black, twisted slightly curly, contain a lot of tips | \$ 1,44 | \$ 1,44 | 1002 g |
| 4 | AMU-T4 | Grade 1 | BP (Broken Pekoe) | The particles are short, straight up from the stalks and young leaves that do not peel off, black and reddish in color | \$ 3,30 | \$ 3,30 | 1003 g |
| 5 | AMU-T5 | Grade 1 | BT (Broken Tea) | The particles are rather flat and not well twisted, blackish in color. | \$ 1,45 | \$ 1,51 | 1004 g |
| 6 | AMU-T6 | Grade 1 | PF (Pekoe Fanning) | The particles are short, twisted black slightly curly, but larger than Fannings | \$ 1,49 | \$ 1,49 | 1005 g |
| 7 | AMU-T7 | Grade 1 | D.I (Dust.I) | The particles are small, "Grainy" and black in color | \$ 2,38 | \$ 1,78 | 1006 g |
| 8 | AMU-T8 | Grade 2 | PF.II (Pekoe Fanning.II) | The particles are short, rather small, black, twisted, slightly curly, but contain more fiber | \$ 1,39 | \$ 1,38 | 1007 g |
| 9 | AMU-T9 | Grade 2 | D.II (Dust.II) | The particles are very small, contain lots of fiber and are reddish in color | \$ 1,77 | \$ 1,65 | 1008 g |
| 10 | AMU-T10 | Grade 2 | D.III (Dust.III) | The particles are very small, contain more fiber and are reddish in color | \$ 1,80 | \$ 1,77 | 1009 g |
| 11 | AMU-T11 | Grade 2 | DUST IV | The particles are very small, contain more fiber, reddish and slightly sandy | \$ 1,58 | \$ 1,58 | 1010 g |
| 12 | AMU-T12 | Grade 2 | FANN-II | The particles are short and small, reddish and contain lots of fiber | \$ 1,24 | \$ 1,19 | 1011 g |
| 13 | AMU-T13 | Grade 3 | BM | A mixture of 2 or more grades of coarse powder tea (Broken Grades) | \$ 0,86 | \$ 0,86 | 1012 g |

*Catatan/Notes :

- Incoterm : FCA CY for export transaction
- Incoterm : Loco Gudang Belawan untuk transaksi lokal
- Harga belum termasuk PPN 11% (Lokal)
- Harga dapat berubah sewaktu-waktu/ price might change based on week
- Term of Payment : Cash Before Delivery
- Preparation Time maximum 2 Weeks after payment
- Kebun Sidamanik, Bah Butong dan Tobasari dengan ketinggian 800-1.100 meter di atas permukaan laut, dengan luas areal 6.373,29 ha.
- Production Capacity 55 ton/days

