

Ditjen PEN/MJL/70/III/2021

March 2021

# Indonesian COFFEE

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# EDITOR DESK

Dear Valued Readers,

Coffee is an important beverage for most people around the world. Not only because of the goodness of drinking coffee but also because of its economic value for coffee producer country (such as Indonesia). Coffee beverage is made from the roasted beans of the coffee plant (a flower plant of the family Rubiaceae), being called "the second most legally traded commodity" in human history. Indonesia is one of the largest coffee producer and exporter countries in the world. Most of its production is robusta variety. In agricultural commodities, coffee has become the fourth largest foreign exchange earner for Indonesia after palm oil, rubber and cocoa.

Indonesia is the fourth largest country as coffee bean producer after Brazil, Vietnam and Colombia. It makes Indonesia to have more advantage in production volume compared to other countries. Relevant ministries together with farmers plan to expand coffee plantations in Indonesia by rejuvenating old plantations through an intensification program. Increasing the plantation area, Indonesia's coffee production in the next 10 years is targeted to reach between 900 thousand tons to 1,2 million tons per year.

Although Indonesia has 270 million people who are also coffee consumers, 60-70% of Indonesia's coffee bean production is reported to be exported. It means that there is still a large capacity for export even though domestic consumption is also high. There are many types of Indonesian coffee origin which are unique and popular in the world because Indonesia has the most types of coffee origin, or so called single-origin.

There are many types of Indonesian coffee origin from various areas from Sumatra, Java, Bali, Flores to Papua. It has been proven that each type of coffee has a distinctive and unique taste. Specialty coffee from Indonesia that already popular in the global market are Mandailing and Toraja.

**Directorate General of National Export Development  
Ministry of Trade, The Republic of Indonesia**

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Advisor:

**DIRECTOR GENERAL  
OF NATIONAL EXPORT  
DEVELOPMENT**

Editor in Chief:

**DIRECTOR OF MARKET  
DEVELOPMENT AND  
EXPORT INFORMATION**

Managing Director:

**ASTRI PERMATASARI  
FAREL ANJAR RENATO PURBA**

Secretariat:

**DEWI OKTAVIA ASMARAWATY  
FATIMAH**

Writer:

**MOHAMMAD IRFAN AKBAR  
SHARON TARA SIMBOLON  
ARIEF PERMANA YUDHA**

**Directorate General of National  
Export Development  
MINISTRY OF TRADE OF  
REPUBLIC OF INDONESIA**

M.I. Ridwan Rais Road No. 5  
Central Jakarta - 10110



+62 21 385 8171



contact-pen@kemendag.go.id



Ditjen Pengembangan  
Ekspor Nasional



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## FEATURED PRODUCT



## COFFEE BECOME AN **UNSTOPPABLE** FORCE

Coffee is a very popular product in the world. Just imagine, coffee are the second largest export commodity in the world. Arabica and Robusta are two of the most demanded types of coffee in the global market. Around 70% of the world's

population are consumers of Arabica coffee which has a mild and aromatic taste. Meanwhile, the remaining 30% are robusta coffee consumers which has a bitter taste and 50% higher caffeine content than Arabica coffee.

There are two types of coffee products in the export market, namely green beans and roasted coffee beans. Each of those are categorized into decaffeinated or non-decaffeinated coffee beans. The data below illustrates that raw coffee beans dominate the export market. Moreover, about 98% of Indonesia's coffee exports are raw coffee beans.

Indonesia has exported coffee around USD 821,94 million (equivalent to 11 trillion Rupiah). This value decreased compared to 2016-2019 which was always above USD 1 Bn.



## Five globally popular coffees from Indonesia



**Indonesia has exported coffee around USD 821,94 million (equivalent to 11 trillion Rupiah). This value decreased compared to 2016-2019 which was always above USD 1 Bn. There has even been a decline of 23% in 2020.**

There has even been a decline of 23% in 2020. One of the factors is domestic coffee consumption, which always increases by 8 percent from year to year.

The most unfortunate thing is the low selling value of Indonesian coffee products which is only 2,921 USD per ton, most of which are low grade raw coffee beans. This indicates that Indonesian coffee must be exported that has higher added value.

There are three types of coffee that grew in Indonesia, namely arabica coffee beans, robusta

coffee beans, and liberica coffee beans. Indonesia's geographical location is very suitable for coffee plantations. Because it has microclimate which very suitable for coffee plant. Robusta coffee is a type of coffee that is widely produced. Lampung the main coffee warehouse in Indonesia. Although robusta coffee is not a typical coffee for Indonesia, this type of coffee has become an important export commodity for Indonesia.

# INFOGRAPHIC

Indonesia's coffee production is listed on top five of global producers. Government's role is highly appreciated to strengthen coffee industry.



## MARKET REVIEW

# Coffee Trade Performance

*Compared to other coffee producer countries such as Brazil and Vietnam, Indonesian loses in production volume, cost of production and certification. Brazil and Vietnam has become the first and second largest coffee producer in the world.*



Indonesia has a much lower production efficiency than competitors because 90% of Indonesia's coffee plantation is owned by small farmers. Indonesia was also behind in certification, especially for sustainability certification such as organic and fairtrade. With those factors, it is very clear why

Indonesian coffee loses to Brazil and Vietnam in the global market.

Indonesia's coffee production is the same as Vietnam's which is mostly Robusta coffee. While Brazil's coffee production is dominated by Arabica coffee. Mostly consumed

coffee especially in developed countries is mostly Arabica coffee. Moreover, Arabica coffee is believed to be coffee that can produce higher quality coffee.

However, Indonesian coffee have many advantages over Brazil and Vietnam coffee. First, Indonesia robusta coffee has higher quality than Vietnam robusta coffee. In fact, some Indonesian robusta coffee is able to get a higher price and considered to be specialty coffee. In addition, the quality of Indonesian Arabica coffee is able to compete with Brazil arabica coffee. However, the most important advantage is the many types of Indonesia coffee origin, each of which has its own peculiarities and uniqueness. It is the potential that coffee from Brazil, Vietnam, and other competitors does not have and Indonesia must be able to optimize it.

There is an increasing trend towards the fifth phase of global coffee consumption where consumers will focus more on the concept of high-quality artisan coffee produced on a small scale but with sustainable processes and adequate technology. However,

market conditions in Indonesia are still in the second phase, which is focus on well-known coffee cafe brands, such as Starbucks. Even today, there are also many popular coffee cafe brands from Indonesia, such as Kopi Kenangan, Kopi Janji Jiwa and many more. It indicates that domestic coffee consumption continues to rise. Indonesia needs to be more focus on specialty and sustainable coffee in the future to cope with global trends.

Specialty coffee is coffee beans which assessed by a certified Q-Grader so it is able to meet the criteria for a special class referring to the Specialty Coffee Association (SCA), from physical quality to taste quality. There are three grades in physical quality, specialty grade, premium grade, and exchange grade. For taste quality, coffee can be so called special if it gets a score above 80 in the cupping process.

There are some classification on taste quality, very good (80-84), excellent (85-89), and outstanding (90-100). The higher its score, consumer will also pay for more. Just imagine, special coffee can be sold up to 10 times or

more than regular coffee grade.

On the other hand, sustainable coffee is coffee beans that is produced with sustainable principles. Many coffee experts say that specialty coffee is also needed to follow sustainable principles. The most well-known sustainable processing standards for coffee products are Organic, Fairtrade, and the UTZ-Rainforest Alliance. If you have not been able to require this certification, it can be shown with stories or photos and videos about the coffee production

process which uses sustainable principle. It has been proven that sustainable coffee can be sold up to 3 times or more than regular coffee.

There are three important trends in specialty and sustainable coffee. It can be used by Indonesian exporters in their business strategy:

1. Prioritize the quality and uniqueness of coffee beans which are specifically produced from an area (called single-origin). Give detail explanation about coffee plantation area, the more coffee will get sold;
2. Creating a unique taste by blending a wide selection of single-origin coffee (from many regions). Indonesia has strong potential in this strategy because it has so many types of single-origin coffee;
3. Prioritize very high quality of coffee beans produced in small volumes, about 40 sacks per year. It is proved that the product is very limited, so the price will be higher.

In addition, sustainability also needs to be prioritized



***Exporting raw coffee beans is not recommended because it does not have a high added value. However, the government only recommends exporting raw coffee beans that have specialty and sustainable standards because they can have high value in the export market.***



for the success of coffee exports. Certification is not the only thing that matters in this trend. However, what is more important is communication about price transparency and the welfare of coffee farmers.

There are two types of coffee grown in Indonesia, namely robusta and arabica. Robusta is a type of coffee that is more resistant to hot climates, so it can be grown at lower altitudes, in contrast to Arabica coffee which demands higher altitudes, the temperature at location should be in the range of 14-240 Celsius. Based on the shape, robusta coffee beans are rounder and arabica beans tend to be more oval. There are also differences in the structure of the beans so the roasting process is not the same.

The United States and Germany are the two largest coffee importer countries which also have the largest export market potential for Indonesian coffee. However, Germany has greater export potential than the United States. This is due to the higher per capita import value and there is still 71,6% of untapped export potential worth 201 million USD (equivalent to 2.9 trillion Rupiah). Indonesia's untapped coffee export potential for the United States, which is only worth 1 million USD. It means Indonesia coffee has not been able to optimize its export potential to Germany.

The main destination for Indonesian coffee exports in 2020 were the United States, USD 202.45 million

with export share of 24.63, followed by Malaysia USD 62.84 million (7.65%), Japan USD 56.05 million (6.82%), and Egypt USD 55.04 million (6.7%). World coffee trade in 2019 was still dominated by Brazil, which was the largest exporter with a market share of 15.37% with value of USD 4.55 billion, followed by Switzerland USD 2.51 billion (8.47%), and Germany USD 2.38 Billion (8.02%). Indonesia was ranked ninth with a value of USD 883.12 million or has 2.98% share of the world market.

Meanwhile, the country with the highest demand in the world is the United States with a value of USD 5.84 billion or 18.95% of world coffee demand followed by Germany USD 3.23 billion (10.48%), France USD 2.73 (8.86%), Italy USD 1.62 billion (5.24%), and Japan USD 1.25 Billion (4.05%). In 2020, the province with the largest coffee export value in Indonesia was Lampung which has almost half of coffee exports share which was USD 366.98 million or 44.65%. On the second position was North Sumatra USD 221.99 million (27.01%), then East Java USD 113.97 million (13.87%), and Aceh USD 81.87 million. (9.96%). For





other, provinces are still below 1.78% of the total export of Indonesia coffee.

Indonesia's tropical climate provides its own advantages for coffee plant. Coffee is very suitable to be planted in tropical climates, precisely in north and south of the equator (23° North and 23° South). Coffee production in Indonesia is spread across regions, from Sabang to Merauke. Coffee has a distinctive taste in each area. Some types of coffee in Indonesia are famous in the world.

Exporting raw coffee beans is not recommended because it does not have a high added value. However, the government only recommends exporting raw coffee beans that have

specialty and sustainable standards because they can have high value in the export market. Processed coffee (roasted coffee) does produce added value, however, the roasted coffee in European countries and the United States has grown rapidly and is hard to beat, so they only need high-quality of raw coffee beans. If Indonesia focuses on the quality of coffee farming to produce beans with specialty and sustainable standards then you can imagine how much additional selling value of our coffee beans will be in the export market.

It is clear to all of us that Indonesian coffee has great potential in the export market. Actually, what Indonesian coffee exporters

need to do is continue to learn how to prepare specialty and sustainable coffee. Keep in mind, Indonesia coffee has to compete with coffee from other countries. Don't want to sell our coffee beans at low prices to buyers/importers. Don't forget that sustainability is another important factor besides quality. Focus on improving the welfare of farmers, communicate the profile of the farmers and where the coffee is produced. If exporters have an adequate financial, it is better to get an official certification. If these strategies are carried out seriously, Indonesia coffee can become number one in the world, and Indonesian coffee farmers will be more wealthy.

## EXTRA INSIGHT

# LAMPUNG: The Second Largest Coffee Producer Area in Indonesia

*This commodity is one of Lampung's superior products. Coffee in Lampung is currently able to contribute 44,65% of the national coffee productivity. In order for Lampung's coffee production to increase rapidly, farmers need to receive support in the form of a supply of coffee seeds*



between 50°20'-50°30' latitude and 105°28'-105°37' east longitude with an area of 192.96 km<sup>2</sup> with the following boundaries:

- North: Natar District, South Lampung Regency
- South: Padang Cermin District, Ketibung and Teluk Lampung, South Lampung Regency
- East: Tanjung Bintang District, South Lampung Regency
- West: Gedungtataan and Padang Cermin District, South Lampung Regency

Therefore, the government needs to collaborate with universities in Lampung to cultivate high quality coffee seeds. It is also important to increase the volume of Lampung coffee consumption. Indonesia consumers must appreciate the hard work of farmers by actively consuming local coffee. In Lampung, Friday has been declared as coffee day.

Bandar Lampung is the hub to enter Sumatra Island. The city which is located in the southwest of Sumatra Island, has a very advantageous geographical position. It is located at the tip of Sumatra Island, near to DKI Jakarta, which is the center of the country's economy.

Geographically, Bandar Lampung is located

The types of tourism that can be visited in Lampung are cultural tourism in several old villages in Sukau, Liwa, Kembahang, Batu Brak, Kenali, Ranau





and Krui in West Lampung. Beach attractions in Lampung are located in South Lampung, Pesawaran, Tanggamus, West Coast, and West Lampung.

Lampung has Way Kambas National Park located in East Lampung Regency. The main airport is "Radin Inten II" which is the new name of "Branti", located 28 km from the capital city via the state road to Kotabumi. There are also three pioneering airports, namely: Mohammad Taufik Kiemas Airport in Krui Pesisir Barat, Gatot Soebroto Airport in Way Kanan Regency, and

the Air Force Airport located in Menggala called Astra Ksetra.

There is Panjang Port which is an export-import port for Lampung and also Srengsem Port which is a port for coal distribution from South Sumatra to Java. About 92 kilometers to the south of Bandar Lampung, there is Bakauheni, which is a port city in Lampung. Located at the southern end of the Trans Sumatra Highway, the Bakauheni port connects Sumatra with Java via sea.

Hundreds of ferry trips from several operators sailed across the Sunda

Strait which connects Bakauheni with Merak Port in Banten, Java Island.

These ferries mainly serve land transportation crossing services such as inter-city passenger buses, freight trucks and private cars. The average duration of the trip between Bakauheni - Merak or vice versa with this ferry is around 2-3 hours.

Lampung main products:

- Banana Chips
- Fish Cake (Pempek)
- Marble industry
- Tempe and Tofu Industry
- rattan industry
- embroidery



# TARIFF

FOLLOWING ARE THE TRADE TARIFFS IMPOSED  
BY THE WORLD'S LARGEST IMPORTER COUNTRIES  
FOR COFFEE PRODUCTS (HS CODE: 090111)  
ORIGINATING FROM INDONESIA

No.	Country	MFN (%)	Ad Valorem Equivalent (%)
1	USA	0%	0%
2	Malaysia	0%	0%
3	Japan	0%	0%
4	Egypt	0%	0%
5	Germany	0%	0%
6	Spain	0%	0%
7	Belgium	0%	0%
8	Italy	0%	0%
9	England	0%	0%
10	Marocco	10%	10%

Wake up  
with a  
cup of  
Coffee

“

*He was my cream,  
and I was his  
coffee - And when  
you poured  
together, it  
was something.*

JOSEPHINE BAKER

## LIST OF COFFEE EXPORTERS

---

### 1. PT SARIMAKMUR TUNGGAL MANDIRI

Jl. Kompos No. 110A, Km. 12 Desa Pujimulyo Sunggal - Binjai, Medan  
 Tel. : (62-61) 8454291, 8454292, 8454293, 8456120  
 Fax. : (62-61) 8454294  
 Email : info@opal-coffee.com, ptsmtm@yahoo.com.au, srmakmur@indo.net.id,  
 spranoto@nusa.net.id  
 Website : www.opal-coffee.com

### 2. PT SUMATERA JAYA KOPI

Jl. Gagak Hitam Komplek Bumi Seroja Permai Blok D No. 35,  
 Kelurahan Sei Sekambing  
 Kecamatan Medan Sunggal, Medan  
 Tel. : (62-61) 80031764  
 Fax. : (62-61) 80030144  
 Email : sales@sumaterajayakopi.com, office@sumaterajayakopi.com,  
 susi@sumaterajayakopi.com  
 Website : www.sumaterajayakopi.com, www.sjkexport.com

### 3. PT SARI INCOFOOD CORPORATION

Jl. Bukit Barisan No. 3B, Medan  
 Tel. : (62-61) 4561016, 4561015, 4515531  
 Fax. : (62-61) 4524968, 4535842  
 Email : me22@sif.co.id, prdjkt@yahoo.com, anni.salim@yahoo.com,  
 me21@sif.co.id, sifmdn@indosat.net.id, me3@sif.co.id, sif\_jkt@yahoo.com,  
 sariincofood02@sariincofood.co.id  
 Website : http://sariincofood.co.id/

### 4. PT ANDALAN PESIK INTERNATIONAL

Jl. TB. Simatupang Kav. 20 Cilandak Timur, Pasar Minggu, Jakarta Selatan  
 Tel. : (62-21) 22785444  
 Fax. : (62-21) 22785444  
 Email : diah\_fal@yahoo.com, uri\_mabruri@yahoo.com  
 Website : www.kopikamu.com

### 5. PT JAVAPRIMA ABADI

Perum Jati Indah No. 92, Kudus  
 Tel. : (62-24) 76450888  
 Fax. : (62-24) 76450055  
 Email : info@kopiluwak.id  
 Website : http://www.kopiluwak.org

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**6. PT PUTRA BHINEKA PERKASA**

Jl. Pulau Moyo No. 5, Br. Ambengan - Pesanggaran, Denpasar

Tel. : (62-361) 720589

Fax. : (62-361) 720667

Email : putrabbp@indosat.net.id

Website : [www.kopibali.com](http://www.kopibali.com)

**7. PT RAJA PUTRA MANGGALA**

Jl. Binjai Km. 12 (Jl. Pembangunan No. 30 A), Medan

Tel. : (62-61) 8458420, HP : (62-811) 636822

Fax. : (62-61) 8455429

Email : [contact@rajaputramanggala.com](mailto:contact@rajaputramanggala.com)

Website : <http://www.rajaputramanggala.com/>





## PT SARIMAKMUR TUNGGAL MANDIRI

The company was established in 1995, starting with the vision of becoming Indonesia's leading company in commodity export business. Due to our full commitment to quality and customer's satisfaction as well as on time shipment as our top priority we have obtained a significant market share which we intent to

grow in the years to come.

Our main business focus is coffee but we also provide a wide range of spices such as Mace, Clove, Cassia, Pepper, Cocoa, etc. Our current market share includes countries such as, Japan, United States, Holland, Italy, Germany, England, Russia, Singapore,

Middle East Countries, Australia, and Even African Countries. The current production capacity of our facility is 5,000 tons of green coffee beans every month and our current annual export quantity is around 60,000 tons per year.

### PRODUCT



*Arabica Coffee*



*Robusta Coffee*



*Cup Test*



*Hand Picking*



*Green Coffee Bean with Gunny Bags and PP Bags*



*Machine Process*



## PT SUMATERA JAYA KOPI



CV Sumatera Jaya Kopi was founded in January 2009 to become PT Sumatera Jaya Kopi in 2013 sourcing, processing and exporting green

Mandheling Arabica coffee beans from the Gayo Highlands in Sumatra Indonesia. Headquartered in Medan, the group exports coffee from its

Cooperative Koperasi Pertanian (KOPTAN) from its processing facility in Tekengong.

SJK's warehouse, processing line and cupping lab in Aceh Takengon enables coffee production of the highest standard and ensure best and consistent quality with timely shipment for clients. Focused on the part of the supply chain that links thousands of coffee farmers to roasting, importing and trading clients worldwide.

SJK specializes from procurement, through wet milling, classification, transportation and risk management, to marketing processed coffees in target markets. Beyond conventional coffees SJK is adding more sustainable certifications for Specialty Coffees to reflect responsibility for local communities and environment.



## PT SARI INCOFOOD CORPORATION

PT Sari Incofood has been established since 1985 as a coffee beverage manufacturer company that brings out the potential of Sumatra island which is one of the best coffee beans producers in the world. PT Sari Incofood is a pioneer in instant coffee and pre-mixed coffee products that have been marketed evenly in the country, and now have been producing a

range of quality beverage products, specially developed by research and high precision, under strict quality control at every stage, to cater to the needs and preference of consumers taste.

PT Sari Incofood has also proven to be the pioneer of the largest instant coffee exporter in Indonesia, marketed to

more than 30 countries in the world, from neighboring Asia Pacific, Australia, New Zealand to Middle East, Africa, America and Europe. PT Sari Incofood markets its products for both end consumer and industry, all packaged with safety standards to keep the product quality in high standards.

### PRODUCT



#### **Indocafe Original Blend**

*Granulated Instant coffee, processed from selected coffee beans from the world-famous Mandheling region. A mixture of Arabica and Robusta coffee beans, produces wonderful flavor and taste without leaving sour aftertaste.*





### ***Express Café Kopi Susu***

Instant coffee in convenient sachet packaging, made from selected quality coffee beans with great aroma and taste. Express Café Kopi Susu, created from a mixture of coffee, sugar, vegetable cream and milk in a delicious blend.



### ***Indocafé Tri Happiness***

Coffee drink with the best blend of ingredients: coffee and cream, combined with honey and fiber with abundant of health benefits. This is a coffee drink that is rich in aroma, has a great taste, and good for health.



### ***Indocafé Cappuccino***

Indocafé Cappuccino feels special because of the best coffee beans from Mandheling region, sugar, chocolate, skim milk and cream, packaged in convenient sachet packaging. Prepare it at home and enjoy the aroma and taste of the best cappuccino coffee with its signature velvety foam sensation anytime.

## PT ANDALAN PESIK INTERNASIONAL

Indonesia is one of the best and the biggest coffee manufacturer the in the world. Currently Indonesia number 4 after Brazil, Colombia, and Vietnam. The taste of Indonesia coffee is very good, varied and unique, but has not yet obtained proper recognition in its own country, let alone in the international world. Currently, international world is starting to acknowledge the quality of Indonesia coffee. However, Indonesia coffee

entrepreneurs have not yet patented their label on the package of their coffee products. There for the Indonesia, coffee is still unfamiliar to the community of coffee enthusiasts as the country that manufactures a wide variety of good quality coffee.

Rudy J.Pesik established KOPI KAMU since June 20th, 2010 with represents the superior tastes of coffee from the Indonesia archipelago. KOPI KAMU is

launched with the goal to expand the potentials of Indonesia coffee with international standard across the world. KOPI KAMU offers many variants of Indonesia arabica coffee, such as Gayo, Flores, Bali Kintamani, Lintong, Papua, Toraja Enlekang, Toraja Kalasi, Luwak Gayo, Luwak Flores, Luwak Lintong, Luwak Sumbawa, also Bali Singaraja Robusta, and many more.



## PT JAVA PRIMA ABADI

We started in 1969. As one of the largest family-owned coffee company in Indonesia, PT Java Prima Abadi has focused on creating the perfect cup of Kopi Luwak by spending countless hours mastering various aspect of the coffee business and pursuing a flawless brewing process.

All of our products are halal certified. Our company holds the trademark of Kopi Luwak® worldwide, the only official

registered name. In 2008 we began spreading our wings, since then we have actively expanded our network abroad and Authentic Kopi Luwak is now available in selected five stars hotels, AAA Five & Four Diamond Award restaurants, airline duty free shops in South Korea, Singapore, China, Hong Kong, Macau, Taiwan as well as North America.

Processing a Kopi Luwak coffee's roasting

profile is as important to its final flavor as the natural characteristics is found within each bean. Each Kopi Luwak coffee has an individual depth of roasting where aroma and flavor are met, and become truly remarkable. For this reason we limit ourselves to only one roasting style and high standard. It takes all five senses of highly skilled artisan to achieve the perfect roasting profile of Kopi Luwak Coffee.

 <p><b>LIMITED EDITION INDONESIAN ROSEWOOD WOODEN BOX</b> 200gr Whole Bean/Ground 100% Authentic Kopi Luwak Certificate of Authenticity Trademark Cup and Saucer Dimention : 31 x 19 x 10.5 cm Gross Weight : 2230 gr</p>	 <p><b>KOPI LUWAK AUTHENTIC GIFT SET 150GR</b> 150gr Whole Bean/Ground 100% Authentic Kopi Luwak Certificate of Authenticity Trademark Cup and Saucer Dimention : 29 x 17 x 10 cm Gross Weight : 1355 gr</p>
 <p><b>KOPI LUWAK AUTHENTIC GIFT SET 6PCS SACHETS</b> Exclusive Paper Gift Box 6 Sachets (10gr each) Ground 100% Authentic Kopi Luwak Certificate of Authenticity Trademark Cup and Saucer Dimention : 25 x 17 x 10 cm Gross Weight : 1275 gr</p>	 <p><b>KOPI LUWAK AUTHENTIC SINGLE SET</b> Exclusive Paper Single Gift Box ( Without Cup and Saucer ) 150gr Whole Bean/Ground 100% Authentic Kopi Luwak Certificate of Authenticity Dimention : 10.5 x 7 x 17.5 cm Gross Weight : 425 gr</p>



## PT PUTRA BHINEKA PERKASA

Coffee, like tobacco and wine, has an old history with special charisma, not only because it always involves many people in its processing and creates job opportunities, but also because of its many flavours. Coffee has become a ritual for a great many people across the world. The tastes of coffee depend on where it is planted and how it is processed and prepared. Therefore, prior to serving, coffee has to go through lengthy processing and

special recipes help generate excellent flavours. To enable consumers to identify their favourite coffee, coffee producers acquire a trademark which guarantees consumer satisfaction.

The Tjahjadi family, for example, started their coffee business in Bali around 1935. The Tjahjadis started their coffee business by purchasing coffee seeds from farmers, processing them, and selling them at their shop -

Bian Ek - on Jalan Gajah Mada, a business center in the heart of Denpasar. The family have produced coffee with unique flavours, and Bian Ek's Bali coffee has become a favorite coffee for the Denpasar community. Though the family's business grew well, they were never satisfied with their efforts, and kept improving the processes and methods of serving Bali Coffee. As a result Bian Ek's Bali Coffee has become a high quality drink.





## PT RAJA PUTRA MANGGALA

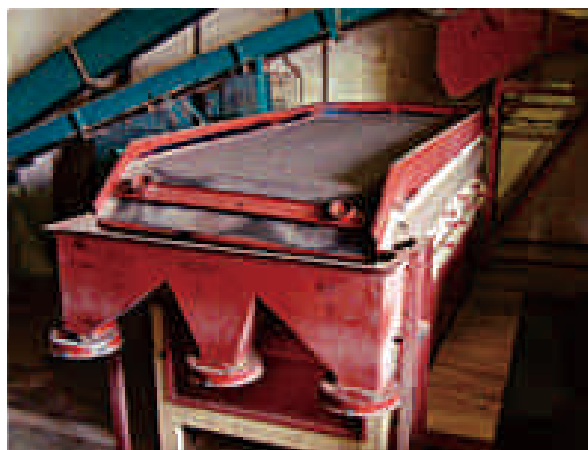
A company based in North Sumatra with more than 30 years of trading and export expertise in Sumatra Arabica Coffee Beans, Cocoa Beans and Betel Nuts. Proudly sourcing best quality commodities since early 1980 by traditional techniques and local knowledge. Growing from a small local trader into full-scale professional business, supplying to local and international industries. We prioritize mutual partnership

with local farmers, ethically professional processing with guaranteed quality, competitive pricing, prompt delivery to our business partners for your satisfied export feedbacks.

Our selected Sumatra Arabica coffee beans include all the best names in the area : Gayo, Linthong and Mandheling.

Working closely with local farmers and connecting to importer, our

company has a long term business relationship for the sustainability of our local farmers. We strive for best quality and specialty Arabica coffee beans that are ideal in taste and physical appearance for the benefit of our partners, including roaster and importers.





### ***Sumatra Arabica Gayo***

Highly valued worldwide, our specialty Sumatra Arabica Gayo coffee beans are authentically produced from the highlands of Central Aceh and Bener Meriah Regency, Nanggroe Aceh Darussalam. From the small farms in the region, Gayo coffee beans thrive well due to the volcanic & organic soil at the altitude of 1.000-1.500 meter. Additionally, the farmers process the bean with 'Giling Basah' method or semi-washed/wet-hulled technique.

Characteristics :

- Full body
- Low acidity
- Sweet aroma



### ***Sumatra Arabica Linthong***

Excellent quality Sumatra Arabica Linthong coffee beans from Humbang Hasundutan and Linthong Nihuta, North Sumatera, these beans are cultivated from the small farms at the altitude of approximately 1.000-1.500 meter. All coffee beans are processed with 'Giling Basah' method or semi-washed/ wet-hulled technique.

Characteristics :

- Medium body
- Low acidity
- Complex aroma



### ***Sumatra Arabica Mandheling***

Grown in the Siborong-borong of Sipirok, North Sumatra, Mandheling is one of the most-sought after varieties in the coffee industry worldwide. We use 'Giling Basah' or the semi-washed/wet-hulled method to bring out the trademark flavor profile of this region-named coffee beans. .

Characteristics :

- Smooth and heavy body
- Low acidity
- Sweet tone



### ***Sumatra Arabica Grade 6***

Sumatra Arabica Grade 6 is lower grade processed-coffee beans that are suitable for instant coffee. Approximately 20% from our products are allocated for coffee factories or end users.

## TRADE REPRESENTATIVES

Representative	City	Address
<b>United States of America</b>		
Trade Attache	Washington DC	2020 Massachusetts Avenue, NW Washington DC 20036 - USA Telp : +12027755200/5350 Fax : +12027755354 Website : www.embassyofindonesia.org
ITPC	Chicago	670 N Clark St, 1st Floor, Chicago, IL 60654 Telp : +312-640-2463 Fax : +312-640-2648 Email : itpc.chicago@itpcchicago.com Website : www.itpcchicago.com
ITPC	Los Angeles	3457 Wilshire Blvd, Los Angeles, CA 90010 Telp : +1(213)387-7041 Email : info@itpcla.com Website : www.itpcla.com
<b>Canada</b>		
Trade Attache	Ottawa	55 Parkdale Avenue, Ottawa, Ontario, K1Y 1E5, CANADA Telp : +1-613-724-1100 (ext. 306) Fax : +1-613-7247932 Email : commerce@indonesia-ottawa.org; ottawa-kbri@kemlu.go.id Website : www.indonesia-ottawa.org
ITPC	Vancouver	567 Seymour Street, Vancouver, British Columbia, Canada V6B 3H6 Telp : +1 604 696 6322 Fax : +1 604 559 5022 Email : itpc@indonesiavancouver.org Website : www.itpcvancouver.com
<b>Mexico</b>		
ITPC	Mexico City	Homero 1303, Local 4, Col. Polanco, Del. Miguel Hidalgo, C.P. 11540, Ciudad de México, México Telp : +52 55 5083 6055 & 67 Fax : +52 55 5083 6056 Email : info@itpcmexicocity.mx Website : www.itpcmexicocity.mx
<b>Brazil</b>		
ITPC	Sao Paulo	LED Barra Funda, Avenida Marquês de São Vicente, No. 1619- Conj. 2525 - 25º Andar, Barra Funda - CEP.01139-003, São Paulo-SP, Brazil Telp : +55-11 2503 0665, +55-11 2503 0668 Email : itpc-bra@kemendag.go.id Website : http://itpc-saopaulo.org
<b>Chile</b>		
ITPC	Santiago	Av. Andres Bello No. 2711. Torre Costanera, Local 102-A, Las Condes Email : itpc@itpcsantiago.cl Website : www.itpcsantiago.cl
<b>Netherlands</b>		
Trade Attache	Den Haag	Tobias Asserlaan 8, 2517 KC Den Haag, The Netherlands Telp : +31(0)703108115 Fax : +31 (0) 70 3643331



Representative	City	Address
<b>Belgium</b>		
Trade Attache	Brussel	Boulevard de la Woluwe 38, 1200 Brussels, Belgium Telp : +32 2 779 09 15 Fax : +32 2 772 81 90
<b>United Kingdom</b>		
Trade Attache	London	The Embassy of The Republic of Indonesia 30 Great Peter Street, London SW1P 2BU, United Kingdom Telp : +44 20 7499 7661, +44 20 7290 9620 Fax : +44 20 7495 7022
<b>Italy</b>		
Trade Attache	Rome	Indonesian Embassy Via Campania 55 Rome 00187 - Italy Telp : +390642009101 Fax : +39064880280
ITPC	Milan	Via Vittor Pisani 8 - 6 floor, 20124, Milan - Italia Telp : +39 (02) 36598182 Fax : +39 (02) 36598191 Email : info@itpcmilan.it Website : www.itpcmilan.it
<b>Germany</b>		
Trade Attache	Berlin	c/o Embassy of the Republic of Indonesia, Lehrter Straße 16-1710557 Berlin, Germany Telp : +49-30-4780700 Fax : +49-30-47807209
ITPC	Hamburg	Neuer Wall 2-6 - 20354 Hamburg Telp : +49-(0) 40-189-8226-10, +49 40 1898226-12 Fax : +49-(0) 40-189-8226-15 Fax : +49 40 1898226 15 Website : www.itpchamburg.de
<b>France</b>		
Trade Attache	Paris	47-49, rue Cortambert 75116 Paris, France Telp : +33-1-45038158 Fax : +33-1-45045032 Email : atdag-fra@kemendag.go.id
<b>Russia</b>		
Trade Attache	Moscow	Trade Attache's Office Indonesian Embassy Korovy val 7/1 Apt. 29, Moscow - 119049, Russia Telp : +7 (499) 2383014 E-mail : atdag@mail.ru
<b>Spain</b>		
Trade Attache	Madrid	Indonesian Embassy 65, Calle de Agastia - 28043 Madrid, Spain Telp : +34 914 13 02 94 ext 223 Fax : +34 91413899
ITPC	Barcelona	Calle Aribau 250, B.J. 08006, Barcelona, Spain Telp : +34 934 144 662 Fax : +34 934 164 188 Email : info@itpc-barcelona.es Website : www.itpc-barcelona.es

Representative	City	Address
<b>Hungary</b>		
ITPC	Budapest	Bajcsy-Zsilinszky ut.12, 1 <sup>st</sup> Floor, 101, Budapest, 1051 Telp : +36-1 3176382 Fax : +36-1 2660572 Email : inatrade@itpc-bud.hu Website : www.itpc-bud.hu
<b>Switzerland</b>		
WTO Ambassador	Geneva	Rue de Saint Jean 25, Geneva 1203 Switzerland Telp : +41 22 3383392, 3383385 Fax : +41 22 940 1734-5
Trade Attache	Geneva	16 Rue de Saint-Jean, Geneva 1203, Switzerland Telp : +41(22)3389389 Fax : +41(22)345573316
<b>Egypt</b>		
Trade Attache	Cairo	13 Aisha El-Taimoureya St, Garden City, Cairo 11511 Egypt Telp : +20-2 - 27947200, 27944698 Fax : +20-2 - 27962495
<b>South Africa</b>		
ITPC	Johannesburg	7th Floor The Forum, 2 Maude Street, Sandown Sandton - Republic of South Africa - 2146 Telp : +27 11 884 6240 Fax : +27 11 884 6242 Email : itpc@itpcjohannesburg.com Website : www.itpcjohannesburg.com
<b>Nigeria</b>		
ITPC	Lagos	5th, Anifowoshe Street Victoria Island, Lagos-Nigeria Telp : +2348170001116 Email : itpclagos@yahoo.co.id ; itpc-nga@kemendag.go.id Website : www.itpclagos.com
<b>Australia</b>		
Trade Attache	Canberra	8, Darwin Avenue, Yarralumia Canberra, ACT 2600 Australia Telp. +61 2 6250 8654 Fax. +61 2 6273 0757
ITPC	Sydney	Ground Floor, Shop 3, 7 Macquarie Place, Sydney 2000 NSW, Australia Telp : +61 1800 487279 Fax : +61 1300 487279 Email : trade@itpcsydney.com, mail@itpcsydney.com Website : www.itpcsydney.com
<b>Uni Emirat Arab</b>		
Trade Attache	Riyadh	Indonesian Embassy Diplomatic Quarter-Riyadh PO Box 94343, Riyadh - 11693 Telp : +966 11 4882800 ext 120 Fax : +966 11 4882966
ITPC	Jeddah	Al-Mualifin street, Al-Rehab District/5, PO Box 10, Jeddah - 21411 Telp : +966-2-671 1271 Fax : +966-2-673 0205 Email : itpc.jeddah@gmail.com



Representative	City	Address
<b>Uni Emirat Arab</b>		
ITPC	Dubai	Al Masraf Tower, 4 <sup>th</sup> Floor, #403 Baniyas Street, Deira PO Box 41664 Dubai - UAE Telp : +9-714 2278544 Fax : +9-714 2278545 Email : itpc.dubai@kemendag.go.id
<b>People's Republic of China</b>		
Trade Attache	Beijing	Dongzhimenwai Dajie No. 4, Chaoyang District Beijing, 100600 Telp : +00861 - 65324748 / 3811340842 Fax : +00861 - 65325368
Trade Attache	Hong Kong	15/F, Indonesia Building, 127-129 Leighton Road, Causeway Bay, Hong Kong SAR Telp : +852 28904421, 28902481 Fax : +852 28950139
ITPC	Shanghai	Shanghai Mart floor 10th 10C34 & 10B50 West Yan'an Road No. 2299, Changning District, Shanghai 200336. Telp : +86 21 62568360
<b>Taiwan</b>		
KDEI	Taipei	Twinhead Bld 6F No. 550 Rui Goang Road, eihu District Taipei 114, Taiwan ROC Telp : (886-2) 8752 6170, Ext. 34 Fax : (886-2) 8752 3170 Website : kdei-taipei.org
<b>India</b>		
Trade Attache	New Delhi	50-A Kautilya Marg, Chanakyapuri, New Delhi - 110 021 Telp : +9111 26118642-46, 26114100 Fax : +9111 26885460 Email : atdag-ind@kemendag.co.id
ITPC	Chennai	3rd Floor, Ispahani Center, 123/124, Nungambakkam High Road Chennai 600034 - India Telp : +9144-42089196 Fax : +9144-42089197 Email : inquiry@itpcchennai.com
<b>Japan</b>		
Trade Attache	Tokyo	5-2-9 Higashi Gotanda, Shinagawa-Ku, Tokyo 141-0002 Telp : +81-3 3441 4201, ext. 321 Fax : +81-3 3447 1697 Email : atdag-jpn@kemendag.go.id, trade@kbritokyo.jp
ITPC	Osaka	Koike Building 1F, 1-8-7, Hirano-Machi, Chuo-ku, Osaka City, Osaka 541-0046, Japan. Telp : +81 6-6206-3555 Fax : +81 6-6206-3556 Email : itpc.osaka@kemendag.go.id ; www.itpc.or.jp



Representative	City	Address
<b>South Korea</b>		
Trade Attache	Seoul	55 Yoido-dong, Youngdeungpo-ku, Seoul 150-010, Republic of Korea Telp : +82-2-783-5675 - 7, ext. 228, 7827750 Fax : +82-2-783-7750 Email : atdag-kor@kemendag.go.id
ITPC	Busan	#103, Korea Express Building 176, Jungangdae-ro, Dong-gu, Busan Telp : +82-51-441-1708 Fax : +82-51-441-1629 Email : itpc-kor@kemendag.go.id Website : www.itpc-busan.kr
<b>Malaysia</b>		
Trade Attache	Kuala Lumpur	No. 233 Jalan Tun Razak 50400, Kuala Lumpur, Malaysia Telp : +603 - 21448407 Fax : +603 - 21448407 Email : atdag.kbrikl@gmail.com Website : www.kbrikualalumpur.org
<b>Philippines</b>		
Trade Attache	Manila	185 Salcedo Street, Legaspi Village, Makati City, Metro Manila 1229 Telp : +632 - 8925061-68
<b>Singapore</b>		
Trade Attache	Singapore	7 Chatsworth Road Singapore (249761) Telp : +65 673 5420, 68395458 Fax : +65 6735 2027, 67375037
<b>Thailand</b>		
Trade Attache	Bangkok	600-602 Petchburi Road, Phayathai, Ratchatewi, Bangkok 10400, Thailand Telp : +66-22523135, ext. 123 Fax : +66-22551267 Email : atdag.BKK@gmail.com
<b>Vietnam</b>		
Trade Attache	Hanoi	50 Ngo Quyen, Hang Bay, Hanoi Telp : +84 24 38253353, 3825 3324 Fax : +84 24 3825 9274
<b>Turkey</b>		
Trade Attache	Ankara	Prof. Dr. Aziz Sancar Sokak, No. 10 Ankara 06680 Telp : +90 312 438 21 90

**Directorate General of National Export Development  
Ministry of Trade of Republic of Indonesia**

M.I. Ridwan Rais Road, No. 5 Central Jakarta, Indonesia - 10110  
Tel./Fax.: +62 21 385 8171, E-mail: [contact-pen@kemendag.go.id](mailto:contact-pen@kemendag.go.id)

 Ditjen Pengembangan Ekspor Nasional  [djpen.kemendag](https://www.instagram.com/djpen.kemendag)