

kōpinata®

BUSSINESS PRESENTATION

**Discover
100% Natural**

**Nyaman Di Lambung
Gak Bikin Deg-deg-an**

*Comfortable For Your Stomach
Comfortable For Your Heart*



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Pabriek Kopi Nata

Sedjak 1975



**25 BRAND KULINER
TERPOPULER 2020**



Tak Kenal Maka Tak Sayang

SIAPA KAMI

Pabriek Kopi Nata adalah Home Industri pengolahan kopi yang berlokasi di Bantul, Propinsi Daerah Istimewa Yogyakarta. Kami mengolah kopi-kopi asli Indonesia. Produk kami diantaranya: kopi regular dan kopi rendah kafein. Kopi rendah kafein yang diolah tanpa menggunakan solvent/solvent free.

Apakah solvent itu? Solvent adalah zat khusus/pelarut yang digunakan dalam proses mengurangi kafein kopi. Diantaranya: *Methylene Chloride, Ethyl Acetate (sugar cane process), Super Critical Carbon Dioksida*. Pada umumnya kopi rendah kafein yang beredar di pasaran, sekalipun yang “**naturally**” masih memakai solvent.

KOPINATA sama sekali tidak menggunakan zat-zat tersebut, atau dengan kata lain “**ZERO CHEMICALS**”

WHO ARE WE

Pabriek Kopi Nata is a Small Medium Enterprise (SME) coffee which is located in Bantul, Province of the Special Region Yogyakarta. We process authentic Indonesian coffees. Our products include: Regular Coffee and Low Caffeine Coffee. Low-caffeine coffee that is processed **without using solvent / solvent free**.

What is solvent? Solvent is a special substance used in the process of reducing coffee caffeine.

What solvent are usually used in the process of reducing caffeine? Among them are Methylene Chloride, Ethyl Acetate (sugar cane process), Supercritical Carbon Dioxide. In general, low-caffeine coffee on the market, even though the “naturally” still uses solvents. **KOPINATA** does not use these substances, or in other words “**ZERO CHEMICALS**”.

THE PROBLEM



1. Diabetes sebagai salah satu penyebab kematian tertinggi di dunia
Diabetes as one of the leading causes of death in the world

2. Wanita hamil & menyusui dilarang minum kopi karena efek kafein pada janin dan bayi
Pregnant & lactating women are prohibited from drinking coffee due to the effects of caffeine on the fetus and infant



3. Penikmat kopi yang sudah tidak bisa/tidak boleh minum kopi (lansia/penderita hipertensi/penderita jantung)
Coffee lovers who cannot / cannot drink coffee (elderly / people with hypertension / heart sufferers)

4. Rasa tidak nyaman pada lambung dan jantung setelah minum kopi.
Discomfort in the stomach and heart after drinking coffee.



5. Kopi rendah kafein yang beredar di pasaran masih memakai tambahan bahan kimia seperti: artificial flavour, solvent (methyl/ethyl/superc carbon).
Low caffeine coffees circulating in the market still use chemical additives such as: artificial flavor, solvent (methyl/ethyl/superc carbon)

SOLUTION

Kopi Rendah Kafein
Low Caffeine Coffee

Tanpa Esen/Perasa Sintetis
No Artificial Flavour

Tanpa Tambahan Bahan Kimia
No Chemical Added

Kopi Murni
Pure Coffee

Tanpa Solvent
Solvent Free

(No Methyl/Ethyl/Superc Carbon)



Elderly Friendly



Women Friendly



**Comfortable For
Your Stomach & Heart**



Smell How Good Your Coffee Tastes

THE PERFECT CUP IS AS MUCH ABOUT SMELL AS IT IS ABOUT TASTE

Good Taste Coffee

kōpinata

SINCE 1975

Decaff Certified

Organic Certified

Halal Certified

SOLVENT FREE

(No Methyl, Ethyl, Supercritical CO2)

No Artificial Flavour

No Preservatives

Pure Coffee

(Available: Bean & Grounds)

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PRODUCT

kōpinata

Arabica



ORGANIC COFFEE



Pabrik Kopi Nata
Since 1978

Robusta



kōpinata SAR

NESPRESSO

Dolce
Gusto

compatible



Kopi Coffee SAR

Blend



SEBESAR APA PASAR KOPI RENDAH KAFEIN?

Ukuran pasar
kopi rendah kafein global
mencapai
USD 1,65 miliar pada 2019
dan
diperkirakan akan
mencapai
USD 2,8 miliar pada 2027



HOW BIG IS DECAFFEINATED COFFEE MARKET?

The global
decaffeinated coffee
market size was
at
USD 1.65 billion in 2019
and is expected
to reach
USD 2.8 billion by 2027

Decaffeinated Coffee Market Size, Share & Trends Analysis

Global decaf coffee market share, by bean species, 2019 (%)



Source: www.grandviewresearch.com

Global Decaffeinated Coffee Market

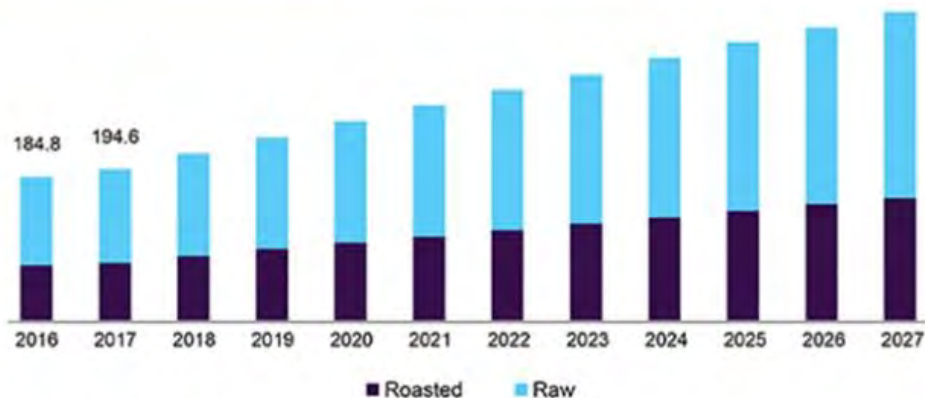


Growth Estimation of **10%** during the forecast period of 2021-2027

Europe dominated with over **35%** market share in 2020



U.S. decaf coffee market size, by product, 2016 - 2027 (USD Million)



Source: www.grandviewresearch.com

Apa faktor pendorong pasar kopi tanpa kafein?

What are the factors driving the decaffeinated coffee market?

Faktor kunci yang mendorong pertumbuhan pasar kopi rendah kafein adalah meningkatnya kesadaran terkait dengan efek fisiologis berbahaya yang terkait dengan kafein dan pergeseran kecenderungan ke arah minuman fungsional dan rendah kafein di kalangan milenial. Key factors that are driving the decaffeinated coffee market growth increased awareness related to the harmful physiological effects associated with caffeine and shifting inclination towards functional and decaffeinated beverages among millennials.

THANK YOU

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AWARD:





Organic Decaffe Coffee Robusta

Code : OBRS21

Description : Small-batch roasted

Bold body, dark chocolate, brown sugar, granula,
Herbs. Comfortable for pregnant women, or
breastfeeding mother's

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



Organic Decaffe Coffe Arabica

Code : OBAR22

Description : Small-batch roasted

Tea Light Body, Savory Light, Tomato, Nutty,
honey sugar, Citrus lemon, leafy. Suitable for
Tremors. Comfort for heart

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



SEMAR GOLD Decaffe Coffe Arabica

Code : BSG001

Description : Bold body, caramel, Cocoa, Nutty, Apple Avid,
Herb. Comfortable for addict activity personal

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



SEMAR Decaffe Coffe Arabica

Code : ABS002

Description : Medium body, sweet Tobacco, chocolate cake
Comfortable for stomach

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



GARENG Decaffe Coffe Arabica

Code : ABG003

Description : Medium body, Moccha tone complex coffee

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



PETRUK Decaffe Coffe Arabica

Code : ABP004

Description : Medium body, Moderate Acidity,
wine, tropical fruit

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



BAGONG Decaffe Coffe Arabica

Code : ABB005

Description : Medium Body, Citrus Aroma, some spice,
Tangerine

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



DEWI SINTHA Decaffe Coffe Robusta

Code : RBDS001

Description : Medium body, Moccha, sweet caramel
Comfortable for diabetesse

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



DEWI SRI Decaffe Coffe Robusta

Code : RBDS002

Description : Bold body, cocoa, herbs, Nutty

Comfortable for diabetesse

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



DEWI SRI Decaffe Coffe Robusta

Code : RBDS003

Description : Medium body, Floral aroma, salty sweet finish
Comfortable for diabetesse

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



SPECIAL BLEND Decaffe Coffe

Code : BBSP20

Description : Medium body, Moderate Acidity, wine, tropical
Fruit. Suitable for mixed milk or creamer

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg



PREMIUM BLEND Decaffe Coffe

Code : BBPR19

Description : Medium body, Moderate Acidity, wine, tropical
Fruit. Suitable for mixed milk or creamer

Life time : 18 months, Best before 6 months

Qty/Box : 48 pcs @ 100g

Carton L*W*H : 51*32*24,5

Carton Weight : 7kg

NOTE:

1. **1 (one) CARTON BOX = 48 pcs @100 gr (3.5 oz e)**
2. MOQ=10 carton(480 pcs mix varian/single varian)
3. Price is negotiable for higher quantity
4. Order lead time is 2-4 week after purchase order
5. Term payment is 70% after PO and 30% before shipping
6. Buyer label welcome
7. Tasting note request available