



TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

TRUNG NGUYỄN LEGEND GROUP

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TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

THE COFFEE
LEADING
VIETNAMESE
COFFEE
THE LEADING
VIETNAMESE
COFFEE
THE LEADING
VIETNAMESE
COFFEE

TRUNG NGUYỄN LEGEND
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www.trungnguyenlegend.com



THE OVERALL STRENGTH OF AN ORGANIZATION DEPENDS ON THREE FACTORS

I. THE GREAT ASPIRATION OF THE ORGANIZATION

II. THE INTELLIGENCE, WISDOM OF THE ORGANIZATION

III. THE COMPREHENSIVE SOLIDARITY OF THE ORGANIZATION



- TRUNG NGUYỄN LEGEND -



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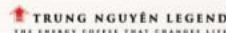
NAME
GLOBAL TRUNG NGUYỄN LEGEND GROUP

VISION
THE GREAT ORGANIZATION
THROUGH SERVING HUMANITY

MISSION
BUILD THE UNIFIED HUMANITY UNDER THE VALUE
SYSTEM OF THE ENLIGHTENED LIFESTYLE
FOR SUCCESS AND TRUE HAPPINESS

CORE VALUES
ABSOLUTE FAITH
SERVING COMMUNITY
SUPPORTED BY HUMANITY
STRONG ECO-FINANCE

TRUNG NGUYỄN LEGEND
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TRUNG NGUYEN LEGEND COFFEE IS ON SHELVES IN:
NEW YORK, LONDON, PARIS, BERLIN, MOSCOW, TOKYO, SHANGHAI, HONGKONG, DUBAI, SINGAPORE ...
www.trungnguyenlegend.com - Hotline: 1900 6011



TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

1996 1998 2001 2003 2010 2012 2013 2016 2017 2018 2019



The World Coffee Museum was inaugurated in Buon Ma Thuot. Trung Nguyên Legend announced its new brand image, identity system and statement: Trung Nguyên Legend – the Energy Coffee that changes life. Continue to promote "Journey of Setting Great Mindset – Start up – Building the Nation" for 30 million of Vietnamese youth".



Trung Nguyên Legend officially opened a representative office in Shanghai (China).
Introducing the Model of Trung Nguyên E-Coffee: Specialized Energy Coffee that Changes Life Coffee chain.



Celebrating 20 years of the Journey of Serving announcing New Vision, Mission.
Introducing Trung Nguyên Legend Café – the Space of Success & Happiness.



G7 celebrates 10 years of birth, marking 3rd year leading the market share and being the most popular.



Launching "Journey of Setting Great Mindset – Start up – Building the Nation for 30 million Vietnamese youth"



Trung Nguyên coffee products are exported to more than 60 countries around the world. Trung Nguyên coffee became a Vietnamese "Cultural Ambassador", and be selected as a gift for heads of state and international politicians.



G7 instant coffee was born by the blind test event at the Reunification Palace, winning with 89% of customers chose G7, only 11% of customers chose the most famous brand at that time.



Announcing the slogan: "Explore Creative Inspiration", Trung Nguyen won consumer hearts for its exceptional coffee extracted from the finest coffee beans, advanced technology, and inimitable mysterious Oriental know-how.



The opening of the first coffeehouse in the formation of Trung Nguyên Coffee chain in Ho Chi Minh City at 587 Nguyen Kiem, Phu Nhuan District, Ho Chi Minh City.



On June 16, 1996, the Founder - CHAIRMAN DANG LE NGUYEN VU established Trung Nguyên in Buon Ma Thuot with the first capital of a cranky bicycle, and the strong faith and will of youth and the thirst to assert Vietnamese coffee brand in the world.



**“EVEN IF WE HAVE TO DIG UP THIS EARTH,
WE HAVE TO DO IT TO CREATE
THE WORLD’S BEST ENERGY COFFEE,
SPECIALIZED FOR CREATIVE BRAINS TO SUCCEED.”**



- TRUNG NGUYỄN LEGEND -

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE



THE SYSTEM OF ENERGY COFFEE

DIFFERENT - SPECIAL - UNIQUE

With the vision of domestic dominance and global conquest, Trung Nguyên Legend Group always strives with all the passion for research to create delicious energy coffee products, starting from the material selection stage from 5 special coffee regions: Ethiopia, Jamaica, Brazil, Colombia, Vietnam; combining with Oriental mystical know-how and the world's leading modern roasting technology. Therefore, there are thousands of coffee brands, only Trung Nguyên Legend coffee is the elixir for strong mindfulness and extraordinary creativity.

In particular, in the new development period, in 2018, along with a comprehensive reinvestment with a new name, Trung Nguyên Legend Group launched a brand new, distinctive new energy coffee product named Trung Nguyên Legend. In particular, the first generation of energy coffee product is the set of three masterpieces of instant roasted coffee: Trung Nguyên Legend Café Sữa Đá, Trung Nguyên Legend Special Edition and Trung Nguyên Legend Classic with the application of the most modern NANO+ super technology. Following are the instant coffee Trung Nguyên Legend Cappuccino for Italian coffee lovers, the set of Trung Nguyên Legend roasted coffee capsules with 3 flavors of Thiền (Meditation) - Roman - Ottoman for the upper class and Trung Nguyên Legend coffee bean product system for those who love original coffee flavor.



TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

LEGEND CAFÉ SỮA ĐÁ

As delicious as original filtered coffee with condensed milk with special spray drying technology. Includes 20% soluble coffee and microground coffee.



Special Edition SPECIALTY INSTANT COFFEE

Strong but delicate flavor of roast and ground coffee. Includes 15% soluble coffee and microground coffee.



Classic SPECIALTY INSTANT COFFEE

Signature flavor of roast and ground coffee with strong bitterness and richness. Includes 13% soluble coffee and microground coffee.

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE



TRUNG NGUYỄN
Legend

Cappuccino

Special Italian Coffee

Delicate experience with signature coffee aroma, appealing milk's taste, creamy sweetness and the special foam on top. This product is best served hot.



(12 packets x 18 g)

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

THE SPECIALTY WHOLE BEAN COFFEE



1 can x 250 g

1. SUCCESS 8

Floral and fruity aroma from Arabica beans. Specialized for classic Espresso.



1 bag x 1 kg

3. SUCCESS 2

Balanced flavor and thick body from Arabica and Robusta beans. Specialized for iced black coffee and iced coffee with condensed milk.

2. SUCCESS 3

Balanced and wholesome flavor from Arabica and Robusta beans. Specialized for creative Espresso.

4. SUCCESS 1

Classic strong flavor from Arabica and Robusta beans. Specialized for iced black coffee and iced coffee with condensed milk.



1 can x 250 g



1 bag x 1 kg

TRUNG NGUYÊN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

ROASTED COFFEE CAPSULE TRUNG NGUYÊN LEGEND THE ENERGY FOR TRANSCENDENT MOMENTS



1. ROMAN

Very unique and sophisticated, Roman is considered to be the best Espresso product from Vietnamese coffee. A light smell of smoke and a fruity aroma, with physically-strong and full taste that creates an original Espresso of Italy.

(10 capsules x 5.7 g)



2. OTTOMAN

The coffee making technique was invented by the Turks. It has a unique flavor; creamy, thick and smooth taste, the unique aroma of Turkish coffee. Particularly, it has full flavor and long lasting aroma.



3. THIÊN (MEDITATION)

It has light water color; glitter; elegant fragrance but not lacking any taste of the world; gentle and balance (bitter in sour; sweet in spicy; aromatic with aroma of green tea and fresh fruit). It can be said that it has the great taste and great flavor.

LEGENDERA I COFFEEMAKER

SIMPLE, CONVENIENT:

- Compact and modern design.
- Instant heating system and touch technology for quick operation.
- Automatic tray system makes it easy to tidy up the capsule shell.
- Optimized with Trung Nguyên Legend Capsule to create the most delicious coffee cup.
- Can be used with other similar capsules.



TRUNG NGUYÊN LEGEND
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PREMIUM RANGE COFFEE

1. WEASEL COFFEE:

From majestic mountains, weasel coffee story begins with wild native species of fox living in the vast forests of coffee. After eating ripe coffee fruits, the Enzymes from these “artisans” stomach create a special flavor for the unique raw WEASEL COFFEE, which is “extremely rare and the most expensive in the world” from Trung Nguyên. With modest output, only about 40-50 kg per year, processed through 20 main stages with the secret Oriental recipes by the no.1 experts in Vietnam, Weasel coffee is “the most venerated coffee and king of coffee”.



Weasel coffee - The king of coffee.

Combo gift



Legend 225 g



Creative 8 coffee

2. LEGEND (225 G) AND COMBO GIFT:

Learning from nature and the lesson of WEASEL COFFEE, Trung Nguyên experts have researched, explored and recreated successfully the biological fermentation process that actually takes place in wild weasels’ stomach to create the masterpiece coffee product – TRUNG NGUYỄN LEGEND. Considered as a signature gift representing the Culture & Spirit of Vietnamese Coffee, the combo gift has been chosen as the diplomatic gift of Vietnamese Coffee.

3. CREATIVE 8 COFFEE (500 G):

Arabica, Robusta.

The exquisite Creative 8 is the combination of the world’s finest coffee beans, biologically fermented with the most advanced technology, using the secret blending recipes of top experts. This combination creates the perfect balance between the strong bitterness and intense aroma, giving you a wonderful experience and special energy for creative mind.



Trung Nguyên Coffee is extracted from the best coffee beans and produced on the world's most modern technology combined with the mysterious Oriental know-how. It is a combination of rare herbal ingredients, used in precious remedies for human health which has been handed down from generations. Coffee absorbs special natural energy from gemstones during roasting to create products. The combination of materials, herbs and the strict control of time and temperature are always harmoniously combined. Trung Nguyên Coffee is not only perfect, but also stimulates thinking, infinite creativity, the hidden ability in every person to succeed, live with ideals and responsibilities.



ROASTED WHOLE BEAN COFFEE

A new range of Espresso Coffee is now available. Whole new experiences of coffee, try the Specialist Coffee and Innovator Coffee.



ROASTED AND GROUND COFFEE

Made from the best coffee beans of Buon Ma Thuot, using the secret roasting and grinding recipes of top experts in Vietnam, Trung Nguyên created the perfect delicacy. Packed in a premium can and box format, Premium Blend and Gourmet Blend are the meaningful gift for your loved ones.

● PREMIUM BLEND (425 G)

The selection of bold, intense coffee to give strong & lasting aromas. Excellent when served with condensed milk.

● GOURMET BLEND (500 G)

Rich flavor and thick body texture. Excellent when served with condensed milk.



Gourmet Blend & Premium Blend Coffee

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

ROASTED AND GROUND COFFEE



CREATIVE
1 2 3 4 5

WONDERFUL
FOR ENJOYING AT HOME

Understanding the value and great power of Creativity on the journey to Success, Trung Nguyên has worked hard to create a CREATIVE COFFEE product that effectively explores the ability of creative thinking, bringing to new heights of wisdom.

TRUNG NGUYỄN LEGEND
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GOURMET COFFEE
FOR GOURNRMETS

G7 INSTANT COFFEE

JOURNEY TO CONQUER THE SUMMIT

Introduced to the market for the first time on November 23, 2003 at the Reunification Palace, in a blind test with the global instant coffee brand, G7 officially conquered millions of consumers' hearts with the selection rate accounted for 89% compared to 11% of the opponent.

Until today, with the outstanding quality that has been affirmed, G7 is always the product that occupies the No.1 position in the hearts of consumers without any substitute product.

Only G7 instant coffee has been chosen to participate in global summits such as APEC, ASEM, ASEAN, WEF, ODA etc. and been present on flights of Vietnam Airlines and International Airlines.

Currently G7 instant coffee has been present in more than 80 countries around the world including USA, UK, France, Germany, Japan, China, Korea etc.

TRUNG NGUYỄN LEGEND
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G7 INSTANT COFFEE



*Coffeemix
3in1*

© INSTANT COFFEE G7 3IN1:

Considering a class of its own, using the best source of coffee beans from Jamaica, Brazil, Ethiopia and Buon Ma Thuot province, our G7 3in1 coffee mix consists of premium quality coffee powder, non dairy creamer & sugar.



10 packets x 16 g



18 packets x 16 g



20 packets x 16 g



20 packets x 16 g



22 packets x 16 g



40 & 50 packets x 16 g



100 packets x 16 g



120 packets x 16 g



Paper cup x 25 g

TRUNG NGUYỄN LEGEND
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SUGAR FREE & COLLAGEN ADDED

The masterpiece of Trung Nguyên Legend Sugar Free & Collagen Added has low caffeine content, uses diet sugar, and added with collagen and polyphenol compounds to help women comfortably enjoy the taste of their favorite coffee while staying in shape, preventing skin aging, brighten naturally skin tone so that you always stay young, healthy and live fully with their passion in life.



A healthier alternative with collagen added.

TRUNG NGUYỄN LEGEND
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DOUBLE STRONG FOR THE GOURMETS

G7 Strong X2 is a line of instant coffee products with a double strong taste of coffee flavor for those who love strong coffee taste, giving you a cup of coffee with the right and strong coffee taste.



Twice as strong - For vigorous personalities.

TRUNG NGUYỄN LEGEND
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Cappuccino

◎ G7 INSTANT CAPPUCCINO COFFEE:

G7 Cappuccino is considered a high end instant cappuccino coffee that has top notch Italian style with attractive taste and two flavors of selection.

G7 CAPPUCCINO - MOCHA:

Combination between rich cocoa and finest coffee essential forms a typical intense G7 Mocha Cappuccino.

G7 CAPPUCCINO - HAZELNUT:

Mix of fresh Hazelnut flavor and coffee's essential offers you an emotion of the Italian Queen.



12 packets x 18 g



12 packets x 18 g



*Espresso
Instant Coffee*

◎ INSTANT COFFEE G7 ESPRESSO:

Fresh from the soils of Vietnam's fabled Central Highlands comes this special offer from G7. Crafted from pure Arabica beans, G7 Espresso will appeal to whom looking for a unique mix of profound and bold tastes, yet gentle aromas. Definitely a must for coffee lovers.



15 packets x 2.5 g

TRUNG NGUYỄN LEGEND
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*COFFEE
& SUGAR*

STRONG IS NOT ENOUGH - IT IS MUST OF RIGHT TASTE

- ◎ G7 Coffee & Sugar is a line of instant coffee products with the typical pure flavor of pure black coffee, exactly the taste of Trung Nguyên Roasted Coffee.
- ◎ Each cup of G7 Coffee & Sugar coffee has quality and rich taste so that you can enjoy a cup of Trung Nguyên ground coffee properly even when you don't have much time.



15 packets x 16 g



*Coffee
100% Pure Soluble*

FOR GOURMETS

- ◎ G7 Pure Soluble is a product line of pure black instant coffee, with no sugar, with high quality and rich taste that is the true taste of the gourmets.



15 packets x 2 g



100 packets x 2 g



200 packets x 2 g

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

COFFEE UTENSILS & ACCESSORIES



TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

The different, special & unique feature of TRUNG NGUYỄN LEGEND STAINLESS STEEL FILTER to confirm the expertise in the coffee industry

After a lot of tests, experts of Trung Nguyên Legend Coffee Group have come up with the following basic standards:



There is a measuring bar in the filter to quantify 25 grams of coffee / cup. Holes on the lid are distributed evenly and have a thicker density than the density of holes on filter body and filter plate to allow water to penetrate coffee effectively. Standard volume of 170 ml filter, number of holes on the filter body, and filter plate is equal and distributed evenly for better coffee filtering. Hole size is compatible with the size of ground coffee beans with the filtering standard of 50-60 drops of coffee / 1 minute.



Packaging Specifications:
1 filter box includes 1 filter + 1 instruction.
1 carton includes 100 filter boxes.

TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

Specialized for ENERGY COFFEE

PRODUCT CHARACTERISTICS

Specially formulated for coffee:

- ✦ The sweet, charming milk aroma.
- ✦ The unique flavor blended with coffee.

PRODUCT BENEFITS

For making 15 cups of coffee / can

(Other products can only make 12 cups of coffee / can):

- ✦ More weight: 390 g
- ✦ Less milk consumption: only 25 g / cup of coffee

Supplementing Vitamin B1, B6 which is good for health

**CONDENSED CREAMER SPECIALLY
FORMULATED FOR COFFEE**

By coffee experts



TRUNG NGUYÊN LEGEND
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How to make A CUP OF DELICIOUS MILK COFFEE

Mix coffee evenly and use a spoon to take (2-3 tablespoons) to the filter cup.

1



Use your fingers to gently stroke the bottom of the filter, remove small, fine coffee powders at the bottom of the filter

2



Put the lid on the filter body, turn and slightly compress the lid.

3



Pour about 10 ml of boiling water onto the filter cap and 10 ml on the lid in the filter body. Place the filter body on the cap of the coffee filter. Wait about 20 seconds for the water to penetrate.

4



Pour about 50 ml into the center of the lid in the filter body

5



The process of coffee extracting takes 7 - 8 minutes. Then pour 25 g of Brothers creamer into the cup of coffee, stir it well and here you have a cup of delicious milk coffee.

6



TRUNG NGUYÊN LEGEND
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Specialized for
ENERGY COFFEE

HIGH GLASSES



- Volume: 340 ml.
- Packaging:
6 glasses/box
8 boxes/carton.

SHORT GLASSES



- Volume: 200 ml.
- Packaging:
6 glasses/box
8 boxes/carton

