



PULLS COFFEE

VIETNAM ORIGIN

“ *Inspired by Vietnamese coffee culture and lifestyle, our story to bring the best of Vietnamese coffee to the world started in 2012.* ”

OUR STORY

Starting with a small coffee store that opened in 2012. Three years later, the brand named Pulls Coffee was born with the passion of connecting coffee lovers around the globe. Since its first launching, Pulls Coffee has owned a chain of 40 branches including coffee stores, coffee kiosks, and takeaway coffee.

Our modern coffee factory is located in Long Hau Industrial Park, Long An Province with a current total capacity of more than 500 tons per year.

By collaborating with more than 16 farms in the famous coffee capital of Vietnam such as Da Lat and Dak Lak, we can provide the highest quality products for our partners and customers.



OUR VISION



Pulls Coffee aims to become the leading producing coffee company in Viet Nam and expanding business around the world.



MISSION



Pulls Coffee wants to elevate the Vietnamese coffee value worldwide and help Vietnamese coffee farmers have a better life.



PRODUCTS AND SERVICES

FRANCHISING

3 models
(Take-away, Kiosk, Store)



PRODUCTS FROM PULL'S COFFEE

WHOLE BEAN/GROUND



1000g | 500g | 250g

DAK LAK Robusta Single

Taste: strong caffeine content, more bitter, strong aroma



Light roast
Medium roast

1000g | 500g | 250g

DA LAT Arabica Single

Taste: mild sour taste mixed with mild bitter and gentle aroma

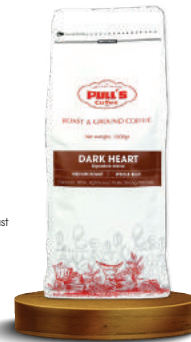


Light roast
Medium roast

1000g | 500g | 250g

EASTWEST Signature Blend

Taste: medium caffeine content, strong bitter taste, sour taste, passionate aroma.



Light roast
Medium roast

1000g | 500g | 250g

DARK HEART Signature Blend

Taste: light caffeine, light bitter, mild sour, passionate aroma.



Light roast
Medium roast

1000g | 500g | 250g

MORNING BIRD Classic blend

Taste: light caffeine, light bitter, mild sour, passionate aroma.

DRIP BAGS



30 x 10g

DAK LAK

Taste: strong caffeine content, more bitter, strong aroma



30 x 10g

DA LAT

Taste: mild sour taste mixed with mild bitter and gentle aroma



30 x 10g

MORNING BIRD

Taste: light caffeine, light bitter, mild sour, passionate aroma.

18 x 16g
Gi 3 IN 1
Good Instant Coffee



Size: 9,5cm x 6cm

VIETNAMESE FILTER



EXPORT

Pull's Coffee products have been present in stores and supermarkets in the Netherlands and European countries.

Pull's Coffee is also an **OEM/ODM** coffee maker for many domestic and international partners.



CERTIFICATES



ISOCERT
Harmonization And Prosperity
CERTIFICATE
No. 9199293406169-HACCP

THIS IS TO CERTIFY THAT THE HAZARD ANALYSIS AND CRITICAL CONTROL POINTS OF

MINH AN COFFEE COMPANY LIMITED

Head office: 34 Street 6, Him Lam Residential Area, Tan Hung Ward, District 7, Ho Chi Minh City, Vietnam.
Factory: Factory 3.01 High-rise factory, Lot L2, Long Hau-Hiep Phouc Street, Long Hau Industrial Park, Long Hau Commune, Can Giuoc District, Long An Province, Vietnam.

Has been assessed and found to conform with requirements of the following standard:

HACCP CODEX 2020
(CXG 1-1969, Rev.2020/TCVN 5603:2023)
SCOPE CERTIFIED:

- 1. Mixing and packaging instant coffee and coffee beans;
- 2. Processing (grinding, packaging) ground coffee.
(Category: CIV)

Certification date : 22.Dec.2023
Issue date : 22.Dec.2023
Expiration date : 21.Dec.2026
Details in decision No. : 221223.05/QD-ISOCERT



Retrieval Information Code:
9199293406169



VICAS 067-FSMS



ISOCERT
HACCP CODEX 2020



MSc. Vu Hoang Tuan

Check the validity of the certificate: <https://isocert.org.vn/tra-cuu-chung-chi-iso>

ISOCERT INTERNATIONAL CERTIFICATION AND INSPECTION JOINT STOCK COMPANY

No 40 A Row, Block 12, Dinh Cong New Urban Area, Dinh Cong Ward, Hoang Mai District, Hanoi

Hotline: 1900.636.538, Hanoi office: 02473.036.538, HCM office: 02873.056.538, Email: contact@isocert.org.vn, Website: <http://isocert.org.vn>

HACCP CODEX 2020 CERTIFICATION

Minh An Coffee Company Limited complies with The Hazard Analysis and Critical Control Points (HACCP) CODEX 2020 requirements.

**Minh An Coffee Company Limited is a subsidiary of Pulls Coffee Company Limited*



ISOCERT
Harmonization And Prosperity
CERTIFICATE
No. 9199293406169-FSMS

THIS IS TO CERTIFY THAT THE FOOD SAFETY MANAGEMENT SYSTEM OF

MINH AN COFFEE COMPANY LIMITED

Head office: 34 Street 6, Him Lam Residential Area, Tan Hung Ward, District 7, Ho Chi Minh City, Vietnam.
Factory: Factory 3.01 High-rise factory, Lot L2, Long Hau-Hiep Phouc Street, Long Hau Industrial Park, Long Hau Commune, Can Giuoc District, Long An Province, Vietnam.

Has been assessed and found to conform with requirements of the following standard:

ISO 22000:2018
SCOPE CERTIFIED:

- 1. Mixing and packaging instant coffee and coffee beans;
- 2. Processing (grinding, packaging) ground coffee.
(Category: CIV)

Certification date : 22.Dec.2023
Issue date : 22.Dec.2023
Expiration date : 21.Dec.2026
Details in decision No. : 221223.04/QD-ISOCERT



Retrieval Information Code:
9199293406169



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ISOCERT
ISO 22000:2018



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Check the validity of the certificate: <https://isocert.org.vn/tra-cuu-chung-chi-iso>

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ISO 22000:2018 CERTIFICATION

Certified by The Food Safety Management System (ISO 22000-2018)

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FOOD AND DRUG ADMINISTRATION CERTIFICATE

Food and Drug Administration certificate issued by US Food and Drug Administration for Minh An Coffee Company Limited.

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AVPA 2022 AWARD

Gourmet OR at 8th <<Coffees Roasted at origin >> International Contest AVPA - Paris 2022



CONTACT US

Head office: 34 - 36 Street No. 6, Him Lam Residential Area, Tan Hung Ward, District 7, Ho Chi Minh City, Viet Nam.

Factory address: Lot 2042, N14 Street, Long Hau Industrial Park, Long Hau Commune, Can Giuoc District, Long An Province, Viet Nam.

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