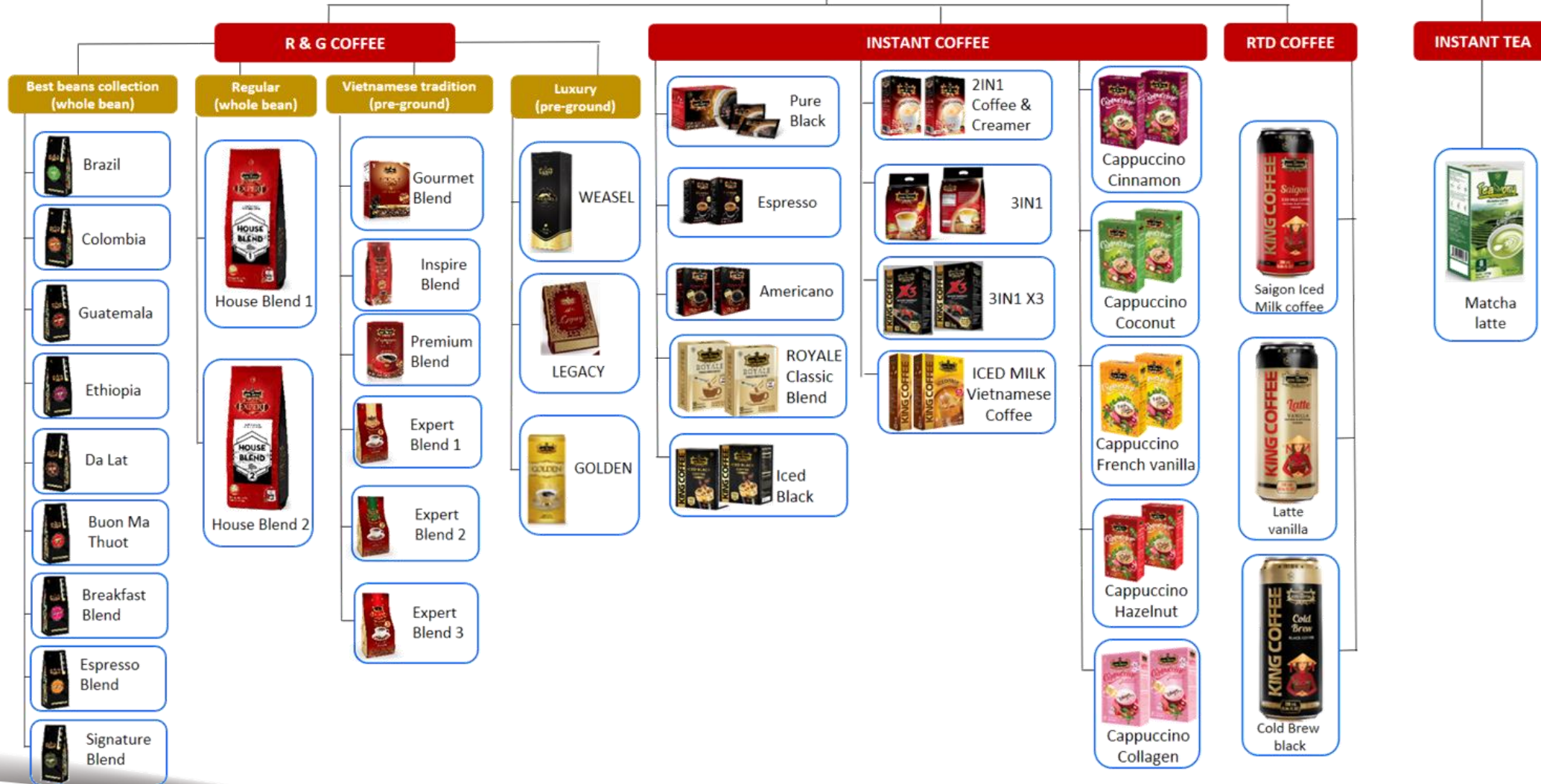


# PRODUCTS PORTFOLIO

Date: Dec 18, 2023  
By: International Marketing Dept.







R & G  
BEST BEANS  
COLLECTION  
(WHOLE BEAN COFFEE)





# BUON MA THUOT BLEND

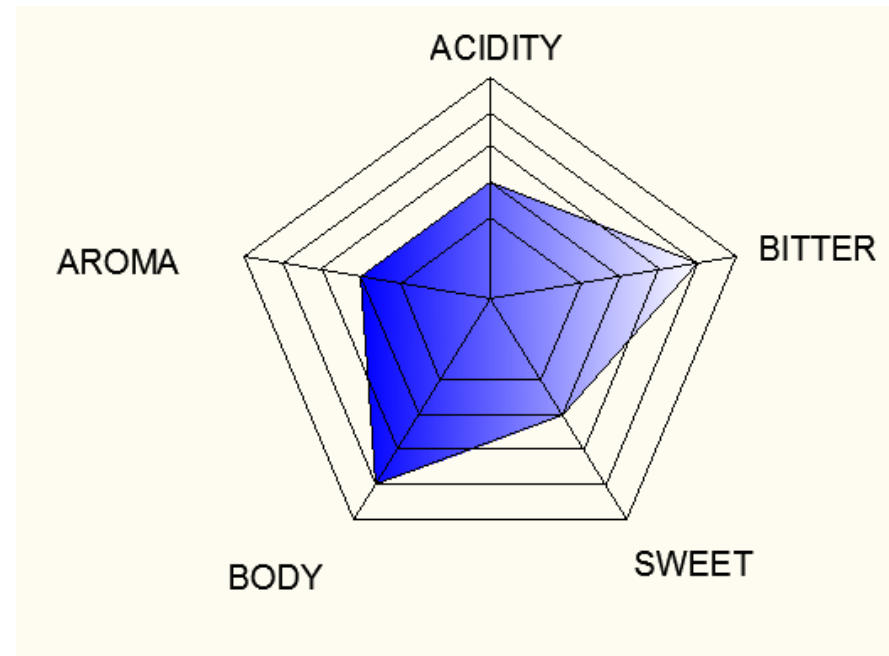
Rich & intense



Ingredients	Roast Level
<ul style="list-style-type: none"> <li>✓ Arabica coffee from Cau Dat (Da Lat – Vietnam)</li> <li>✓ Robusta coffee from Buon Ma Thuot - Vietnam</li> </ul>	<p>Full City (~ Medium dark )</p>

A typical blend of the finest Robusta & Arabica dark-roasted beans from the most well-known coffee-growing regions in Vietnam – Buon Ma Thuot & Da Lat, to produce rich and intense tastes.

## Taste profile



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.

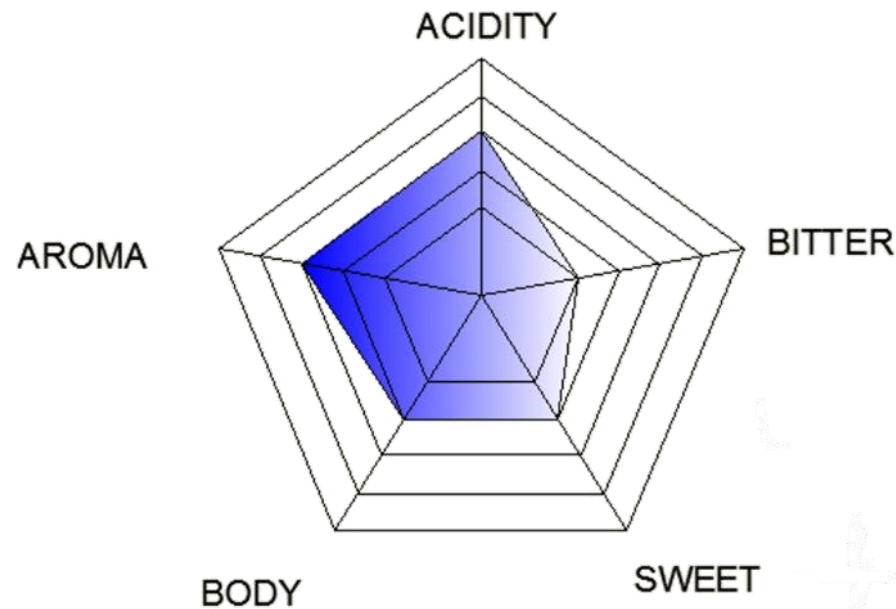
## DA LAT

Rich aroma, mild acidity & light bitterness

Ingredients	Roast Level
✓ 100% Arabica coffee from Cau Dat (Da Lat – Vietnam)	City ( ~ Medium )

Made from 100% Arabica beans originated from Cau Dat – Da Lat – the best Arabica-growing region in Vietnam. These beans are medium-roasted to give the typical rich aroma, mild acidity and light bitterness.

### Taste profile



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.

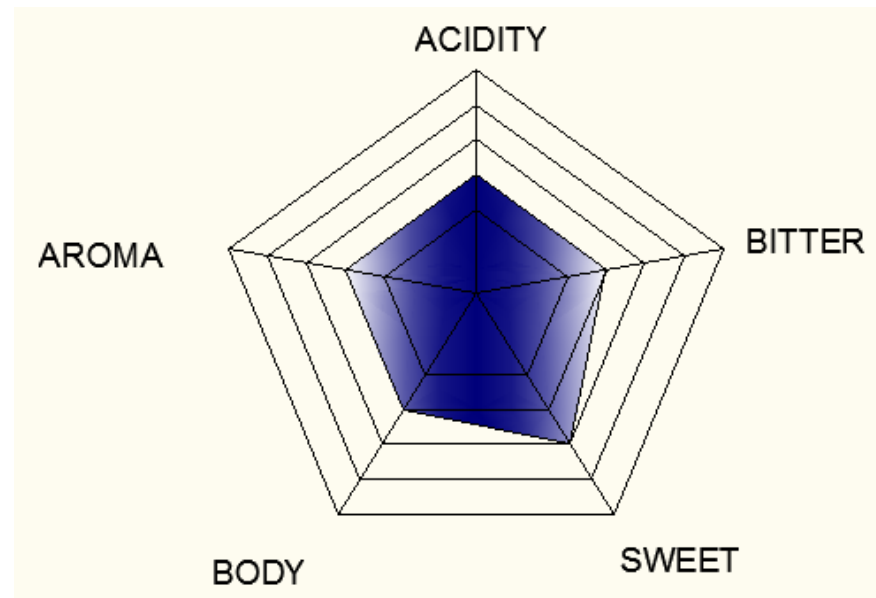
## BRAZIL

Rich aroma & sweetness finish

Ingredients	Roast Level
✓ 100% Brazilian Arabica coffee	City ( ~ Medium )

100% high quality Brazilian Arabica beans under medium-roasting to reveal wonderfully rich aroma and elegant sweetness finish.

### Taste profile



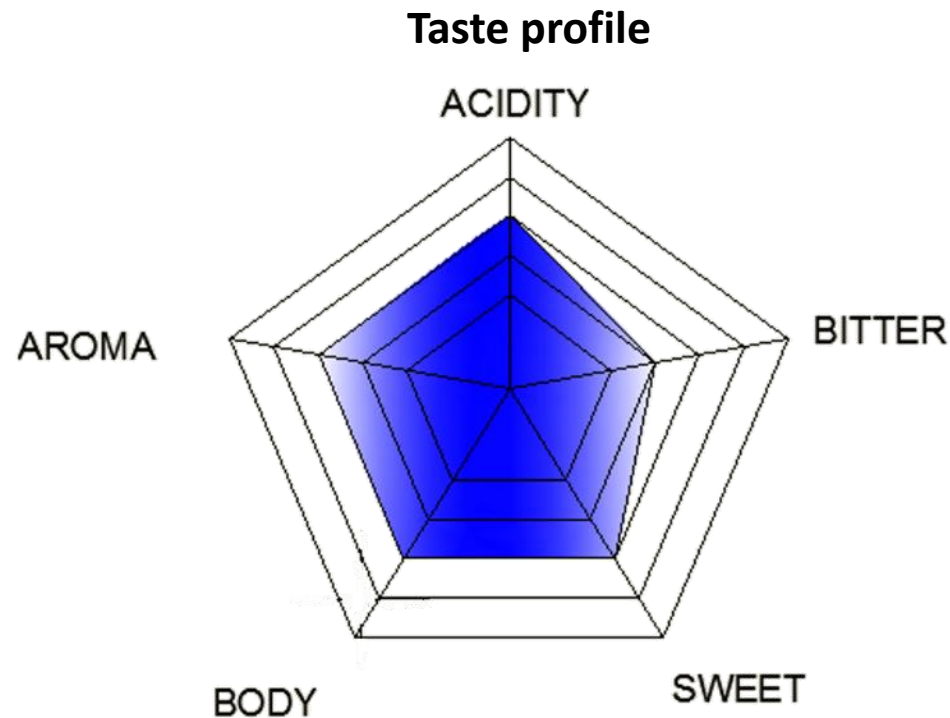
- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.

## COLOMBIA

Acidity & light after-taste bitterness

Ingredients	Roast Level
✓ 100% Colombian Arabica coffee	Full City ( ~ Medium dark)

100% premium Arabica beans grown in Colombia under dark-roasting to bring out a delicately rich aroma, full-bodied in harmony with regular acidity and light after-taste bitterness.



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.



# GUATEMALA

**Chocolate bittersweet, floral & citrus notes**

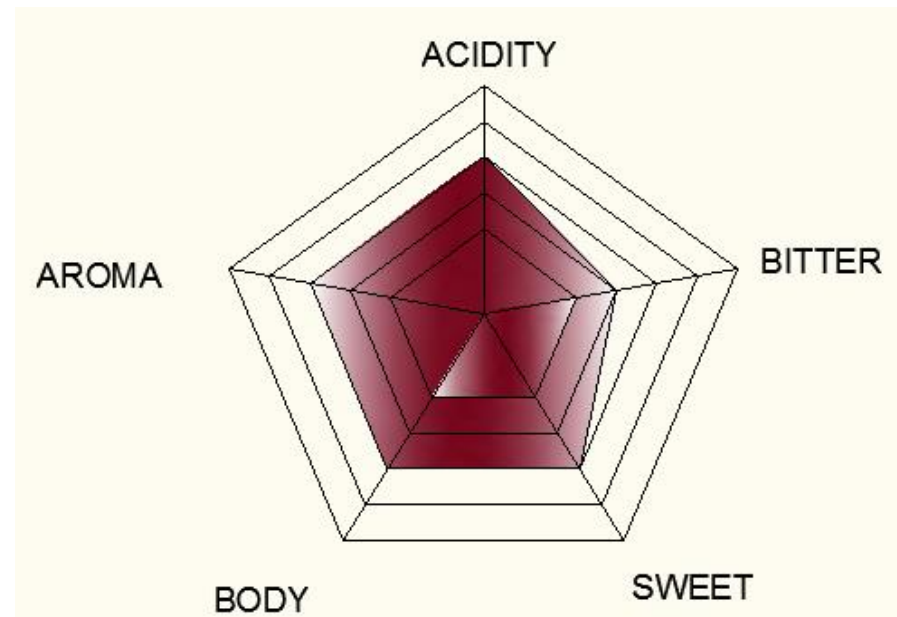


Ingredients	Roast Level
✓ 100% Guatemalan Arabica coffee	Medium



100% premium Arabica beans grown in Guatemala under medium-roasting to create a delicate & diverse taste mixed with chocolate bittersweet, floral and citrus notes.

### Taste profile



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.



# ETHIOPIA

## Herbal, fruity & spices aroma

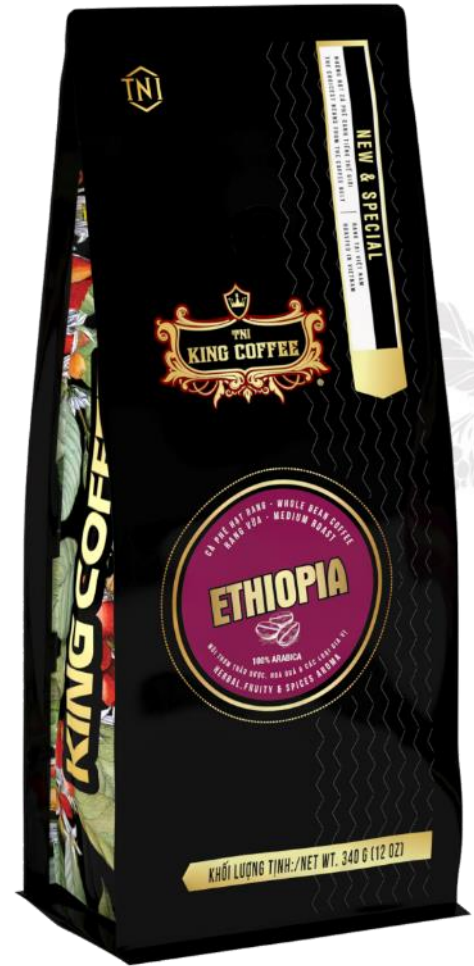
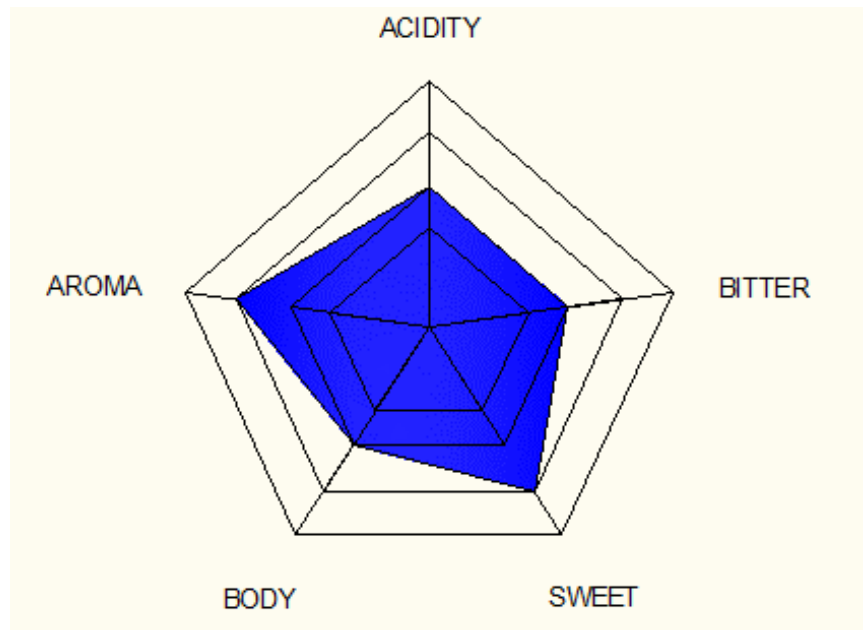


Ingredients	Roast Level
✓ 100% Ethiopian Arabica coffee	Medium



100% Ethiopian Arabica beans, medium-roasted to offer a touch to herbal, fruity and spices aroma. Medium-bodied pluses sweet, mild acidity & bitter finish.

### Taste profile



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.

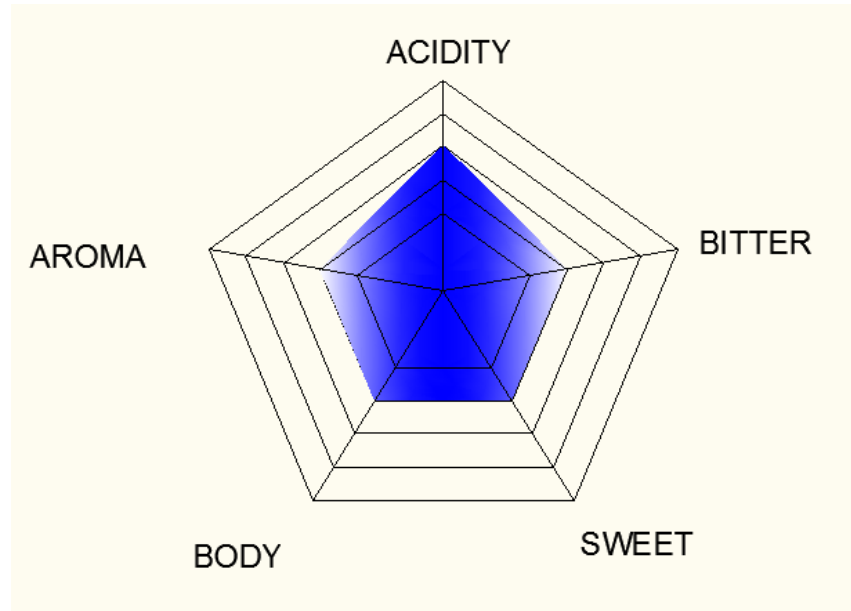
## ESPRESSO BLEND

Typical Italian taste, classic notes of caramel



Ingredients	Roast Level
<ul style="list-style-type: none"> <li>✓ Colombian Arabica coffee</li> <li>✓ Robusta coffee from Buon Ma Thuot - Vietnam</li> <li>✓ Brazilian Arabica coffee</li> <li>✓ Arabica coffee from Cau Dat (Da Lat – Vietnam)</li> </ul>	French (Dark)

### Taste profile



Specially made for espresso lovers. The highest quality Arabica beans grown in Colombia, Brazil, Cau Dat and Vietnamese Robusta premium beans are under the meticulously dark-roasting process to achieve the typical Italian espresso taste by the classic notes of caramel.



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.



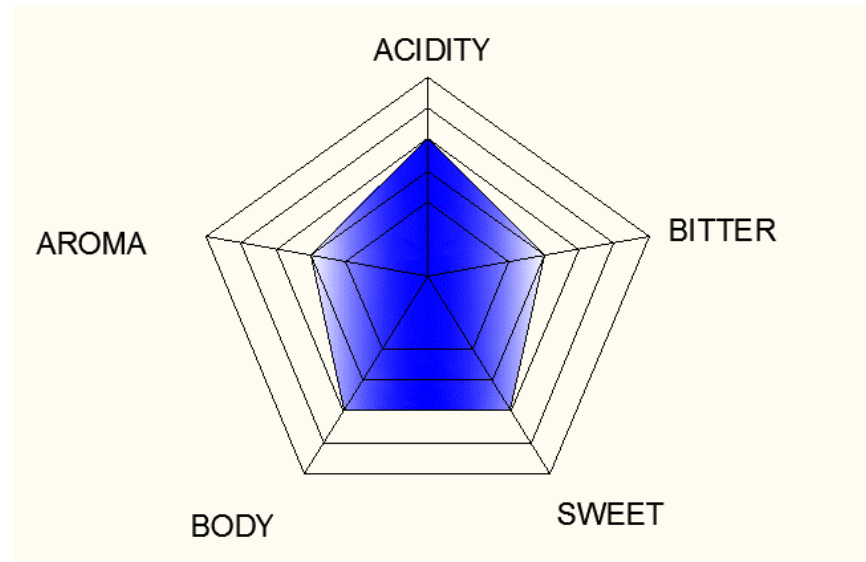
# BREAKFAST BLEND

Bittersweet citrus notes



Ingredients	Roast Level
<ul style="list-style-type: none"> <li>✓ Brazilian Arabica coffee</li> <li>✓ Guatemalan Arabica coffee</li> <li>✓ Arabica coffee from Cau Dat (Da Lat – Vietnam)</li> <li>✓ Robusta coffee from Buon Ma Thuot – Vietnam</li> </ul>	<p>City ( ~ Medium )</p>

### Taste profile



A perfect combination of the Arabica premium beans from well-known coffee-growing regions such as Brazil, Guatemala, Cau Dat and the Vietnamese Robusta premium beans that were medium-roasted to give mild bitter sweetness and aroma pluses a hint of citrus to delight the taste buds and lift up your spirit for a new day.



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.

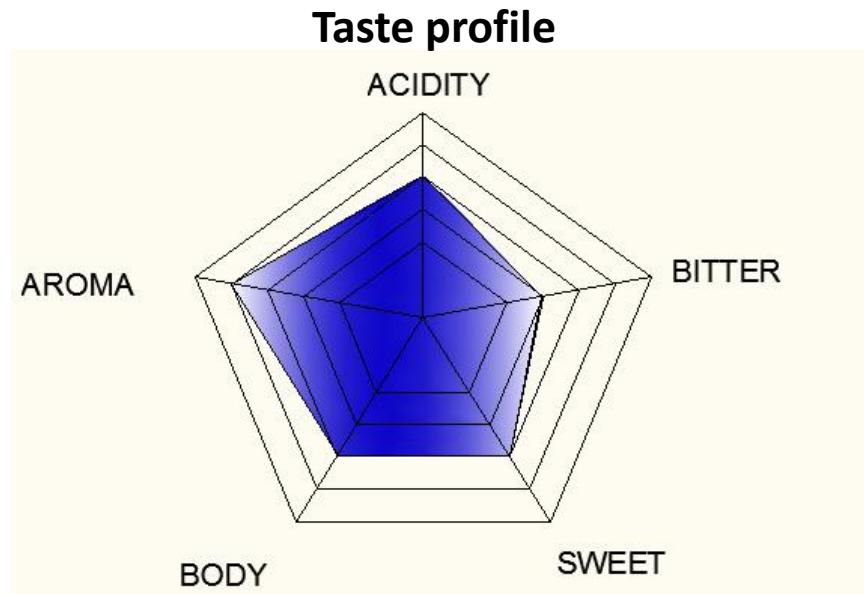
## SIGNATURE BLEND

**Complex, medium-body and bittersweet**



Ingredients	Roast Level
<ul style="list-style-type: none"> <li>✓ Ethiopian Organic Arabica coffee</li> <li>✓ Guatemalan Arabica coffee</li> <li>✓ Robusta coffee from Buon Ma Thuot - Vietnam</li> <li>✓ Brazilian Arabica coffee</li> <li>✓ Arabica coffee from Cau Dat (Da Lat – Vietnam)</li> </ul>	<p>Vienna (Medium dark)</p>

A gift crafted by TNI experts for the coffee lovers. From the choicest Arabica beans grown in Guatemala, Ethiopia, Brazil, Cau Dat and Vietnamese Robusta premium beans at medium-roasted process for a wonderful complex flavor ever, medium-body and bittersweet finish.



- Packaging: Bag 12 oz (340 g) (12 bags/carton).
- Language: Bilingual Vietnamese – English.



R & G

REGULAR COFFEE BEAN



# HOUSE BLEND 1

Bold & intense taste, mild acidity.



- Main ingredients: Robusta & Catimor coffee beans.
- Roast level: Medium-Light.
- Flavor notes: Bold & intense taste, mild acidity.
- Packaging:
  - ✓ Bag 1kg (10 bags/carton).
- Language: Biligual Vietnamese -English

House Blend 1 whole bean coffee – Bag 1 kg



## HOUSE BLEND 2

Balanced, creamy and chocolate notes, mild acidity.



- Main ingredients:** Robusta & Arabica coffee beans.
- Roast level:** Medium-Light.
- Flavor notes:** Balanced, creamy and chocolate notes, mild acidity.
- Packaging:**
  - ✓ Bag 1 kg (10 bags/carton).
- Language:** Biligual Vietnamese-English.

House Blend 2 whole bean coffee – Bag 1 kg

# R & G TRADITIONAL COFFEE (PRE-GROUND)





## GOURMET BLEND

Perfect blend of 4 varieties  
Bold & intense



- ❑ **Main ingredients:** Coffee bean (Arabica, Robusta, Excelsa, Catimor)
- ❑ **Usage:**
  - Put 3 tablespoons ( about 25 g) of Gourmet Blend Coffee into the filter. Gently shake and lock the coffee press inside.
  - Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
  - Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Gourmet Blend Coffee!
- ❑ **Packagings:**
  - Box 17.6 oz (500 g) (20 boxes/carton).
- ❑ **Language:** Bilingual Vietnamese – English

Selected from the best coffee beans of the highland region on basalt soil over 160 million years and the world's famous coffee regions that are combined together with the mysterious recipe of the East, we created GOURMET BLEND – the perfect combination of 4 kinds of coffee bean Arabica, Robusta, Excelsa & Catimor with strong, bold aroma & taste to uncover your hidden inner power, arouse excitement & passion to go successful.

## INSPIRE BLEND

Blend of peaberry beans  
Long-lasting aroma, balance taste



- ❑ **Main ingredients:** Peaberry coffee bean (Arabica, Robusta, Excelsa, Catimor).
- ❑ **Usage:**
  - Put 3 tablespoons (about 25 g) of Inspire Blend coffee into the filter. Gently shake and lock the coffee press inside.
  - Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
  - Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Inspire Blend coffee!
- ❑ **Packagings:**
  - Bag 17.6 oz (500 g) (40 bags/carton).
- ❑ **Language:** Bilingual Vietnamese – English

A heritage of Vietnamese coffee that was made from the Peaberry of 4 types of coffee bean Arabica, Robusta, Excelsa & Catimor by the love and passion of Vietnamese coffee expert.

Inspire Blend brings you the long-lasting aroma and balanced taste, make the difference and style to show personalities on your own.



## PREMIUM BLEND

### 100% Arabica

### Mild acidity & long-lasting aroma



- ❑ **Main ingredients:** Arabica coffee bean.
- ❑ **Usage:**
  - Put 3 tablespoons ( about 25 g) of Premium Blend coffee into the filter. Gently shake and lock the coffee press inside.
  - Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
  - Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Premium Blend Coffee!
- ❑ **Packagings:**
  - Can 16 oz (450 g) (12 cans/carton)
- ❑ **Language:** Bilingual Vietnamese – English

Created with the passion and love especially for the Arabica coffee beans of Cau Dat and famous regions in the world combined with the mysterious know-how from the East, Premium Blend is the unique gift of Vietnamese coffee experts with the mild acidity and long-lasting aroma, brings you the creative, breakthrough moment and helps being successful in life.



## EXPERT BLEND 1, 2 & 3

### Specialized for coffee shops



- ❑ **Main ingredients:** Coffee beans (Arabica, Robusta, Excelsa, Catimor).
- ❑ **Usage:**
  - Put 3 tablespoons ( about 25 g) of Expert Blend ground coffee into the filter. Gently shake and lock the coffee press inside.
  - Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
  - Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Expert Blend coffee!
- ❑ **Packagings:**
  - Bag 100 g (100 bags/carton).
  - Bag 17.6 oz (500 g) (40 bags/carton).
  - Bag 5 lb (2.27 Kg) (4 bags/carton).
- ❑ **Language: Bilingual Vietnamese – English**

EXPERT BLEND is the series of products that are specially created for coffee shops. The premium varieties quality of beans combine with careful roasting, blending & know-how of TNI - Trung Nguyen International master roaster experts to create the most distinctive and appealing grounded coffee.

EXPERT BLEND 1 brings to you the bold taste, long-lasting aroma from the Robusta special beans of the renowned region of Buon Ma Thuot.

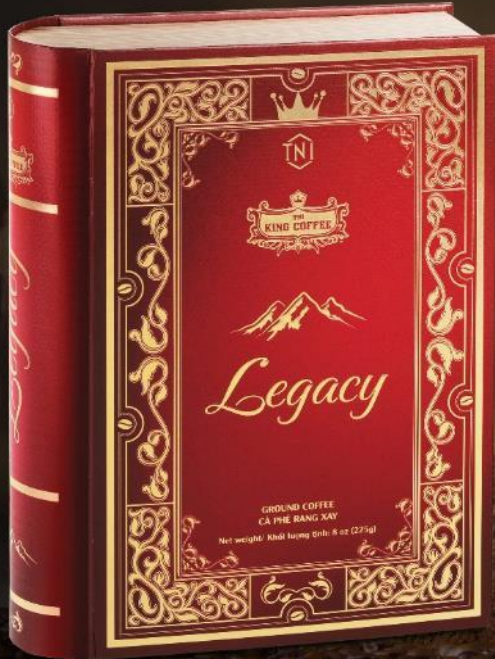
EXPERT BLEND 2 offers strong aroma, bold taste mix with mild acidity from Robusta & Arabica beans of Buon Ma Thuot & Da Lat. The two most well-known coffee plantations in Vietnam.

EXPERT BLEND 3 gives you the strong aroma, mild acidity & bitterness from the Arabica special bean of renowned region of Cau Dat."

EXPERT BLEND can be single-used or together-mixed to make a totally new blend as a "signature blend" of your shops only. EXPERT BLEND conquering the most sophisticated palate of the coffee connoisseurs.

A wonderful experience owning a unique coffee, unlocking the creativity and bringing NEW experience into life with EXPERT BLEND.

# R & G LUXURY COFFEE (PRE-GROUND)



## WEASEL

### The masterpiece for great people

Named as the most valuable and quintessential coffee in the world, weasel coffee converges the best from Yin & Yang, Earth & Beyond, Human & Nature. Created in the spirit of dedication to enrich mankind intellect, definitely differentiated from any other, KING COFFEE WEASEL was the result of meticulous 9-step process to reach the perfection.

The finest Arabica beans from the 160 million-year basaltic soil through the magic digestion inside the body of the wild civet cats and the super pasteurization process were buried for 343 days in order to absorb the energy of universe super substances. These beans continue to be manually roasted together with 6 kinds of gemstones and 13 kinds of special herbs and grounded by the skilled craftsmanship of dedicated roaster masters from the East. That's how we've created KING COFFEE WEASEL – A masterpiece for Great People in the world only.



❑ **Main ingredients:** Arabica weasel coffee.

❑ **Usage:**

- Put 3 tablespoons (about 25g) of WEASEL coffee into the filter. Gently shake and lock the coffee press inside. Pour 25 ml boiling water 205°F-212°F (96°C – 100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
- Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of WEASEL coffee!

❑ **Packagings:**

- Premium box 225g.

❑ **Language: English**



# LEGACY

## The masterpiece of passion

Inheriting the state-of-the-art coffee technology of the world, our experts' (at Trung Nguyen International - TNI) tremendous creation toward this superior product LEGACY thanks to the endless passion.

LEGACY was applied the meticulous and strict single-bean hand-pick process combined with biological technology "Enzyme 24" of KING COFFEE simulating the digestive system of the wild civets in order to create the fermented beans under the mysterious know-how of Madame Le Hoang Diep Thao with more than 20 years of experiences, offering the perfect cup of coffee which is lightly aromatic and mildly bitter mixed with an elegant note of natural sweetness.

Take a sip of LEGACY, you will feel to be inspired by that endless passion, waking you up to create great ideas to come reality in your life.



❑ **Main ingredients:** Arabica coffee

❑ **Usage:**

- Put 3 tablespoons (about 25g) of LEGACY coffee into the filter. Gently shake and lock the coffee press inside. Pour 25 ml boiling water 205°F - 212°F (96°C – 100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
- Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of LEGACY coffee!

❑ **Packagings:**

- Premium box 225g (8 boxes/carton).

❑ **Language: English**

## The polyphonic symphony

Tailor-made for rewarding the pioneer people who are differentiated by the noble lifestyle, always pursuit the passion and create values for the society, KING COFFEE GOLDEN is such a symphony where 7 notes are evangelically played by the 7 best beans varieties from the 7 well-known coffee regions on the world: Guatemala, Ethiopia, Brazil, Colombia, Indonesia, Cau Dat & Buon Ma Thuot.

Start with the rich aroma of premium and original Arabica beans in every region; then, followed by the mild acidity and original sweetness of the beans ripen, harvested, wet-processed and dried under the natural sunlight.

Finally, finished by the notes of elegant bitterness and smooth after-taste created by the unique roasting and grinding know-how of the experts from Trung Nguyen International (TNI). KING COFFEE GOLDEN reconstitutes the swinging moments in life, bringing the exceptional taste and experience that any coffee products ever found before.



❑ **Main ingredients:** : Brazilian, Colombian, Ethiopian, Guatemalan, Indonesian, Cau Dat Arabica coffee & Buon Ma Thuot Robusta coffee.

❑ **Usage:**

- Put 3 tablespoons (about 25g) of GOLDEN coffee into the filter. Gently shake and lock the coffee press inside.
- Pour 25 ml boiling water 205°F-212°F (96°C – 100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.
- Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar, condensed milk, ice to taste and enjoy your cup of GOLDEN coffee

❑ **Packagings:**

- Premium bag 8 oz (225 g) (24 bags/carton).
- Premium box 16 oz (450 g) (24 boxes/carton).

❑ **Language: English**



# INSTANT

## COFFEE



## PURE BLACK 100% Pure Soluble



Recognized as one of the best coffee by our experts with more than 20 years of profound experience, KING COFFEE Pure Black was extracted from the choicest beans Arabica & Robusta thanks to state-of-the-art technologies to give you a touch and feel to purest from of coffee.

KING COFFEE Pure Black is truly coffee-fragrant and bold, enabling you to make a fantastic cup of coffee no matter you take it black or add creamer, milk or sugar on your own style.

Take a sip of KING COFFEE Pure Black to enjoy every single moment and make your working day full of excitement.

**KING COFFEE Pure Black – For your own style.**

- ❑ **Main ingredients :** Soluble coffee (Arabica & Robusta).
- ❑ **Usage:**
  - Empty coffee sachet content into a cup.
  - Add 60 ml of hot water (96°C – 100°C). Stir well and ready to serve.
- ❑ **Packagings:**
  - Box 15 sachets x 2 g (24 boxes/carton).
  - Bag 100 sachets x 2 g (24 bags/carton).
  - Box 150 sachets x 2 g (12 boxes/carton).
  - Bag 1 kg (6 bags/carton).
- ❑ **Language: Bilingual Vietnamese – English**



## ESPRESSO

Made from Arabica beans  
Strong & full body



Born in the Central Highland of Vietnam, KING COFFEE Instant Espresso was crafted by the roasting know-how from the east and the extraction technology from Europe offering a strong and full body taste as fresh - brew shot of an Italian espresso. Simply an undeniable espresso, from the best coffee plantation regions in the world.

- ❑ **Main ingredients:** Arabica soluble coffee.
- ❑ **Usage:**
  - Empty KING COFFEE Espresso stick content into a cup. Add 60 ml of hot water (96°C – 100°C).
  - Add milk or sugar if you like and enjoy.
- ❑ **Packagings:**
  - Box 6 sticks x 2.5 g (24 boxes/carton).
  - Box 15 sticks x 2.5 g (24 boxes/carton).
  - Bag 25 sticks x 2.5 g (24 bags/carton).
  - Box 100 sticks x 2.5 g (12 boxes/carton).
- ❑ **Language:** English, Bilingual Vietnamese - English

## AMERICANO

### Finely-ground coffee added



We've made it MILDER for you as we've known you won't love the strong and bitter taste like an Espresso. Our Americano Premium was crafted from the medium-roasted premium beans in order to satisfy your MILD palate.

Enjoying a sip of Americano Premium, you will feel the mild acidity, slight bitterness on the tip of your tongue together with the smooth, balance after-taste while the enduring aroma always comes around your nose no matter hot or cold it is.

Americano Premium was enhanced with finely-ground roasted coffee to give the feeling like enjoying an Americano fresh-brew shot from the brewer with typical freshness and aroma of ground coffee, bring to you the entertaining moment and recharge your power for a long day working.

**Main ingredients:** Arabica instant coffee, finely-ground roasted coffee.

**Usage:**

- Empty KING COFFEE Americano Premium sticks contents into a cup. Add 100ml hot water (80°C – 100°C).
- Add sugar or milk if you like and enjoy.

**Packagings:**

- Box 15 sticks x 1 g (48 boxes/carton)

**Language: Bilingual Vietnamese – English**

## ROYALE CLASSIC BLEND



The most modern and advanced technology  
Coffee beans from the top producing countries in the world.



ROYALE Classic Blend is the Freeze Dried soluble coffee.

Both Arabica & Robusta beans from the top producing countries in the world are blended to achieve the best balance in term of both aroma & taste, combined with the most modern and advanced technology (Freeze Dried technology at -50oC) to optimally preserve the innate flavors.

ROYALE Classic Blend brings out mild acidity plus sophisticated fruity notes, creating the experience to enjoy the original & hi-end flavors like authentic roast and ground coffee while being convenient in a hustle and bustle life style.

- Main ingredients:** 100% freeze-dried soluble coffee powder.
- Direction:**
  - ✓ Mix a sticks of freeze dried coffee with 50 ml (1.68 fl oz) of hot water, stir well.
  - ✓ May add sugar, milk, ice to taste and enjoy.
- Packaging:**
  - ✓ Box 24 g (12 sticks x 2 g) (24 boxes/carton).
  - ✓ Box 24 g (12 sticks x 2 g) (100 boxes/carton).
- Language:** English.



## ICED BLACK

**Finely-ground coffee added  
Intense Arabica & Robusta blended**



Combined both Arabica & Robusta medium dark coffee, KING COFFEE ICED BLACK COFFEE retain the intense balance of tastes & flavors to let you enjoy a good cup of typically blended coffee. Furthermore, enhanced by finely-ground coffee, it is able to offer you the fresh-like flavors, so that your experience will be as enjoying the fresh ground coffee.

- Main ingredients:** Sugar, soluble coffee (Arabica + Robusta), finely-ground roasted coffee.
- Direction:**
  - ✓ Mix a sachet of Iced Black Coffee with 1.6 fl oz (50 ml) of hot water (80oC – 100oC), stir well.
  - ✓ Add 3.5 oz (100 g) of ice cubes and enjoy.
- Packaging:**
  - ✓ String 5.6 oz (10 sachets x 0.56 oz) (50 strings/carton).
  - ✓ Box 5.6 oz (10 sachets x 0.56 oz) (36 boxes/carton).
- Language:** English.

## 2IN1 COFFEE & CREAMER No Added Sugar



For those who demand delicacy and healthcare, it's hard to look past KING COFFEE 2in1 coffee & creamer. The harmonious fusion between the purest form of coffee and soft of creamer to make perfect cup of coffee while also benefitting your health.

KING COFFEE 2in1- The choice for healthy people in the new age.

- ❑ **Main ingredients:** Soluble coffee (Arabica & Robusta) , non-dairy creamer.
- ❑ **Usage:**
  - Empty KING COFFEE 2IN1 Coffee & Creamer stick content into a cup. Add 100 ml of hot water (96°C – 100°C).
  - Add milk or sugar if you like and enjoy.
- ❑ **Packagings:**
  - Box 15 sticks x 10 g (24 or 48 boxes/carton).
  - Bag 22 sticks x 10 g (24 bags/carton).
- ❑ **Language:** Bilingual Vietnamese – English





☐ **Main ingredients** : Soluble coffee (Arabica & Robusta), non-dairy creamer, sugar.

☐ **Usage:**

- Empty a sachet/stick of KING COFFEE 3IN1 into a cup. Add 75 ml of hot water (80°C - 100°C).
- Stir well and ready to serve.
- Use 2 sachets/sticks when serve with ice.

☐ **Packagings:**

- Box 6 sticks x 16 g (24 boxes/carton).
- Box 10 sticks x 16 g (48 boxes/carton).
- Box 20 sachets x 16 g (24 boxes/carton).
- Bag 20 sticks x 16 g (24 bags/carton).
- Bag 28 sachets x 16 g (18 bags/carton).
- Bag 48 sachets x 16 g (10 bags/carton).
- Bag 88 sticks x 16 g (5 bags/carton).
- Bag 100 sticks x 16 g (5 bags/carton).
- Box 180 sticks x 16 g (3 boxes/carton).
- Bag 1 kg (6 bags/carton).

☐ **Language:** Vietnamese - English

Selected from the best coffee beans of the famous region Buon Ma Thuot, under the European state-of-the-art technology combined with the mysterious know-how of the East, we've created the 3in1 instant coffee KING COFFEE which is bold and delicious in taste and aroma, enabling you to be excited for a new day full of energy and maximize brain power to be successful in life.

## 3IN1 X3

### Tripled caffeine content Blend of Arabica & Robusta dark roast



Different coffee offers different awake level.

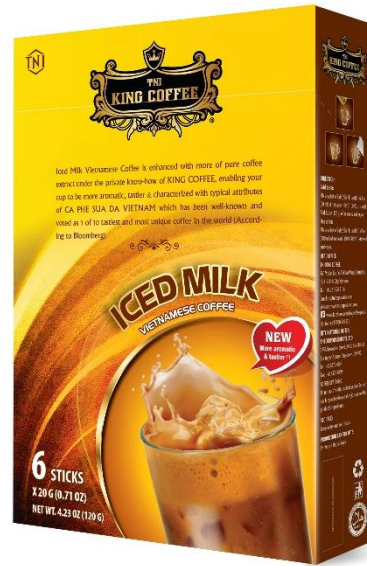
Being tripled the caffeine content, a cup of KING COFFEE 3IN1 X3 is capable of keeping you awake as you drank 3 regular cups while retaining the irresistible flavors of a good coffee. For the whole working hours in a day, you will be always energetic and durable no matter how hard your tasks will be.

- Main ingredients:** Sugar, non-dairy creamer, soluble coffee.
- Direction:**
  - ✓ **Cold drink:** Mix a stick of 3in1 X3 with 1.6 fl oz (50 ml) of hot water (> 80oC), stir well. Add 7.05 oz (200 g) of ice cubes and enjoy.
  - ✓ **Hot drink:** Mix a stick of 3in1 X3 with 3.3 fl oz (100 ml) of hot water (> 80 oC ), stir well and enjoy.
- Packaging:**
  - ✓ Box 11.42 oz (12 sticks x 0.95 oz) (24 boxes/carton)
- Language:** English.



# ICED MILK VIETNAMESE COFFEE

## Bold Taste of Vietnamese traditional milk coffee



☐ **Main ingredients:** Soluble coffee (Robusta), non-dairy creamer, skimmed milk powder, sugar.

☐ **Direction:**

▪ **Cold drink:**

Mix a stick/sachet of Café SỮA with 50 ml of hot water (80oC – 100oC), stir well. Add 120 g of ice cubes and enjoy.

▪ **Hot drink:**

Mix a stick/sachet of Café SỮA with 100 ml of hot water (80oC – 100oC), stir well and enjoy.

☐ **Packagings:**

- Box 6 sticks x 20 g (12 boxes/carton).
- Bag 20 sticks x 20 g (24 bags/carton).
- Bag 100 sticks x 20 g (5 bags/carton).
- Bag 1 kg (6 bags/carton).

☐ **Language:** English



Coffee extracted at low temperature & ambient pressure in the first phase to capture the best flavors.



Enhanced with NANO coffee to offer the flavors of roast and ground coffee.



Using traditional Vietnamese condensed milk to bring the typical notes of Vietnamese Iced Milk coffee

Our ICED MILK Vietnamese Coffee combines First Extracting technology, Nano coffee and traditional condensed milk in order to offer the signature notes of Vietnamese iced coffee which has been well-know and rated as 1 of 10 best coffees in the world (According to TasteAtlas.com).

## Extremely velvet creamer, notes of tropical fruits



From Vietnam, KING COFFEE brings to the World the collection of Cappuccinos flavors to delight the connoisseurs' senses. KING COFFEE Cappuccinos are crafted by using the coffee extract from high-grade Arabica beans blended with the foaming cream, resulting in the irresistible cappuccino with the extremely velvet creamy layer plus notes of tropical fruits, spreading the cozy and pleasure feeling. For your relaxing moment every day.

### CAPPUCCINO COCONUT

Pure coconut milk aroma with a soothing creamy layer. The delicate taste of medium roasted espresso.

### CAPPUCCINO CINNAMON

The spicy aroma from cinnamon powder combines with the natural espresso aroma and creamy milk foam to create a delightful cup of cappuccino. Spicy taste.

### CAPPUCCINO HAZELNUT

A perfect combination between the hazelnut and espresso aroma and creamy milk foam. Highlight the delicious nutty taste in Italian cappuccino coffee.

### CAPPUCCINO FRENCH VANILLA

Attractive aroma from French vanilla with a soft creamy layer. Mild acidity.

- Main ingredients:** Soluble Arabica coffee, foaming creamer, sugar, non-dairy creamer.
- Direction:**
  - ✓ Empty KING COFFEE Cappuccino stick/sachet contents into a cup.
  - ✓ Add 5 fl oz (150 ml) of hot water.
  - ✓ Stir well and enjoy.
- Packaging:**
  - ✓ Box 12 sticks x 20 g (24 boxes/carton).
- Language:** Bilingual Vietnamese - English



# CAPPUCCINO COLLAGEN

**Collagen Added  
Velvet cream layer**



More than offering the premium flavors for our lady drinkers to enjoy the coffee at ease.

KING COFFEE Cappuccino Collagen are capable of letting you show the style and shine bright whenever and wherever you are, thanks to the added collagen and sakura extract.

For ladies to be pretty always.

- Main ingredients:** Soluble coffee, foaming creamer, non-dairy creamer, skimmed milk powder, collagen, sakura extract, strawberry powder.
- Packaging:**
  - ✓ Box 240 g (12 sticks x 20 g) (24 boxes/carton).
- Language:** Bilingual Vietnamese - English.

CANNED  
COFFEE **RTD**





# CÀ PHÊ SỮA ĐÁ SÀI GÒN SAIGON ICED MILK COFFEE



**Taste of traditional Vietnamese milk coffee**



SAI GON (Ho Chi Minh City) has long been the cradle of Vietnamese coffee culture featured by the menu ICED MILK COFFEE. Using the 20-year experience, KING COFFEE experts have created the ready-to-drink milk coffee which offer the typical characters and flavor of SAI GON ICED MILK COFFEE thanks to the roasting know-how combined with traditional milk taste of Vietnamese.

Choosing KING COFFEE SAI GON ICED MILK COFFEE, you will be able to enjoy the uniquely delicious notes desirable by millions of visitors came to Vietnam.

- Main ingredients:** Brew coffee, non-dairy creamer, skimmed milk powder, sugar.
- Direction:**
  - ✓ Shake well before use.
  - ✓ Best served chilled or over ice.
  - ✓ Drink up after opening.
- Packaging:**
  - ✓ Can 238 mL (8.04 fl oz) (24 cans/tray)
- Languages:** English.

## LATTE VANILLA

Soft and sweet aroma from vanilla



KING COFFEE Latte Vanilla was crafted by blending both Vietnam and Latin America Arabica beans extracted at optimal temperature and pressure to let you enjoy the complex and sophisticated flavors of coffee in harmony with milks. The texture is creamy & pleasant offering the smooth mouthfeel till the last sip.

- Main ingredients:** Brew coffee, non-dairy creamer, skimmed milk powder, whole milk powder, sugar.
- Direction:**
  - ✓ Shake well before use.
  - ✓ Best served chilled or over ice.
  - ✓ Drink up after opening.
- Packaging:**
  - ✓ Can 238 mL (8.04 fl oz) (24 cans/tray)
- Languages:** English.



## COLD BREW BLACK

**Mild taste, cold brew aroma & sugar free**



The choicest Arabica & Robusta beans from Vietnam, Latin America & Africa were roasted to medium light level then slowly extracted in 12 hours at 10oC to produce KING COFFEE Cold Brew featuring the caramel, chocolate plus lingering floral notes while revealing the sweetness, less acidity & mellow bitterness like a typical cup of cold-brewing coffee.

- ❑ **Main ingredients:** Cold brew coffee (Da Lat, Brazil & Ethiopia Arabica coffee, Robusta coffee).
- ❑ **Direction:**
  - ✓ Shake well before use.
  - ✓ Best served chilled or over ice.
  - ✓ Drink up after opening.
- ❑ **Packaging:**
  - ✓ Can 238 mL (8.04 fl oz) (24 cans/tray)
- ❑ **Languages:** English.



**INSTANT TEA**



## TEAVORY MATCHA LATTE

Premium matcha powder, exceptionally savory



- ❑ **Main ingredients** : green tea powder, non-dairy creamer, skimmed milk powder sugar.
- ❑ **Direction:**
  - Hot drink: Mix a stick with 80 ml (2.7 fl oz) hot water (> 80°C). Stir well and enjoy.
  - Cold drink: Mix a stick with 40 ml (1.35 fl oz) hot water (> 80°C), stir well. Add ice cube and enjoy.
- ❑ **Packagings:**
  - Box 8 sticks x 16 g (4.51 oz/128 g) (48 boxes/carton)
- ❑ **Language:** Vietnamese – English

Teavory combines both the Eastern & Western culture, creating the resonance of fabulous taste and flavor. Teavory Matcha Latte owns the fresh green, elegant & charming typical scent of premium green tea powder blended with the aromatic, creamy milk and thin foam layer, offering to drinkers a unique and appealing taste.

THANK YOU

