HatA
GOOD SEED - GOOD LIFE

HẠT A CÀFE

PORTFOLIO



KITE JOIN STOCK COMPANY

Website: hatacafe.com
Fanpage: www.facebook.com/Hatacafe

GOOD SEED GOOD LIFE

Story of Hat A

"That seed, whoever put an effort to sow and plant, will receive the fruit of happiness"

"Hat" is the seed of life. Once sown a seed, the seed germinates, grows up a tree, blooms, and bears fruit. We understand the core value of "Hat", understand that to get the seeds bring the sweet of heart it must be nurtured and taken after carefully.

"A" is the first character in the alphabet. We sowed a seed called 'Hat A' as starting our brand with desire to bring up the best products to the customers. The best from raw materials to product quality and manpower.



Our Story

JOURNEY TO FIND THE DELICATE AND ORIGINAL TASTE OF VIETNAMESE COFFEE BEANS

Growing up with coffee beans, we understand the value of "SPECIAL SEEDS" on the path to original taste of coffee. On that arduous journey, "Hat A" finds the quintessential flavor of each region, improving in production process, relieving the identity of Vietnamese coffee beans. With unremitting efforts, "Hat A" has gained a strong foothold on the world coffee map.

GOOD SEED A GOOD LIFE

HOW TO CREATE THE "HAT A" CAFE BRAND

The "Hat A" Cafe Brand has created a sustainable coffee ecosystem firmly, establish a strong relationship between 3 factors: Customers - Hat A - Farmers. On that arduous journey, Hat A constantly improves the method o planting and processing agricultural products to ensure supplying the seed "Hat A" and reap the Grade A quality product.

From Huong Mai...

In the 1980s, walking on Hanoi old streets, perhaps, Hanoian are familiar with a very traditional brand - Huong Mai Cafe.

The coffee beans are carefully selected under the skillful and delicated hands of family members, creating “black pearls” - the quintessence of heaven and earth.

More than 40 years of formation, the next generation is nurtured, imbued with love and charm of coffee beans. With continuity and burning desire, how can Vietnamese today and coming days have a chance to enjoy a true cup of coffee? That aspiration named Hat A - is marking a spectacular transformation and opening a new path in process of development in family’s traditional career.

In 2010, the brand ‘Hat A Cafe’ was officially born, affirming the growth up and spread out the coffee market, catching up with tastes, aggregating contemporary modernity but not losing traditional core values from Huong Mai coffee chain nationwide, honoring Vietnamese coffee culture.



...to Hat A Cafe

VISION - MISSION

VISION

Bringing Vietnamese agricultural products to the world.



MISSION

Mission: Support farmers in ethnic minority areas, improve coffee planting and processing. Bring the best quality agricultural products to customers.

CORE VALUE

DEDICATION

Dedication in each processing stage from the smallest to the coffee beans to the standard and unforgettable taste.



QUALITY

Quality is strictly controlled and strictly guaranteed.

RESPONSIBILITY

Responsibility with customers, staff, farmers and whole community for sustainable development, take Hat A grow more and by the time.

HUMAN

LEADERS

In Hat A Cafe, converging leaders who have the heart and vision, fulfill their roles and missions well.



STAFF

Dynamic, enthusiastic, creative, full of trust, love and want to attach themselves to the black pearls.



WORKERS

Responsibility, prudence and meticulousness are the guiding principles in all production stages from the smallest at Hat A Cafe's factory. Hat A Cafe worker wraps his whole heart in beautiful packaging to give to consumers near and far.



FARMERS

Hat A always appreciates responsible farmers, always complying with regulations on coffee farming and regularly updating new knowledge. Living standards are more stable, some people want to follow Hat A to build new farming areas.



PRODUCTION FACILITIES

FARM

Hat A has raw material areas covering Dak Nong, Dak Lak, Lam Dong... Tay Nguyen area of basalt red soil - the origin of famous coffee beans in Vietnam.

PRODUCTION PROCESS

Including planting and harvesting: Rough handling, production and packaging, inspection and shipping. All are meticulously and meticulously finished to produce premium coffee drops.





MECHANICAL SYSTEM

Equipped with the most modern machinery and equipment system, meeting production demands, ensuring time and quality to customers.



GOOD SEED - GOOD LIFE

40+ YEARS

establishment and development

MILESTONE

1980 Forerunner of Hat A Cafe - Huong Mai was born.

2010 Hat A brand was born, following Huong Mai and making changes, creations, and breakthroughs with Instant fruit flavored coffee.

2016 Hat A moves to the ocean with 2 markets: Korea and Hong Kong

2017 The first Hat A store

2018 Hat A launched a product line of nuts and dried fruits

2019 Around 200 employees nationwide

AND TALKING NUMBER

Coffee **1000-1500** tons/year

Tea **500-1000** tons/year

Seeds - Dried fruits **500-1000** tons/year



These are impressive numbers, requiring a modern and smooth operation and production process.

~200 Employees nationwide

10+ Exported country

70+ supermarket point

500+ retail distribution unit nationwide

100 ha

farm in Dak Lak, Dak Nong, Lam Dong

2000 m2

factory system



TOP 10

famous brands 2018



Popular products that meet annual food hygiene and safety standards



HACCP Codex Alimentarius



ISO 9001:2015



TOP10 The famous Trademark



FDA certificate

Hat A

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STORY OF WEASEL COFFEE HAT A

Weasel coffee is known as one of the most famous and expensive drinks over the world due to its scarcity, passionate, charming, sweet taste as well that lingers in the neck throat, a hint of great chocolate and vanilla's taste. And, in Hat A, weasel coffee is not only a product but a long story. KITES JSC always dignify human values, respect, and preserve the identities and core values in Vietnamese coffee culture.



MAIN PRODUCTS



WEASEL COFFEE

Delicious organic coffee beans the most chosen by the gourmet weasel created so a passionate taste, the charm and sophistication of coffee famous weasel coffee.



ROASTED COFFEE
(HIGH QUALITY)

Roasted Coffee Sanh, Dak Lak and Khe Sanh has a full range of specials characteristic of premium coffee beans each region: color, bitterness, aroma. In particular, they also retain the sour after taste of coffee beans original coffee.



ROASTED COFFEE
(FILTER & MACHINE)

Produced from 100% coffee pure, roasted according to traditional method, a mango brewed boffee to the original bold taste momentum, suitable for Vietnamese people.

MAIN PRODUCTS



INSTANT COFFEE

The delicate combination of quality coffee and ripe berries but still retains the traditional taste.



NUT AND DRIED FRUIT

Nuts and Dried fruits from Hat A Cafe not only keep natural taste, but also nutritious nursing. Solid drying technology special has created a gift nutritious and delicious.



TEA/FLOWER TEA

Hat A blows a new wind in familiar tea taste, creating very unique shades: tea ethereal chrysanthemum, lavender tea sweet aroma, charming rose tea and cool mint tea.



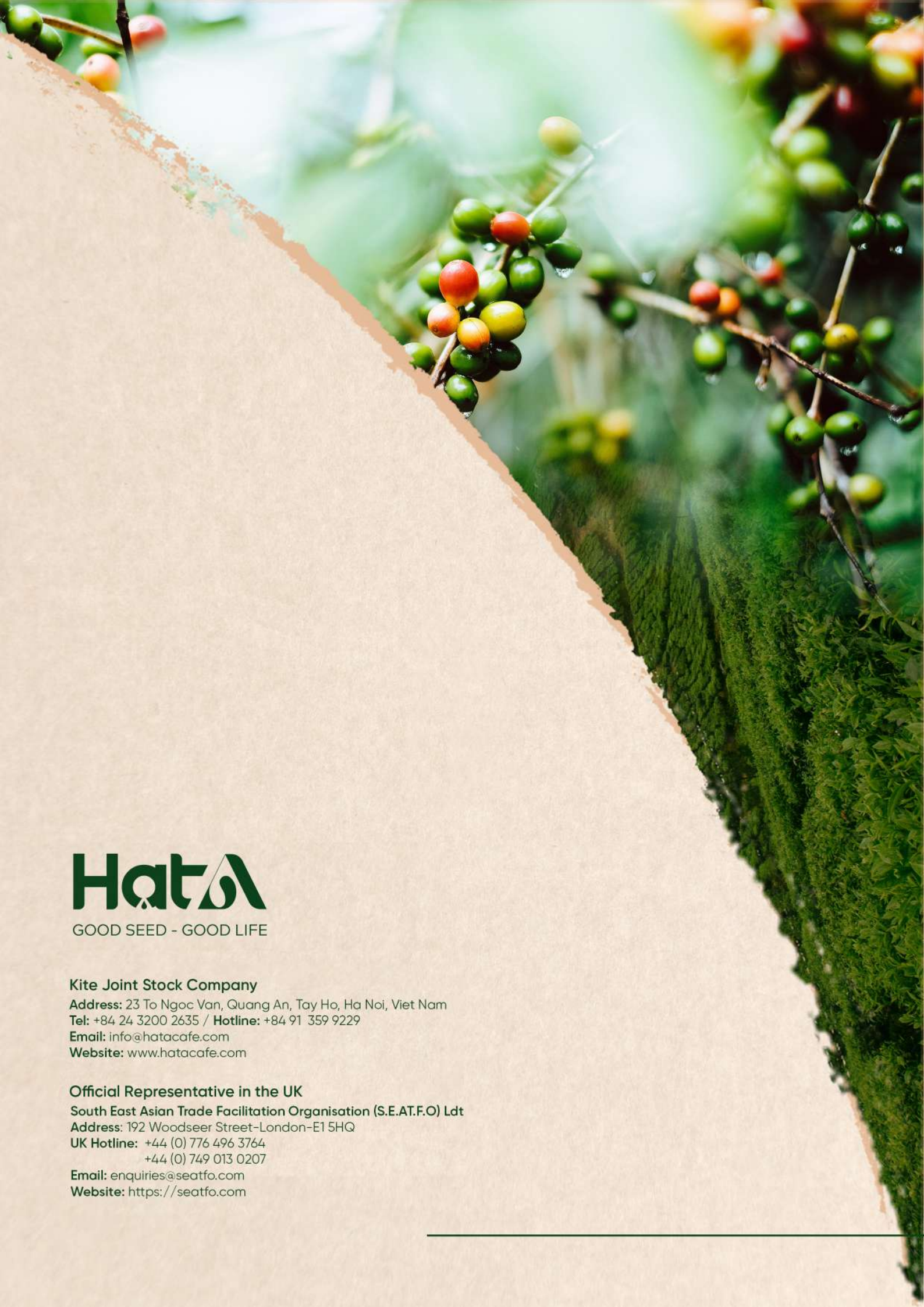


INTERNATIONAL PARTNERSHIP

In the country, our products are available at major supermarket chains across the country, chain stores, malls,...







HatA

GOOD SEED - GOOD LIFE

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