



THE COMPLETE COFFEE COMPANY



Mister Coffee Malaysia



mistercoffeemalaysia



Mister Coffee Malaysia



## - OUR STORY -

Our story began in **1982** when we began sourcing for the best coffee beans the world has to offer. We strongly believed that the key to producing the best cup of coffee lay greatly in **Coffee Roasting and Sourcing Of Green Beans.**

As coffee lovers ourselves, we ensured every step taken in roasting our coffee beans were carried out with utmost sincerity, integrity and the highest quality standards. It is that same unwavering philosophy that had driven us to become one of the most advanced and innovative players in the coffee industry today.

As our business grew, the opportunity for us to venture into the B2B market began to open up. Now we are well-known as a "coffee solution" to other businesses with many considering us to be **"The Brand behind many Brands"**

Today, we have become one of the largest family-owned coffee companies in Malaysia, having more than **30 million cups** of coffee passing through our hands every year.



We cup every lot we import, not only our gourmet Arabicas, but also Robustas and lots from well established origins.

**"WE IMPORT ONLY THE BEST QUALITY COFFEE BEANS, SELECTED THROUGH A STRINGENT PROCESS. WE THEN CREATE THE ROAST PROFILE WHICH EXTRACTS THE FULL POTENTIAL OF THE COFFEE BEANS."**

- *Cavin Sia*

## ABOUT THE COMPANY

- **Mister Coffee** is a family-owned business operating for **3 Generations**.  
- a taste of Nostalgia you wouldn't find elsewhere.
- **Mister Coffee** is privileged to be one of the **Pioneers of Coffee Pods** in Asia.
- **Mister Coffee** ensures that every step is done according to the highest standards, from the roof of production to the delivery of each product and service.
- **Mister Coffee** is considered the foremost **OEM supplier** for many other coffee brands in Malaysia.
- **Mister Coffee** has been keeping abreast of the latest trends and developments in the world of F&B by regularly and consistently participating in **International Trade Fairs**.



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Instant Coffee

# BEANS & BLENDS WHOLE & GROUNDS

## COFFEE, one of the World's Most Consumed Beverages.....

Coffee beans are grown on shrubby plants bearing white blossoms that produce the coffee fruits called "**cherries**". These coffee cherries are clustered along the limbs of the plant. The native (undomesticated) origin of coffee is thought to have been **Ethiopia**. The earliest substantiated evidence of either coffee drinking or knowledge of the coffee tree is from the 15th century, in the Sufi monasteries of Yemen.

We select and Import Green Beans by sourcing them from over **25 countries & Regions** in the Tropical Zone around the world.

We then create Unique Coffee Blends and Roast Profiles to bring out the "**SWEET SPOT**" and the Full Flavour of each Coffee Blend.

We continually work hard to achieve a Consistent Taste Profile in every Coffee Blend.

We also source for **Specialty Coffee Beans** and **Single Origins** to satisfy the rapidly growing trend in the Coffee World today.

At **Mister Coffee**, we strive to satisfy every tastebuds !



# THE BEST ESPRESSO BEANS

Espresso is a style of coffee brewed by forcing water through finely ground coffee beans to produce a concentrated shot of liquid gold goodness.

# ESPRESSO SERIES



### ESPRESSO BAR

Aromas of Dried Fruits  
Well-Structured & Tenacious  
Body Reminiscent of Fruits  
Jam & Chocolate



### ESPRESSO SUPERBAR

Citrus Fruits, Pleasant Aromatic  
Herbs, Consistent Body A  
Versatile Blend suitable for  
any type of extraction.



### ESPRESSO ROYAL

Fruity Aroma with Floral  
Overtone. Its lively Aroma suggests  
the Presence of Sultana &  
Chocolate Tone.



### ESPRESSO PEARL

Abundant Body, Balanced  
Aroma. A Vigorous Blend  
with the Cessation of Cocoa  
& Tobacco Disposition.



### ESPRESSO GOLD

Mellow-Bodied Sweet Toasted  
Bread Fragrance, Finishing  
with Hint of Nuts, Malt & Cocoa  
Powder. Great with Milk.



### ESPRESSO CLASSIC

Full-Bodied, Strong  
Aftertaste, Reminiscent of  
Creamy Chocolate when  
Mixed with Milk.

#### Steps to prepare espresso:



1. **Dosage:**  
7 - 8g  
Finely ground coffee



2. **Brewing Temperature:**  
88 - 95 °C

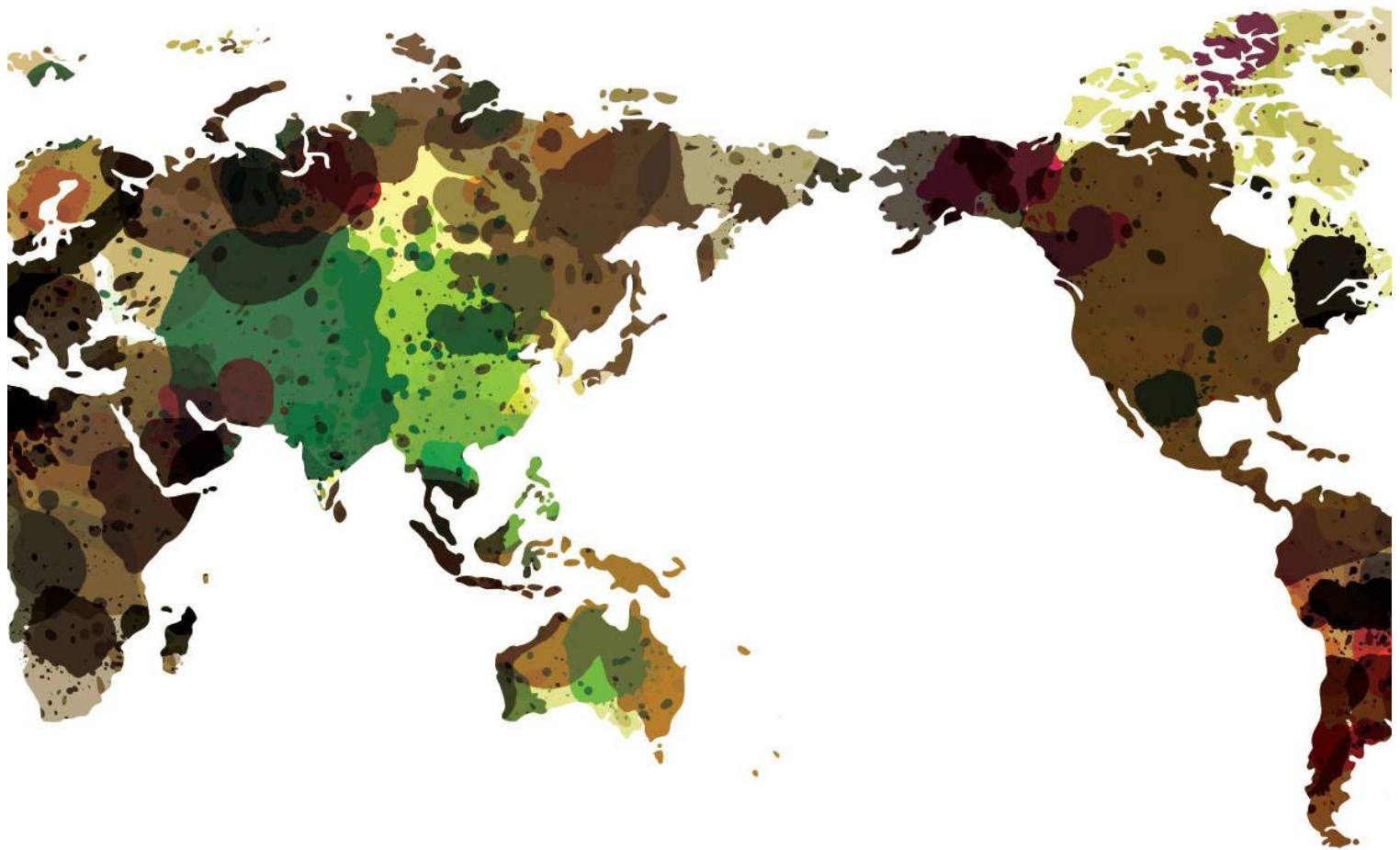


3. **Extraction Time:**  
25 - 30 seconds  
**Output Volume:** 25 - 30ml



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1 100-06/2012





# BEST COFFEE IN THE WORLD

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**"We import only the best quality coffee beans, selected through a stringent process. We then create the roast profile which extracts the full potential of the coffee beans."**





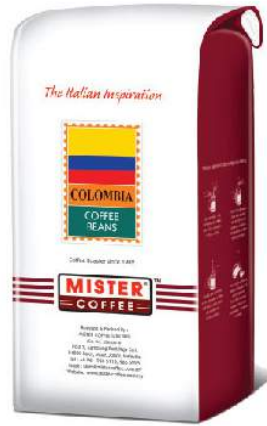
**COUNTRY SERIES**



**TANZANIA**



**ETHIOPIA**



**COLOMBIA**



**GUATEMALA**



**SUMATRA**



**BRAZIL**



**HONDURAS**



**VIETNAM**



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**SPECIES & OTHERS**



**LIBERICA**



**ARABICA**



**ROBUSTA**



**ITALIAN STYLE**



**DECAF**



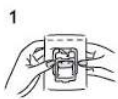
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# DripBrew™

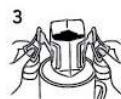
enjoy **Japanese Style** pour over coffee anytime, anywhere



1  
Carefully pull out the "handles".



2  
Tear off the top of the bag.



3  
Clip the bag over the edge of the cup.



4  
Pour in a small amount of freshly boiled hot water, and wait for 20 seconds.



5  
SLOWLY pour in 150ml to 200ml of hot water in 2 to 3 sessions. Take care not to overfill bag.



6  
Place used bag inside empty foil sachet. Enjoy your fresh cup of coffee.

# POUR OVER COFFEE MADE EASY WITH DripBrew™

The **Drip Bag** only allows hot water to go through once. This brewing method brings out a fine, pure, aromatic and clean cup of coffee.

**Drip Bag** was invented by the Japanese in the 1990s. We are privileged to be the first in Malaysia to produce individually packed **Drip Bags** with the **Modified Atmosphere Packaging (MAP)** System by using state-of-the-art machinery from Europe. **MAP** can help preserve the aroma of the coffee for a very long period of time.



**Ethiopia**



**Kilimajaro**



**Sumatra**



**Malaysia  
Liberica**



**Decaf**

**BREW YOUR OWN COFFEE, ANYTIME, ANYWHERE !**

#Homes, #Hotel Rooms, #Offices



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# EasyBrew™

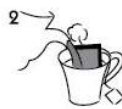
just as the name suggests, easily brew your coffee anytime, anywhere

**EasyBrew** uses Fine Mesh Filter Bags that allows the true flavour of the coffee to come out. It also acts to trap the coffee grounds inside the bag so you get a clean cup of coffee !

**EasyBrew** is individually packed with **The Modified Atmosphere Packaging (MAP) System** by using state-of-the-art machinery from Japan. **MAP** can help preserve the aroma of the coffee for a very long period of time.



1 Take out the EasyBrew™ coffee bag from the sachet and place inside a mug.



2 Pour 200 ml freshly boiled water over EasyBrew™ coffee bag.



3 Allow to brew for 4 - 5 minutes. Stir and press the coffee bag throughout brewing time.



4 Take out the EasyBrew™ coffee bag, add sugar or milk, stir and ready to drink. Or you can even drink it on its own.



# EseBrew™



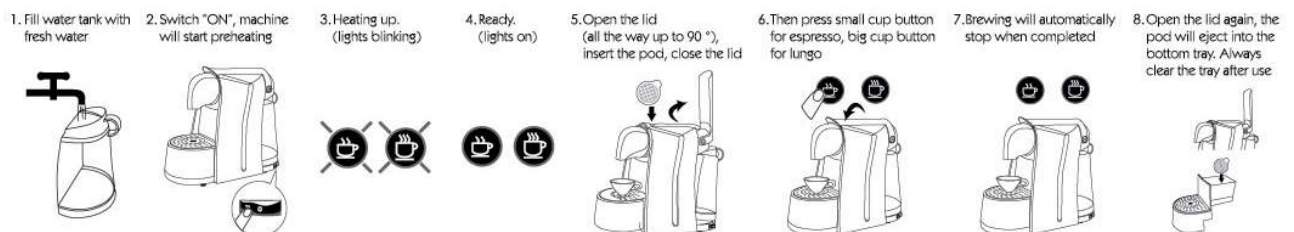
## EPM

### PODS COFFEE MAKER

easily brew your coffee at home using **EPM** Pod Brewer.



- Compact Brewing Technology - High-Pressure Pump - Backlit Coffee Buttons
- Preset (Adjustable) Coffee Settings - Automatic Pod Collection - Power-Save Mode - Eco-Friendly Design





# FRESHLY GROUND COFFEE PACKED IN **EseBrew™** FOR EVERYONE !

The **EseBrew** (Easy Serving Espresso pod aka E.S.E. pod), is a small packed coffee pod with a paper filter covering for use in a non-grinding espresso machine such as our **EPM** Pod Brewer. Pod brewers allow many food and beverage servers to provide a standardized quality of espresso with repeatable results every time.

**EseBrew** is individually packed with **The Modified Atmosphere Packaging (MAP)** System by using state-of-the-art machinery from Europe. **MAP** can help preserve the aroma of the coffee for a very long period of time.



## BREW YOUR OWN COFFEE, ANYTIME, ANYWHERE !

#Homes, #Hotel Rooms, #Offices



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# PodBrew™



**ZEST**

PODS COFFEE MAKER

easily brew your coffee at home using **ZEST** Pod Brewer.



- No Preheating Required - Preset Volume Output - Double Overheating Safety
- Excess Pressure Safety - Minimum Space - Easy Maintenance

1. Lift out the water tank and fill up with filtered or purified water.



2. Plug the brewer in a grounded outlet. Twist the top cover to unlock.



3. Place a coffee pod into the pod holder. (Flat surface of coffee pod on top)



4. Press down the top cover and lock it.



5. Place a coffee cup under the spout.



6. Press the brew button to start brewing. (machine will automatic stop brewing when the pre-set volume is achieved)



# FRESHLY GROUND COFFEE PACKED IN PodBrew™ FOR EVERYONE !

The **PodBrew** (Soft Pod aka Coffee Pad) is specifically designed for compatibility with non-grinding select single cup pod brewers such as our **ZEST** Pod Brewer. Soft pods are made of paper and are bio-degradable.

**PodBrew** is individually packed with **The Modified Atmosphere Packaging (MAP)** System by using state-of-the-art machinery from Europe. **MAP** can help preserve the aroma of the coffee for a very long period of time.



Arabica



Brazil



Colombia



Decaf



Intenzo

## BREW YOUR OWN COFFEE, ANYTIME, ANYWHERE !

#Homes, #Hotel Rooms, #Offices



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# TRADITIONAL KOPI-O

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A Taste Of Nostalgia: The Old & Famous  
Malaysian / Singaporean Traditional Kopi-O



Malaysia's coffee culture emerged during British colonization in the 1800s. Many of the Chinese who migrated to Malaysia during this period worked for the British. It led to the introduction of Western Cuisine and it wasn't long until coffee and tea started appearing on the menu everywhere. Traditional Coffee Roasters wanted to add flavour to the coffee beans, that's why sugar, butter and salt were added during roasting. Traditional Kopi-O has been a part of Malaysian culture for almost a century.

Each individually packed single-serve Kopi-O bag with **The Modified Atmosphere Packaging (MAP) System** by using state-of-the-art machinery from Japan.

**MAP** can help preserve the aroma of the coffee for a very long period of time.

**MISTER**  
COFFEE **COFFEE POWDER**

for your coffee shop & kopitiam  
business



**Coffee Powder**  
Weight: 3kg

**Coffee Powder**  
Weight: 9kg

**Coffee Powder**  
Weight: 1kg

**MISTER**  
COFFEE **TEA DUST**

for your coffee shop & kopitiam  
business



**Pure Ceylon  
Tea Dust**  
Weight: 1kg

**Tea Dust**  
Weight: 3kg

**Tea Dust**  
Weight: 9kg

**Tea Dust**  
Weight: 1kg

#Coffee Shop, #Kopitiam, #Food Court, #Restaurant

# **KOPI-O**

*Kopitiam Coffee*  
*Kopi Kampung*



**MISTER COFFEE** **Kopi-O Blend**

convenience all the way.



**MISTER COFFEE** **Kopi-O Bag**  
individually packed

suitable for home / hotel rooms  
offices / travel (outdoor)



**Kopi-O**  
2 in 1



**Blend 118**



**Blend 228**



**Blend 338**



**Special Blend**



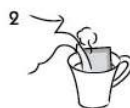
**Kopi-O**



**Special Blend**  
2 in 1



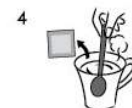
1 Remove the coffee bag from the sachet and place it in a mug.



2 Pour 200 ml freshly boiled water over coffee bag.



3 Allow to brew for 4 - 5 minutes. Stir and press the coffee bag while brewing.



4 Remove the coffee bag, stir and it's ready to drink.



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# INSTANT BEVERAGES

convenience all the way.



**WHITE COFFEE** *Creamy*

## EASY SERVING SERIES



**White Coffee (Strong)**



**White Coffee (No Sugar)**



**White Tea**



**Cappuccino**



**Iced Lemon Tea**



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— INSTANT / SOLUBLE LOOSE PACK —



**Cappuccino**



**Instant Coffee**



**White Coffee**



**White Tea**



**Iced Lemon Tea**



**Matcha**



**Chocolate Malt**



**Pure Cocoa**



**WHITE COFFEE**

3 in 1 Premix Coffee



Non-dairy Creamer  
5g



White Sugar  
5g



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# YOUR OEM PARTNER

interested to start your  
own business?



create your own unique  
**BRAND & BLENDS**

- Coffee Pods - E.S.E Pods - Espresso  
- Drip Bag - Pyramid Bag - Types of Coffee Capsule





coffee or tea @



**FACTORY**  
**MISTER COFFEE SDN. BHD.**  
 (Co. No. 354509-W)

**SINGAPORE**

**SELANGOR SHOWROOM**

**JOHOR SHOWNROOM**

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