



# COMPANY PROFILE

**Agents of Change,**  
*from Indonesia, to the world.*



# Who we are.

**CATUR Coffee Company** is an exporting coffee company, sourcing & processing both specialty and commercial grade green bean coffees.



Here at **CATUR**, we believe that every hand and hard work put into the process matters. At **CATUR**, we believe that everyone is an agent of change.



# Mikael Jasin

Chief Executive Officer

Mikael started his coffee journey in 2012 while living in Melbourne, Australia before eventually heading the coffee bars of some of Melbourne's busiest cafes. He moved back to his native Indonesia in 2017 to join Common Grounds Coffee Roasters & ST. ALi Jakarta doing Marketing & Quality Control roles.

Mikael is also a coffee competitor. After competing several times, Mikael won the Indonesian Barista Championship in 2019. He went on to become the first Indonesian in a World Barista Championship final, coming 4th in WBC Boston, 2019. Mikael now works with clients locally and internationally as well as going to origin to do post-harvest processing.

Mikael enjoys drinking natural wine, eating carb-loaded food, doing 4 AM runs & working out and sometimes not eating any food for days for charity.



# Kenny Ang

Chief Operating Officer

Kenny completed his military service in Singapore in 2007, and went on to work in the aquaculture and agriculture sector in Malaysia for the next 6 years. In 2013, he moved to Jakarta to dabble in commodity trading.

By 2018, he has expanded to coffee trade industry, starting at the distribution level. Kenny believes that a successful idea is a profitable one. Today, he is in charge of the business operation of the company, and is laser-focused on keeping the company profitable.





# How it started.

The agents of change mission started when Kenny Ang and Mikael Jasin drove over 4,000 KM around Indonesia in 2020.



Visiting **CATUR**'s partner farmers & processors to process coffee from the cherry level, before turning it to beautiful green coffee.

# How it's going.

With our in-house licensed Q Grader as the Quality Assurance / Quality Control, our beans' standards are assessed at every shipment, both when going in, and before heading out.



**Satrio Astungkoro A.**

QA & QC Manager

# And it goes on-

**CATUR** has teamed up with Lisa & Leo Organic Farms to gain more control in the coffee processing and logistics chain.



**Not just with the specialties,  
but commercials and experimental too.**

This partnership enables us to process the beans bought from neighboring farms in the Simalungun area, at our own facility.



# The processing.

One of the **biggest challenges** that we faced while producing coffee in Indonesia is consistency. This problem stretches from consistency of crop, availability and most importantly, the taste from harvest to harvest.

Our coffees are sold under taste profiles, providing consistent products under their respective profile. This was achieved with the combination of proprietary fermentation precursor inoculants, innovative coffee processing and blending techniques.

# Commitment to sustainability.

We have a commitment to do sustainable business practices, by executing the 3Ps of sustainability: People, Profit, Planet.

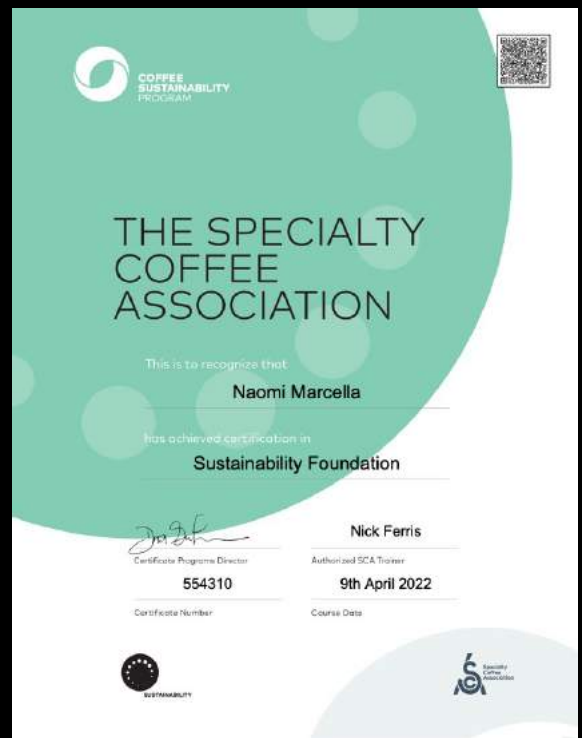
## People

We implemented steps to be able to create the social impact for the public, staying transparent in every step of the way.



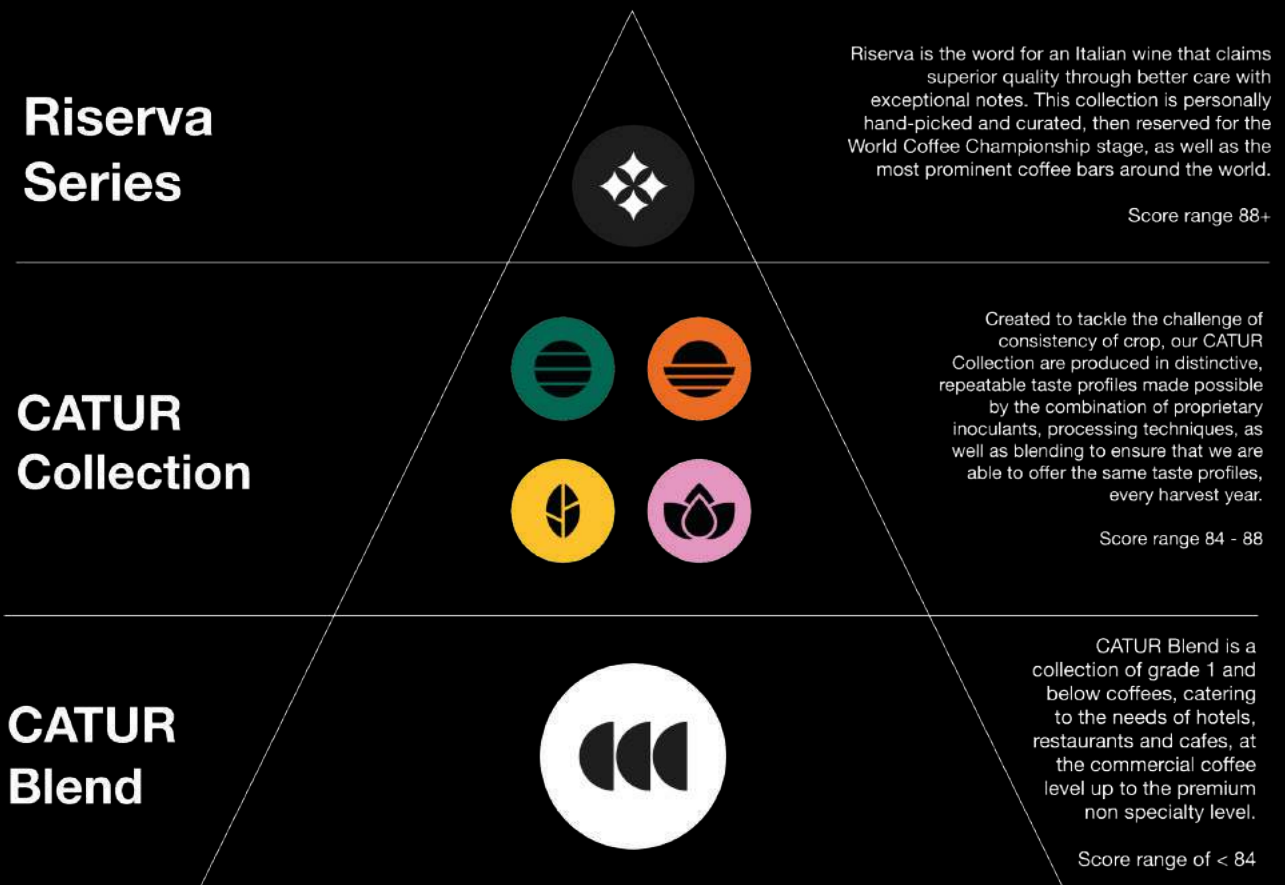


Not only do we try to affect the communities upstream, but we also nurture the talents of our internal team, creating present and future champions through coffee competitions, and globally recognized coffee certifications.



# Profit

Through purchasing cherries and green beans with a reasonable, yet proportional price from the local farmers and processors, we created three product categories to showcase the wonderful flavors of our coffee.

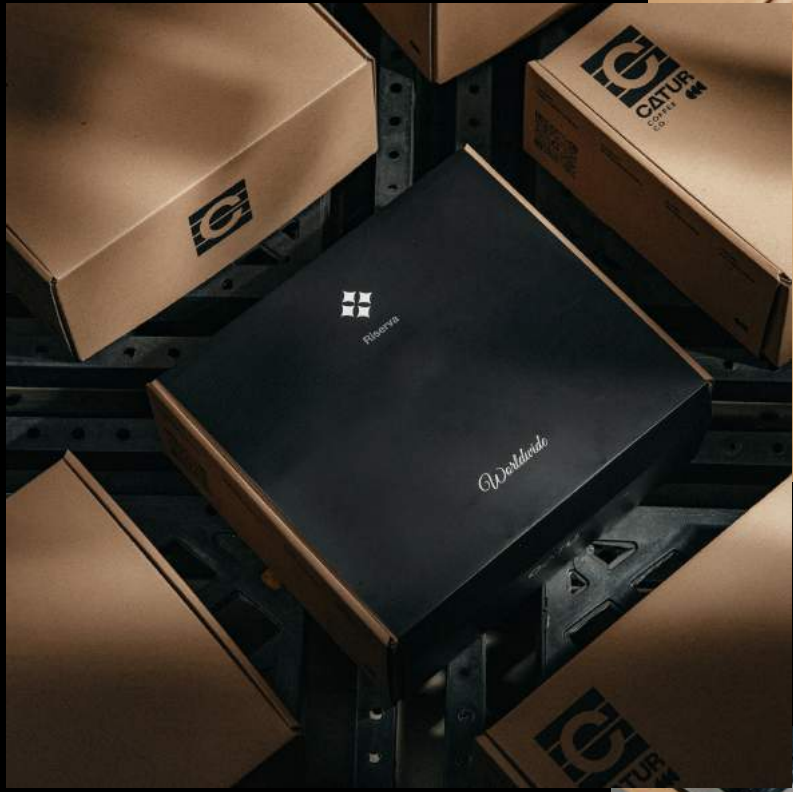




# CATUR Riserva



# CATUR Riserva Worldwide



# CATUR

The name **CATUR**, comes from the ancient Sanskrit, meaning “**Four**”, and it refers to the 4 main flavor profiles.

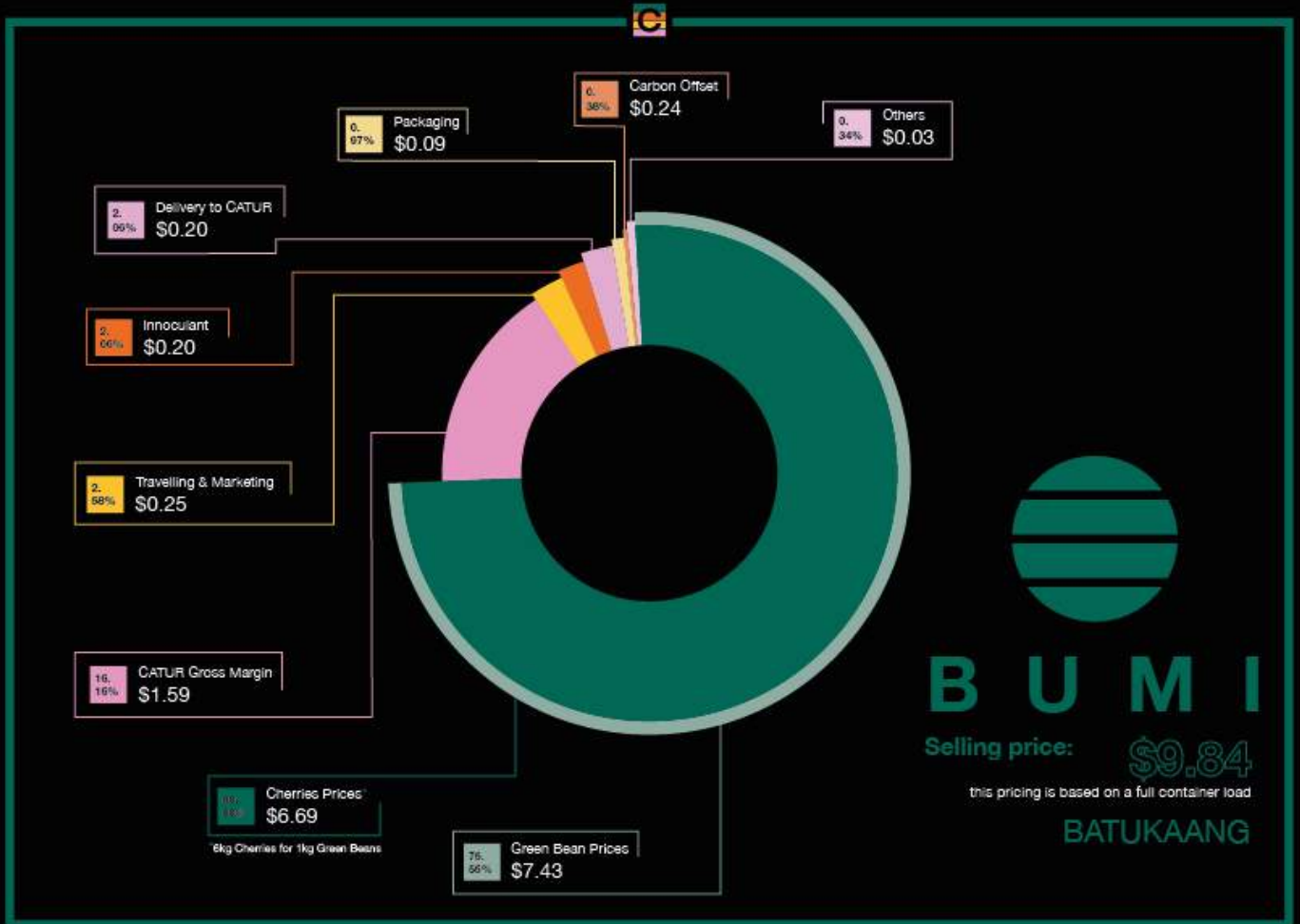


# CATUR Collection

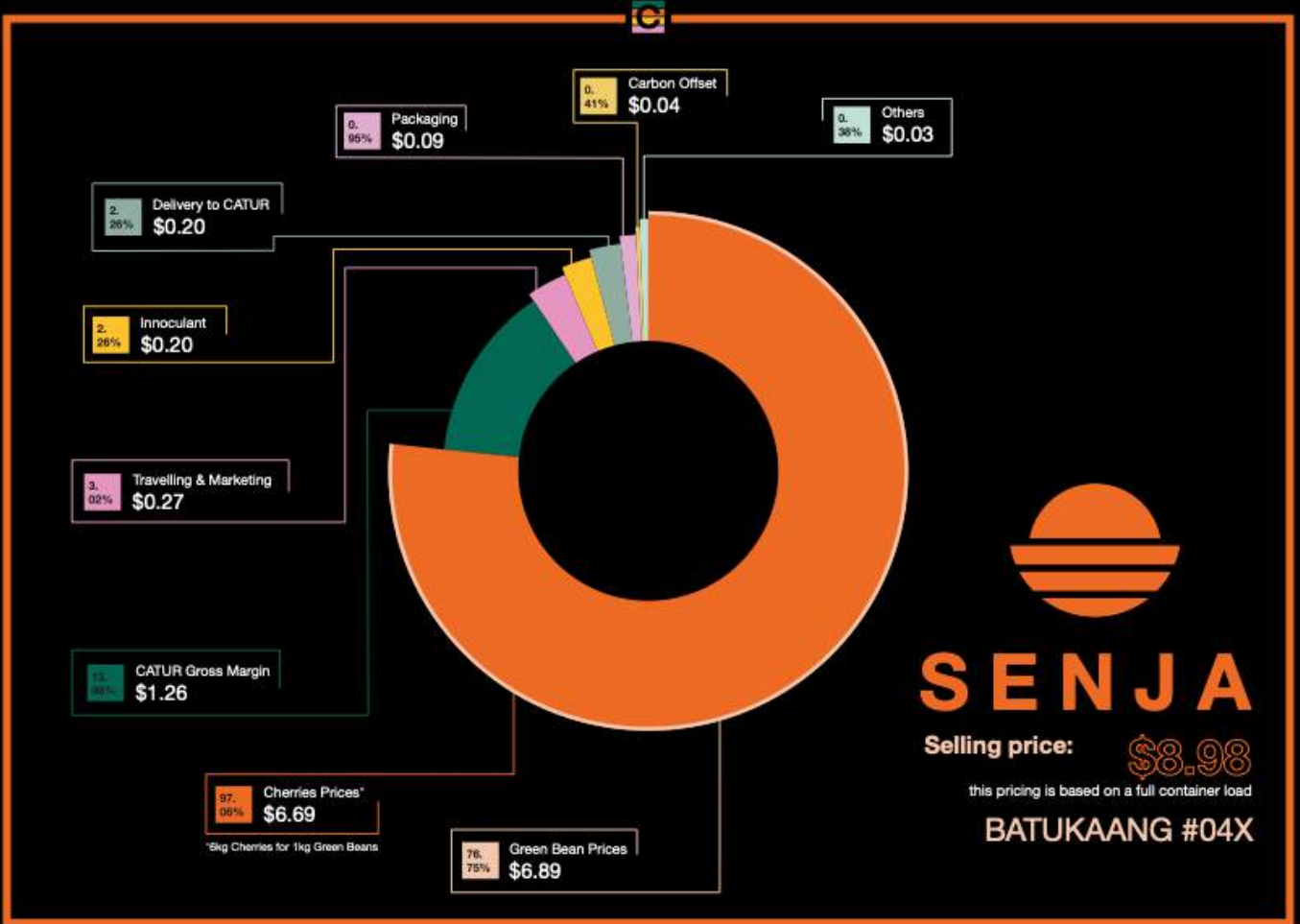


# CATUR Blend





Our Transparency Doughnuts.



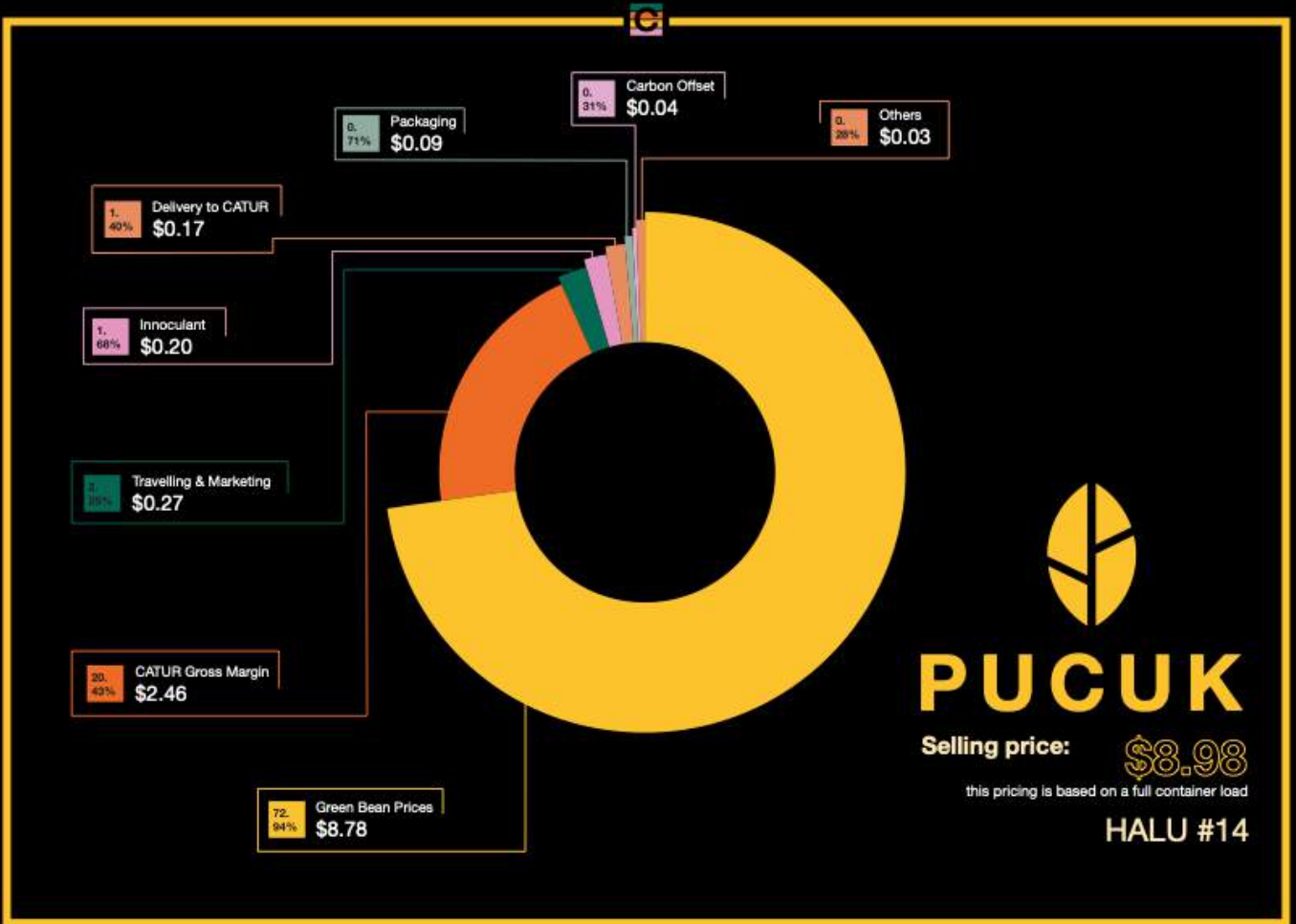
**SENJA**

Selling price: **\$8.98**

this pricing is based on a full container load

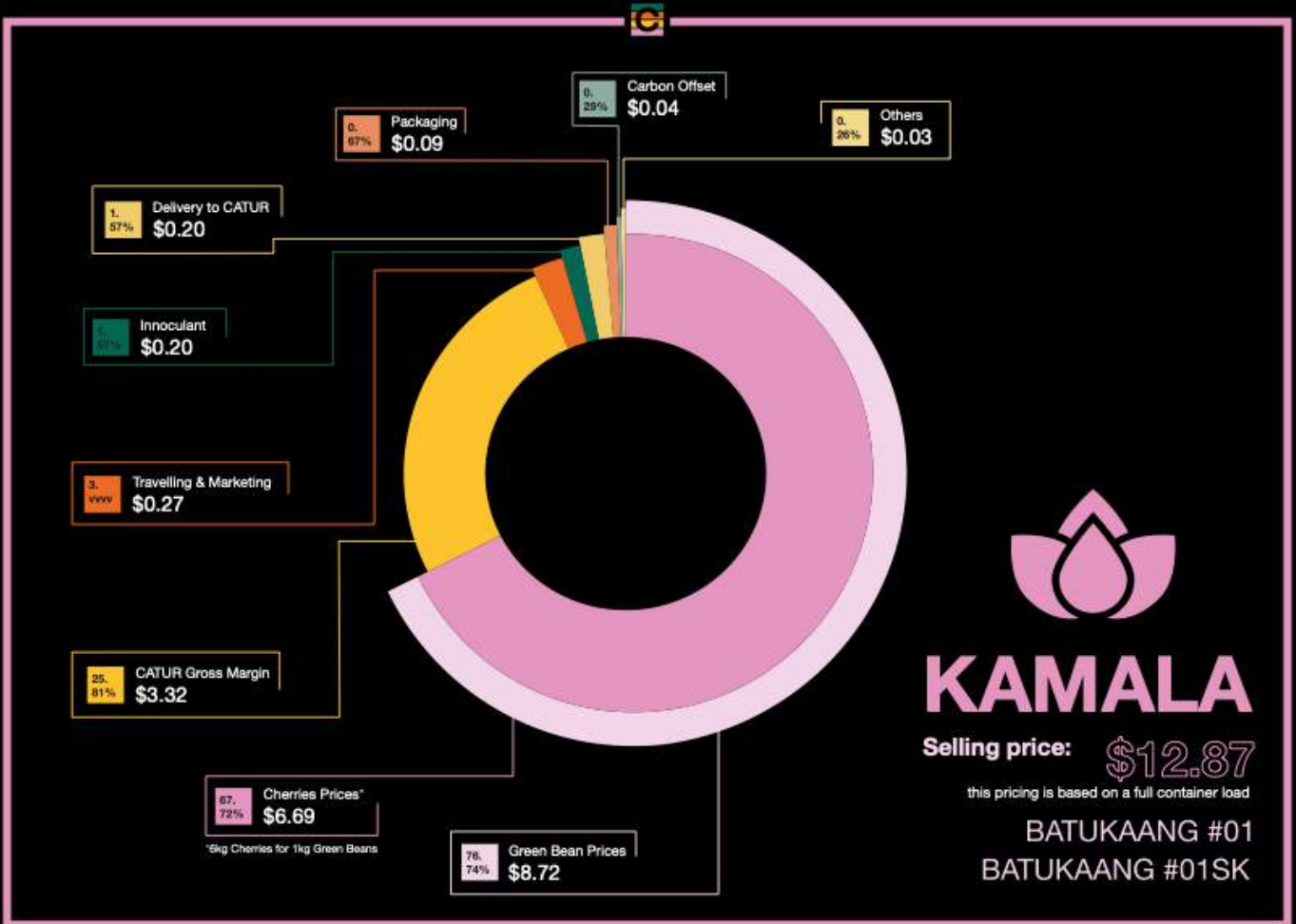
**BATUKAANG #04X**

**Our Transparency Doughnuts.**



**Our Transparency Doughnuts.**



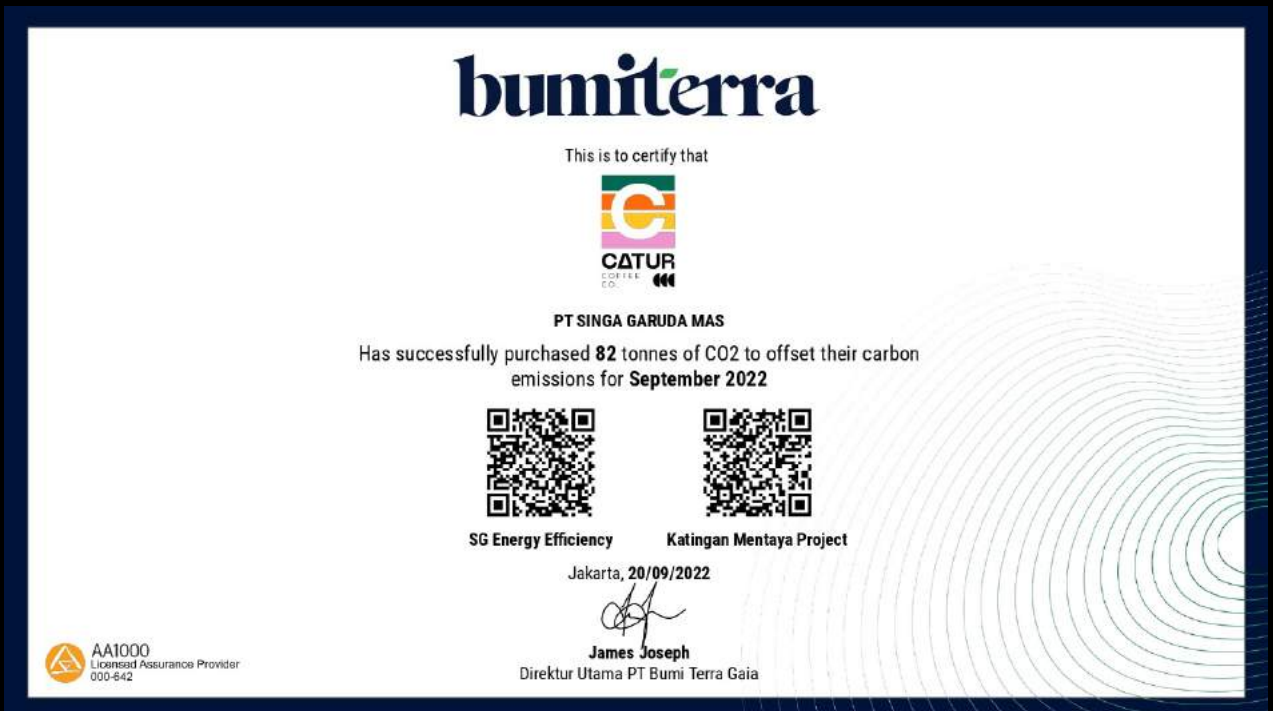


Our Transparency Doughnuts.

# Planet

CATUR Coffee Company became a carbon neutral company by reducing as much as 82 tons of carbon emissions. This figure is based on the calculation of greenhouse gas emissions resulting from the company's operations, travel, and post-harvest processing of coffee processing partners.

This calculation is carried out based on the AA1000 Assurance Standard V3 which has been recognized and used by companies in various parts of the world.





# The collaborators.



Together with So So Good Coffee Company,  
We developed profiles that are distinctive and repeatable.

They were made possible by the combination of  
proprietary inoculants, processing techniques as well as  
blending to ensure that we are able to offer the same  
taste profiles every harvest year.

# The collaborators.



Berlian Biotech is a sister company of CATUR. It carries out multiple research & development projects, in particular the field of microbiology.

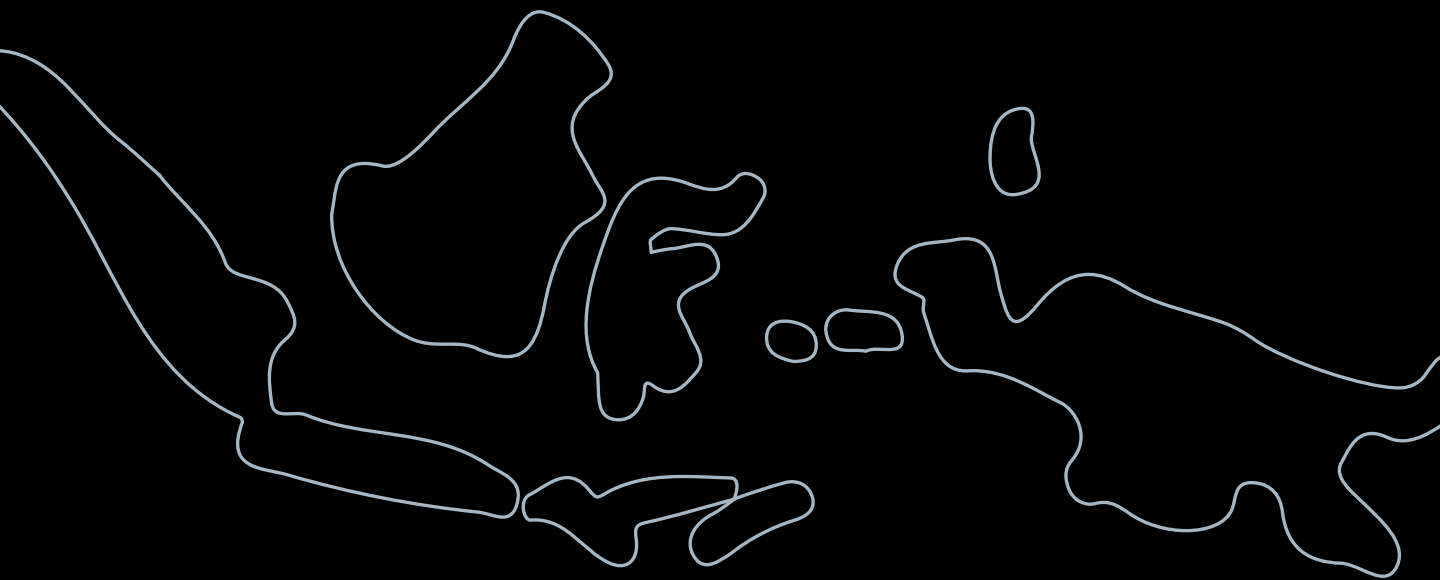
Berlian Biotech focuses on researching, applying and producing multiple arrays of fermentation inoculants that will help to streamline and scale-up coffee productions for its customers.



The company operates from its own laboratory and office in Kota Baru Parahyangan, West Java.



**We started** our journey in 2020, driving around Indonesia to visit our partners during the early onset of the Covid-19 pandemic.



**Since then**, we have grown our footprint to 14 Indonesian regions, working together with more than 1,000 coffee farming families.



# Our partner processors.



# Central Sumatera Coffee

*Central Sumatra*

A family-owned coffee farmer, producer and processor of specialty coffee in Sumatra, Indonesia, Central Sumatera Coffee is dedicated to creating the best quality coffee beans for the coffee enthusiasts with special post-harvest processing treatment.



# Gayo's Best Lab

North Sumatra



Gayo's Best is the coffee brand of CV. K2, a registered small business in the city of Banda Aceh on the northern tip of Sumatra. Their vision is to contribute to the local economic development in Aceh through the creation and promotion of high quality local products.

The Gayo's Best coffee story begins with one farmer in Central Aceh, Voster, who had a vision for holistic development. After approaching development through a training centre and model farm, Voster realized that the best way to make an impact would be to become a coffee farmer.

Located in the Atu Lintang region of the Gayo Highlands, Voster and his team of farmers work hard to provide the best Gayo Arabica and wild Luwak Coffee available.

# Lisa & Leo's

*North Sumatra*

Located in Simalungun, North Sumatra, the organic coffee farm and gardens are complimented by a Macadamia Orchard, a wet mill facility and ECO Tourism Farm Stay Lodge, connected to a Coffee Processing Center and the protected Siamang Forest.

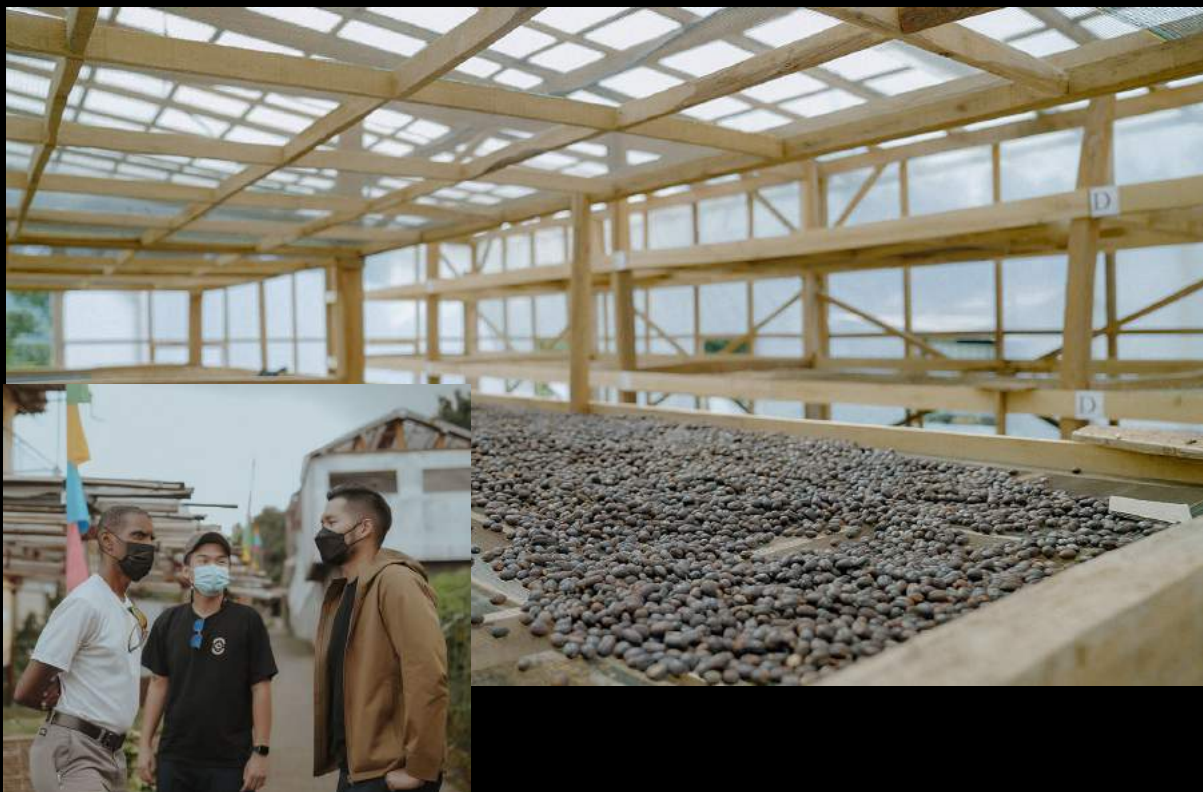
Lisa & Leo's Organic Coffee was established in 2010 but conceived long before that. All of their Arabicas started from seed and are grown organically in higher elevations of 1400 to 1500+ MASL. All the cherries they source are grown in their home region of Simalungun.

The joint venture between Lisa & Leo, enables CATUR to have a facility to process not just specialty coffees, but also commercial and experimental coffees as well.



# Bright Java

*Central Java*



Bright Java is located in a small town in Central Java. This places them closer to the port of Semarang and to the up-and-coming sourcing region of Central Java, as well as in between the East and West regions.

Most Indonesian coffee are grown in Sumatra, and 95% of the coffee is grown small-holders: people who usually have only one to three hectares of land. Unless they gather into large co-ops these people are at the mercy of middlemen and market forces.

Bright Java is set to try a new sourcing model.

# OUR SOCIAL IMPACT 2021

FARM:  
BRIGHT JAVA, JAVA

15.000

AMOUNTS OF CHERRIES PROCESSED (IN KG)

3.000

KILOS OF GREEN BEANS PROCESSED

211

FAMILIES AFFECTED

238.3

HECTARES OF FARM AREA

WHILE WORKING WITH US, THE FARMERS RECEIVED

IDR 2.000 MORE PER KG



Bright Java,  
Central Java

# Java Halu

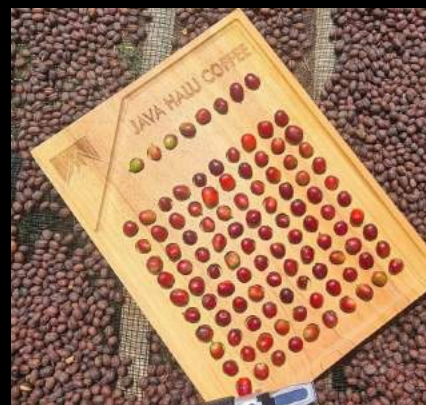
West Java



Rani Mayasari Partadiredja or 'Teh Rani' is the owner of Java Halu Coffee. She is an entrepreneur- owning cafes in Bandung. Teh Rani from Panjalu Ciamis was serious in wanting to directly process coffee, starting from planting the trees, maintaining, harvesting the cherries to selling them. And she's very serious in guiding and passing her knowledge to the local farmers.

Java Halu Coffee Indonesia produces and collaborates with farmers in Mount Halu and Mount Tilu, West Java, with a high standard processing stages from grading cherries, washing and drying the coffee, and the final process, sorting the green beans.

Teh Rani also created an integrated farming, incorporating other crops in her farm.



# Sunny Coffee

*West Java*

Sunny Coffee is located in West Java, having farms in Loa; 1400 - 1800 MASL and Kamojang; 1200 - 1400 MASL.

The coffees are planted in 3000H farms that are mostly on agroforestry, which is known to be much more sustainable, which allows farms to adapt to future shifts in climate by supporting various production and ecological ecosystem services, which increase farmland resilience to climate change and keeping the biodiversity.





# Karana Global

Bali



Karana Global is a boutique producer / processor of Indonesian Specialty Coffee focused on Bali. They process coffee in Bali's cultural center of Ubud one hour from both the Arabica coffee plantations of Kintamani and the Robusta plantations of Tabanan.

Karana's processing site is in the middle of the traditional village life and they are the only Specialty Green Bean and Fine Robusta processors in Bali that control quality from the farm to the finished product. They train and employ local people contributing annually to projects centered on community education and the environment.



# OUR SOCIAL IMPACT 2021

FARM:  
KARANA GLOBAL, BALI

169.000

AMOUNTS OF CHERRIES  
PROCESSED (IN KG)

2100

HECTARES OF  
FARM AREA

30.000

KILOS OF GREEN  
BEANS PROCESSED

135

FAMILIES  
AFFECTED

WHILE WORKING  
WITH US, THE FARMERS  
RECEIVED

IDR 2.000 MORE PER KG



Karana Global,  
Bali

# Tuang Coffee

*Flores*

The coffee trees at Tuang Coffee are grown organically in 1.400 – 1.700 MASL, on the east side of the Manggarai Region. Manggarai is considered as the most fertile area in Flores, located in the East Nusa Tenggara Province of Indonesia.



They currently are partnering with local farmers and are putting the coffee sustainability as their priority by sustaining supply, strengthening the market demand, as well as improving livelihood of our farmers while conserving nature through the entire process.

# Sulotco Jaya Abadi

*Toraja*

The Sulotco plantation is a large area measuring 1,200 hectares located at an altitude of 1.500 to 1.700 MASL.

Sulotco's plantation is located on the slopes of the Rante Karua mountains, Tana Toraja, making it the largest private coffee plantation in Indonesia.



Sulotco produces quality coffee, especially the famous Kalosi Toraja Coffee, Kalosi Selebes Coffee, and Kopi Luwak which still stand out as one of the best coffee variants in the world.

PT. Sulotco Jaya Abadi applies organic farming methods to maintain the balance and sustainability of the natural environment and microclimate around the Rante Karua mountains, which plays a very important role in producing the best organic Arabica coffee in the world.

# Kofrise

*Toraja*

KOFRISE is built to improve the coffee farms and the coffee farmers to increase the coffee quality and production.

KOFRISE saw this huge potential of the specialty coffee in Tana Toraja area, but because the farmers did not realize this potential, they sell the coffee based on the commodity market at a relatively low prices.

KOFRISE has a vision to be able to produce and introduce quality coffee from Tana Toraja by working with the local farmers to improve the quality and quantity of their coffee, thereby producing sustainable specialty coffee.



This is believed to have an impact on the environment and improve the lives of coffee farmers in Tana Toraja.

# OUR SOCIAL IMPACT 2021

**FARM:**  
KOFRISE, TORAJA

**7.000**

AMOUNTS OF CHERRIES  
PROCESSED (IN KG)

**2.000**

KILOS OF GREEN  
BEANS PROCESSED

**82**

FAMILIES  
AFFECTED

**1.6**

HECTARES OF  
FARM AREA

WHILE WORKING  
WITH US, THE FARMERS  
RECEIVED

**IDR 6.000 MORE PER KG**



Kofrise,  
Toraja



# Our partner distributors.



## CATUR Europe

CATUR Europe is an extension of CATUR Coffee Company. We believe that through this extension, folks who are interested in our coffee, get to taste them even when they're on the other side of the world.

Teaming up with Dejan- CATUR hopes that through this partnership, our mission to be agents of change would inspire others, not just in Indonesia, but also beyond.

## FTA Coffee, Australia

FTA Coffee aims to find the best quality coffee from the finest producers and deliver to roasters in Australia and New Zealand. FTA is CATUR's distributing partner in the Australian – New Zealand region.



## Forward Coffee, Canada

Forward's vision is to forward coffee, connect, build and grow the Canadian Specialty Coffee Sector by bringing in a dynamic range of coffees. Forward is CATUR's distributing partner in the Canadian – US region.







# Dede Elin

Sales Executive

[elin@catur.coffee](mailto:elin@catur.coffee)

Website : [catur.coffee](http://catur.coffee)

LinkedIn : [CATUR Coffee Company](#)

Instagram : [@caturcoffeecompany](#)

*“Marsipature hutanabe”.*

Let us build our hometown.

- Batak Proverb

