



# Aroma Group

## Thailand No. 1 Coffee Business Solution

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THE ULTIMATE COFFEE BUSINESS SOLUTION

With over 70 years of experience and expertise in the coffee business





# Our Business

## WE ARE AROMA

**With over 70 years of experience and expertise in the coffee business,** Aroma Group has developed into a leading provider of roasted and ground coffee as well as a distributor of other beverages.

Our business focuses on the whole production process right from the beginning until the very end that our products are finally consumed by our customers.

The company has long been recognized for its **high standard of service and quality products** that are provided to leading hotels, restaurants, supermarkets, convenience stores, and bakeries. We have now introduced our products to the market through more than 2,000 distributors 7,000 retailers and 30 Aroma Shops, with more openings planned in the near future.

## THE BUSINESS OF AROMA GROUP

- 01 Sourcing Raw Materials
- 02 Coffee Machines and Accessories
- 03 Aroma Shops
- 04 Franchise: CHAO DOI | HARIO
- 05 Aroma Coffee Academy
- 06 Green Coffee Bean Planet
- 07 Roasting Machine



# Coffee Business Professional

## *Upstream to Downstream*



### **Upstream – Coffee Farm**

Aroma Group takes care and supports knowledge and development of tools for farmers in Thailand in growing good quality coffee

### **Manufacturing**

A factory with an area of 3,000 square meters with complete facilities such as warehouse to be able to keep 4,700 tons of coffee green beans, coffee bean colour sorter and scanning machines to ensure a quality of coffee bean from defected and contaminants. And a large coffee roaster up to 120 kilograms per 1 roast and has a coffee filling system with nitrogen to keep coffee beans fresh all the time

### **Supply of coffee and related products**

In addition to Aroma Group coffee, we have many other products such as tea, cocoa, concentrated fruit juices, dairy products. We also import many high-quality coffee machines from foreign countries, have a complete service team, and have a coffee business development institute for sustainability, whether it's a barista or an entrepreneur of all forms. and the Coffee 2U application that appeals to coffee shop operators and consumers to order coffee beans anytime, anywhere, 24 hours a day.

### **Downstream - Cafe**

The Aroma Group is not the only manufacturer. We also go to the area by ourselves by having a coffee shop in the form of a franchise (Chao Doi), which currently has 250 branches in Thailand. and the third Japanese cafe in the world (Hario Cafe Bangkok). We also have plans to jointly develop many coffee shops for customers in the future.





# Aroma Group: the Coffee Business Professional

**AROMA**  
GROUP  
INSPIRING FRESH EXPERIENCE







# Products & Raw Materials: for Coffee & Tea Business and Retailers

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## Roasted Coffee & Special Coffee



## Cocoa Powder



## Drip Coffee & Cup Coffee



## Syrup & Fruit Based Preparation



## Dairy Products



## Tea



Thai Tea

Milk Tea

Matcha | Green Tea

Instant  
Lemon Tea

## Mixing Powder



Waffle Mix  
Powder

Taro  
Mix Powder

Yoghurt  
Mix Powder

Banana  
Mix Powder

White Chocolate  
Mix Powder

Melon  
Mix Powder

Frappe  
Mix Powder

Lemon  
Mix Powder

## Topping Products



Strawberry

Orange

Lychee

Yogurt

Passion Fruit

Brown Sugar

Coffee

Latte Art Topping  
Caramel | Chocolate

Bubble Tea  
Topping/  
Tapioca Pearls



# Products & Raw Materials: Roasted Coffee & Specialty Coffee

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## Roasted Coffee:

ARABICA 100 % BLEND  
ROBUSTA BLEND WITH ARABICA MIXED  
ESPRESSO BLEND  
ARABICA SPECIAL BLEND  
GOLD BLEND  
HOUSE BLEND (RED)  
OK ESPRESSO BLEND  
OK ESPRESSO EXTRA BLEND  
SECRET BLEND  
KENYA ORIGINAL  
VIENGPING ROYAL (THAI COFFEE)  
CONTENTO BLEND (F1)  
And MANY MORE.

=> OEM/ODM BLEND & PACKING AVAILABLE

**PACKED SIZE:** 250G. | 500G.

**PACKAGING:** PRINTED LAMINATED WITH VALVE |  
NO PRINT LAMINATED WITH STICKER | WHITE OR  
BLACK OR COLORED BASE | PAPER BAG

**SHELF-LIFE:** 12 MONTHS FROM PRODUCTION DATE

*Drip Coffee  
&  
Cup Coffee*



*Roasted Coffee  
&  
Special Coffee*

## Dripped Coffee:

MAE SALONG NOK-CHIANG RAI  
TUNG CHANG-NAN  
SIMPLY ARABICA  
KENYA JUNGLE PLUS  
And MANY MORE.

=> OEM/ODM BLEND & PACKING AVAILABLE

**PACKED SIZE:** 10G. x 5 BAGS/BOX

**PACKAGING:** PRINTED LAMINATED INDIVIDUAL  
BAG | NO PRINT MANITED | PAPER BAG |  
WHITE OR COLORFUL BASED

**SHELF-LIFE:** 12 MONTHS FROM PRODUCTION DATE

## Express Cup Coffee:

ESPRESSO ITALIANO (Low Sugar)  
CAPPUCCINO (Low Sugar)  
INSTANT CHOCOLATE (Low Sugar)  
And MANY MORE.

=> OEM/ODM BLEND & PACKING AVAILABLE

**PACKED SIZE:** 30G. x 6 CUPS/PACK

**PACKAGING:** LAMINATED BAG IN PRINTED CUP,  
SHRINK WRAPPED 6 CUPS IN A PACK

**SHELF-LIFE:** 12 MONTHS FROM PRODUCTION DATE





## Products & Raw Materials: Capsule Coffee Aroma & OEM Brand

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### Classic series



### Single origin series



### Creation series



#### Capsule Coffee:

##### **CLASSIC SERIES:**

JUICY FRUITY  
HONEY ESPRESSO  
BURNT CARAMEL

##### **SINGLE ORIGIN SERIES:**

PAYOY, MAEHONGSON – THAILAND COFFEE  
COLUMBIA

##### **CREATION SERIES:**

PAYOY, MAEHONGSON – THAILAND COFFEE  
COLUMBIA

#### Product information:

PACKED SIZE: 55G. x 10 CAPSULES/BOX  
24 BOXES/OUTER CARTON

PACKAGING: PRINTED INDIVIDUAL BOX

SHELF-LIFE: 24 MONTHS FROM PRODUCTION DATE

=> OEM/ODM BLEND & PACKING AVAILABLE – for hotels, restaurants, and supermarkets brands





## Products & Raw Materials: Cocoa Powder & Tea

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*Cocoa  
Powder:  
Various %Cocoa butter*



*Green Tea, Houjicha Tea &  
Green Tea Mixed Powder*



*Other Tea Mixed Powder:  
Various Varieties*



# Products & Raw Materials: Thai Tea leaves and Thai Tea Premix

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Experience the Essence of Traditional Thai Tea  
Our Premium Lion 3-Stars Brand Thai Tea  
Rich Aroma | Full-bodied | Mellow  
Authentic Recipe Timeless Tradition  
Since 1954 (Buddhist Era 2497)

Apply for crafting Thai Iced Tea, Milk Tea, Bubble Tea, Iced Black Tea, Lemon Tea, Pulled Tea (Teh Tarik), Thai Tea Slushy, and Thai-style blended tea, along with indulgent desserts like Thai Tea puddings, Thai Tea custard, and Thai Tea chiffon cake. Conveniently suitable for both hot and cold beverages and dessert recipes.



**Package available:** 150g. x 10 packs/carton  
Black package with label  
**Shelf-life:** 12 months from production date



Our tea leaves are meticulously selected from the top of the Mountain called DOI in Chiang Rai, the most Northern Province of Thailand, undergo a high-quality production process and finely ground for easy crafting & brewing.

With a genuine aroma of Thai tea, our product retains the **distinctive richness and beautiful color of traditional Thai tea**. It offers a **delightful taste, smoothness, and versatility**, suitable for both hot & cold Thai tea, and other variations like Thai iced tea with lemon, as well as for various indulgent desserts such as Thai Tea Puddings, Thai Tea Bingsu, Thai Tea Custard, Thai tea Chiffon Cake, and many more.





# Products & Raw Materials: Coffee Creamer/Milk Products

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**Top pick by Coffee Shops Around!!**

- ✓ Creamier taste than milk
- ✓ Enhance body for coffee & beverages
- ✓ 12 months Shelf-life
- ✓ Can storage in Ambient Temperature



**AROMA LIQUID CREAMER**

## FULL CREAMY, ENHANCE TASTE & BODY

Liquid creamer, special formula from Aroma. It helps to increase the taste to be delicious, mellow, fragrant, without covering up the aroma of the drink. Can be used to create beverage menus and an outstanding variety of foods.



**AROMA UNSWEETENED MILK**

## FULL CREAMY TASTE

Unsweetened Condensed Milk, special formula from Aroma. It helps to increase milk flavor, fat, body, and helps the drink taste mellow and smells more fragrant. Packed In a convenient packaging format & Easy to use. Can be used to create beverage menus and an outstanding variety of foods.



**AROMA SWEETENED MILK**

## FULL CREAMY TASTE

Sweetened milk cream or cream mix, Ready-made formula for professionals. It helps to enhance the taste to be more delicious and mellow. It adds a sweet, creamy and aroma, all in one bottle. Can be used to create beverage menus and an outstanding variety of foods.

## Product's Details:

Pack size: 1,000ml. x 12 bottles/carton

Net weight: 12Kg. | Gross weight: 13Kg.

Bottle dimension: 8 x 9 x 24 CM<sup>3</sup>

Carton dimension: 27 x 30 x 26 CM<sup>3</sup>

## Product's Applications:







## Products & Raw Materials: Instant Mixed Powder for Beverages

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### 3-IN-1 Mixed Powder Beverages:

- ❖ Coffee | Tea | Fruity Mixed Drinks
- ❖ Asian or Thai Drinks
- ❖ OEM/ODM Drink Recipes & Packaging Available

Package available: 350g., 500g., 1,000g. x 10 packs/carton

Silver laminated package

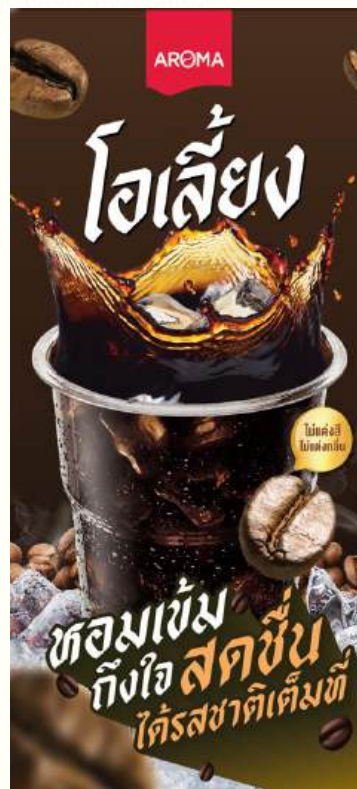
Shelf-life: 12 months from production date



**Butterfly Pea & Lemon**  
Instant Mix Powder



**Chrysanthemum**  
Instant Mix Powder



**O'Liang & Yok Lor**  
(Thai Traditional Coffee)  
Instant Mix Powder



**Iced Lemon Tea**  
Instant Mix Powder







## Products & Raw Materials: Mixed Powder for Beverages

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GROUP  
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### **3-IN-1 Mixed Powder Beverages:**

- ❖ Coffee | Tea | Fruity Mixed Drinks
- ❖ Asian or Thai Drinks
- ❖ OEM/ODM Drink Recipes & Packaging Available

Package available: 350g., 500g., 1,000g. x 10 packs/carton

Silver laminated package

Shelf-life: 12 months from production date



**Taro**  
Mix Powder



**Melon**  
Mix Powder



**Banana**  
Mix Powder



**White Chocolate**  
Mix Powder



**Frappe**  
Mix Powder



**Lemon**  
Mix Powder



**Yoghurt**  
Mix Powder







## Products & Raw Materials: Ready-made Waffle Mixed Powder



- ✓ Waffle batter mixed with a special recipe from Aroma
- ✓ Easy to use, just add water, and mix with eggs and Liquid Creamer
- ✓ Make a Fluffy, fragrant, Delicious, Crispy on the outside & soft on the inside Waffle
- ✓ Can make a variety of flavors both savory and sweet Waffle

Suitable for:

- \* Coffee/Café shops
- \* Ice cream shops
- \* Bakeries Shops
- \* Restaurants
- \* Every home

**1 packet of 460 grams can make 5-7 waffles (circles)**  
**Low cost, good profit.**

### Product's Details:

Shelf-life: 12 months from Production Date  
Pack size: 460g. x 20 packs/carton  
Net weight: 9.2Kg. | Gross weight: 10.2Kg  
Packet dimension: 5 x 15 x 22 CM<sup>3</sup>  
Carton dimension: 22 x 36 x 19 CM<sup>3</sup>







# Products & Raw Materials: Fruit Based Preparation & Syrup

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## Fruit Based Preparation

Indulge in the perfect fusion of flavor and quality with our **CONCENTRATED FRUIT JUICE** products, meticulously crafted with **real fruit pulp**. Whether you're a seasoned barista or a skilled bartender, our offerings are tailored to elevate your creations to new heights.

### Product's Details:

Shelf-life: 12 months from production date

Pack size: 730ml. x 12 bottles/carton

Net weight: 8.76Kg. | Gross weight: 12Kg

Bottle dimension: 6.5 x 6.5 x 29 CM<sup>3</sup>

Carton dimension: 27 x 30 x 26 CM<sup>3</sup>

### Product's Applications:

For  
Barista  
&  
Bartender







# Roasting Facilities

**Aroma Group**, we have a factory with an area of 3,000 square meters with complete facilities such as 4700 tons of green bean containers, coffee bean scanners to ensure every coffee bean is free from contaminants and a large coffee roaster up to 120 kilograms per roast, to an industrial coffee capsule filling machine. And there is a nitrogen filling system to keep the coffee beans fresh all the time.





# Manufacturing Standard & Certificates

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**BRCS**

Food Safety

**CERTIFICATED**



**FSSC 22000**





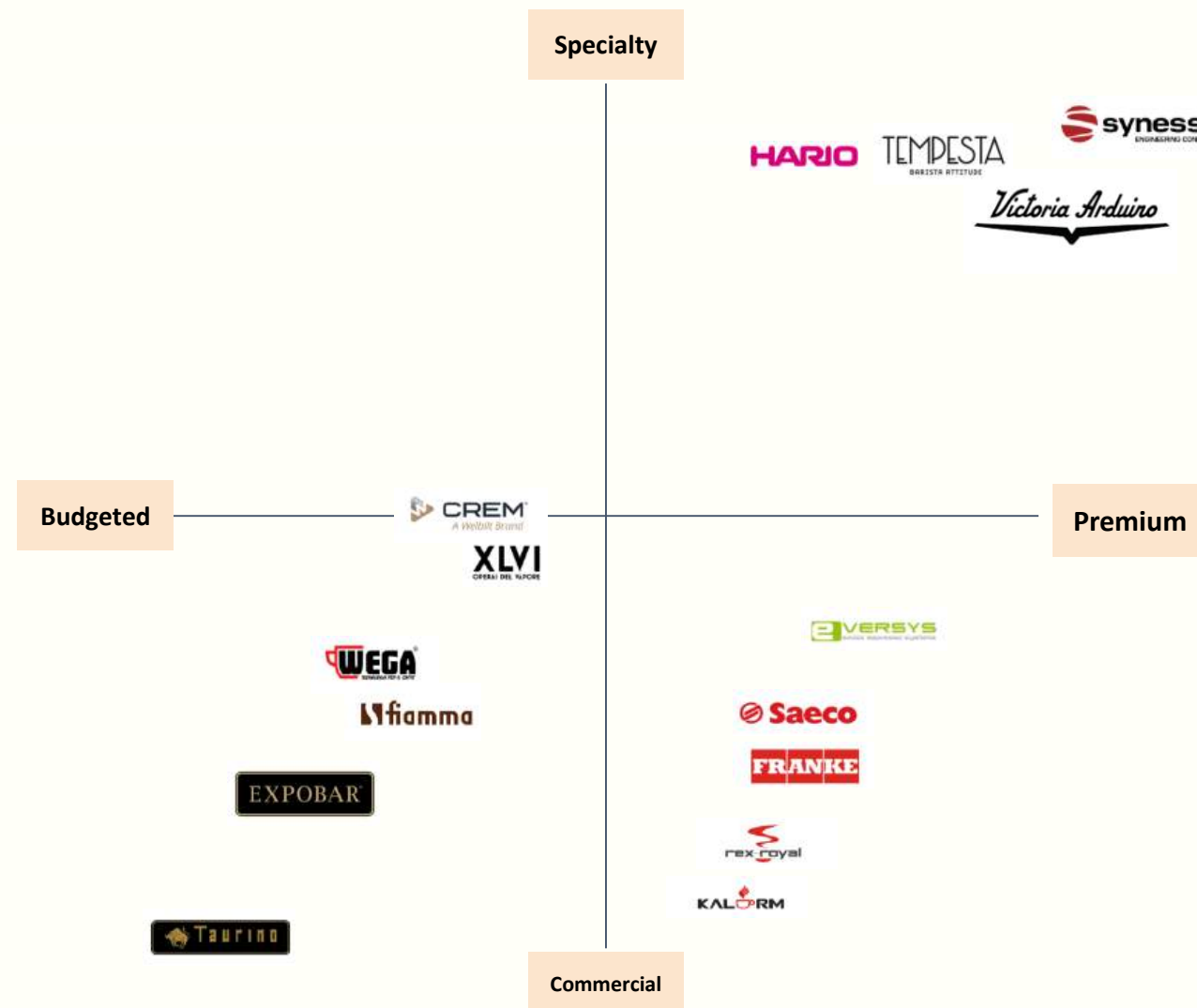


# Coffee Machines Supply: various brands & OEM brands available

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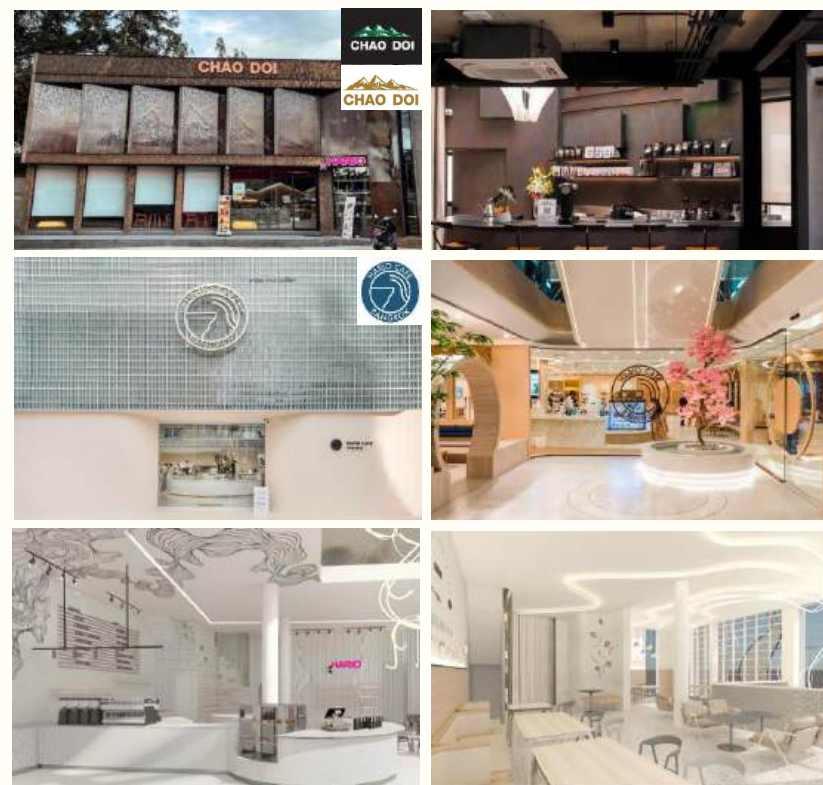
Aroma Group has two major subsidiaries in the coffee industry, K.V.N. & Lion 3 Stars Co., Ltd., which import quality **Coffee machines | Grinders | Blenders | Equipment | Accessories** from many countries with **Principle's Brands & Our Own Brands & OEM Brands**. Available from Commercial to High End Grade.





# Our Café

In addition to business customers (B2B), Aroma Group, we also pay attention to consumer customers (B2C) as well. Enter the area by having a coffee shop in the form of a franchise (Chao Doi), which currently has 250 branches in Thailand and expanding to surrounding countries i.e. Cambodia, and the third Japanese cafe in the world (Hario Cafe Bangkok). We also have plans to jointly develop many coffee shops for customers in the future.







# Aroma Coffee Academy

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**ACA Coffee Business Development Institute** under Aroma Group umbrella, we have been one of the famous coffee training institutes for more than 15 years.

We provide training courses for Baristas to coffee shop entrepreneurs. To date, we have produced more than 5,000 certified baristas in the coffee industry in Thailand.



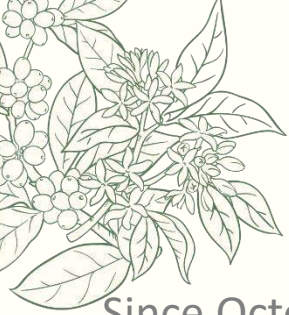


# Sustainable Coffee Industry in Thailand

## Partnership with Cup of Excellence (COE)

How can we actually elevate coffee industry from upstream to downstream?





# Specialty Coffee

Since October 2022, Aroma Group hosted a coffee competition that the Thai coffee industry has been waiting for more than ten years, named "Best of Thailand 2022 Cup of Excellence Pilot Program", which is a pilot program according to the criteria and objectives of the Cup Of Excellence or COE contest. This is the first step towards success in pinning Thai coffee on the world map. Aroma Group has been continuously hosting the competition, Cup of Excellence Thailand since then onwards.

***\*The first competition for Thai farmers to elevate Thai coffee to international level***



ACE Launches 'Best of Thailand' with Plans for Cup of Excellence



**Cup of Excellence Thailand**





# Coffee Farming Development activities to support farmers



***Pha Gur Yor Community at Hua Ha Village, Khun Yuam Province, Mae Hong Sorn***

Education session to provide knowledge how to manage sustainability coffee farming development  
to fully utilize all coffee products in the farm





**“We are confident to unlock our full potential internationally”**

**AROMA**  
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# THANK YOU

*Contact us:*

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