

KOPI 434

EXPERIENCE THE RICHNESS OF MALAYSIAN COFFEE
FROM SEED TO CUP



SINCE 1953

KOPI

434





434 : A Brand Named by Our Customers

In the 1960s, our coffee became increasingly popular among locals. Customers began using the last three digits of our founder's phone number, "434," as a code to pre-order coffee.

Over time, "434" became a unique identifier given to Sai Kee Kopi by our valued customers. We are deeply honored and grateful for this recognition. Today, "434" is our brand, a testament to the trust and support of our customers.

ABOUT KOPI 434

a brief history of the Kopi 434

ORIGINS OF KOPI 434 (1953 YEAR)

- In 1953, Kopi 434 was founded as a traditional coffee roaster, popular in local communities for using Liberica (Elephant Beans) to roast and brew Malaysian Traditional Coffee



MODERNISED (1988 YEAR)

- In 1988, the factory was modernised and rebuilt. Several innovations were brought to the brand, including the use of coffee pouches and packaging.

COVERAGE (1988S-PRESENT)

- In 1988, KOPI 434 boasted a coverage that extended across the entire country of Malaysia, reaching even into Singapore



2000S-PRESENT) (ELEPHANT BEAN PLANTATION

- To ensure the future availability of Elephant Beans (Liberica) and promote sustainability, KOPI 434 embarked on a project to cultivate their own Liberica coffee.

THE F&B JOURNEY BEGINS (2003S-PRESENT)

- Driven by innovation, Kopi 434's café launch delivered an unparalleled coffee experience while promoting Malaysia's culinary heritage.



EXPANDING THE KOPI 434 EXPERIENCE (2017S-PRESENT)

- Kopi 434 continued its innovative approach to community engagement by strategically opening new cafés in Melaka (2017) and Kajang (2024), furthering its forward-thinking vision to connect with diverse customer bases

Production Process

1



Coffee Plantation

We cultivate the exceptional Liberica that defines KOPI 434.

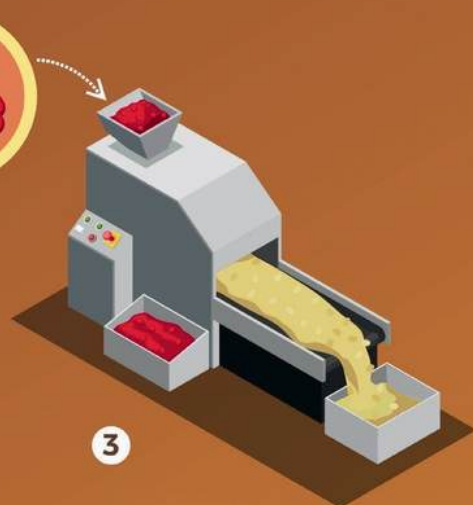
2



Strictly selected

Ripe coffee cherries, chosen for their superior quality and potential. Only the best are worthy of becoming KOPI 434.

3



PROCESSING

Meticulously washed and prepared, processing each cherry to ensure unparalleled purity and flavor in every batch.

4



SORTING

Ensuring only the finest beans progress to the next stage of KOPI 434 perfection.

6



GRINDING

Expertly ground to the ideal consistency, extracting the full potential of KOPI 434's flavor

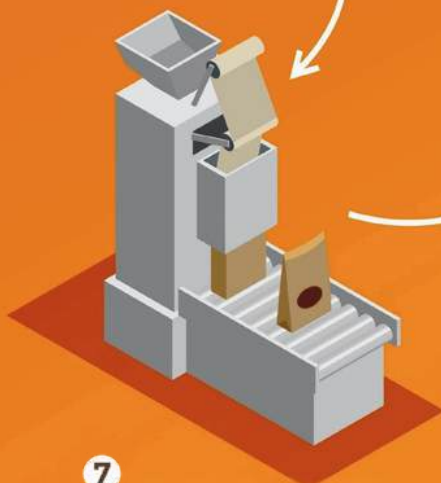
5



ROASTING

Precisely roasted with the Traditional Malaysian Coffee Roasting process, unlocking KOPI 434's signature character.

7



PACKING

Sealed at peak freshness to preserve the exquisite aroma and flavor of KOPI 434.

8



ENJOY KOPI 434

Experience the authentic taste of KOPI 434, now available in Malaysia, Canada, the UK, Taiwan, Indonesia, and Brunei. Visit our own F&B cafes and retail stores – with three locations across Malaysia – for the ultimate KOPI 434 experience.



Traditional Coffee

The most common and popular coffee in Singapore and Malaysia is also known as Kopi Kampung. During the roasting process, various coffee beans from different countries will be included (such as Indonesia, Vietnam, Malaysia, etc.). Other raw materials such as sugar and margarine are added for the second roasting process. Causes the color of coffee beans to become dark black with caramel, and does not dissolve in water.

**Traditional Coffee
20 sachets (Individual pack)**



Packaging : Aluminum Foil
 Quantity : 20 Pcs
 Weight : 9 grams per serving
 Type : Traditional Coffee
 Bean : Robusta
 Level : Dark
 Shelf Life : 18 Months
 Quantity (CTN) : 24 Pieces
 Dimension (CTN): 44*40*27.5 CM
 Shopee Rating : 5 Stars

Discover the rich, bold taste of Malaysian coffee, without the sugar crash. Kopi 434 Zero Sugar - a delicious and guilt-free way to start your day. Halal, Mesti & Buatan Malaysia certified for your peace of mind.

Perfect for busy professionals & students, a guilt-free energy boost for breakfast, afternoons, office, travel, or camping! Ideal for offices, convenience stores, and travel retailers.

**Traditional coffee 15 sachets
(Less Sugar)
(Individual Pack)**



Packaging : Aluminum Foil
 Quantity : 15Pcs
 Weight : 24 grams per serving
 Type : Traditional Coffee
 Bean : Robusta
 Level : Dark
 Shelf Life : 18 Months
 Quantity (CTN) : 24 Pieces
 Dimension (CTN): 43*38*28 CM
 Shopee Rating : 5 Stars

Authentic Malaysian taste.

Bold Kopi Flavor, Less Sugar Guilt.

Savor the intense, robust taste of extra strong black coffee without the excessive sweetness. Proven appeal to busy workers & students. 15-sachet convenience, ideal for home, office, or travel. Halal, Mesti & Buatan Malaysia certified. Ideal for offices, convenience stores, and travel retailers.

Soluble Coffee

This type of coffee can be brewed immediately. The biggest advantage is that this type of coffee is easy to brew.

Therefore, it is favored by busy people and adapts to this modern age.

Our company has two such coffee-type products:

3in1 (Instant White Coffee) and 4in1 (Cappuccino Instant Coffee).



3in1 Monalisa White Coffee (Individual Pack)



Packaging	: Aluminum Foil
Quantity	: 20 Pcs
Weight	: 21 grams per serving
Type	: Instant Coffee
Flavor	: Latte
Shelf Life	: 24 Months
Quantity (CTN)	: 24 Pieces
Dimension (CTN):	41.8*36.8*26.5 CM
Shopee Rating	: 5 Stars

Craving a smooth, creamy coffee with just the right sweetness? Try Kopi 434 White Coffee 3in1! This Malaysian favorite is Halal, Mesti & Buatan Malaysia certified, so you know it's quality.

Perfect for busy mornings, afternoon boosts, or while traveling. If you love lattes but prefer a hint of sweetness, Ideal for offices, convenience stores, and travel retailers.

4in1 Cappuccino White Coffee (Individual Pack)



Packaging	: Aluminum Foil
Quantity	: 10Pcs
Weight	: 22 grams per serving
Type	: Instant Coffee
Flavor	: Cappuccino
Shelf Life	: 24 Months
Quantity (CTN)	: 24 Pieces
Dimension (CTN):	49.5*30.5*25 CM
Shopee Rating	: 5 Stars

Experience the rich and creamy Kopi 434 4in1 Cappuccino White Coffee, blending smooth white coffee with real cocoa for a quick, delicious cappuccino.

Each Halal and Mesti certified sachet ensures quality, perfect for busy professionals and students on the go, whether at the office, traveling, or camping. Ideal for offices, convenience stores, and travel retailers.

Pure Coffee

This type of coffee roasts coffee beans that have been fermented directly. No other mental ingredients are added during the roasting process. This type of coffee is very fragrant and not dark black like traditional coffee. It is the most popular coffee in the international market.

Elephant Bean Coffee

Elephant Bean Coffee is the real Malaysian coffee that grown in Malaysia. Not only it is the longest coffee in the world, it is also the rarest coffee in the world.

Compared to the usual coffee, the taste of Elephant Bean coffee is complex and one-of-its-kind. Taking the first sip, you are greeted by an explosive wave of aroma, followed by a trace of bitterness from the coffee that works harmoniously on your tongue. After swallowing, the bitterness dissipates, entailing a unique hint of mellow sweetness (some jokingly call it the fishy taste of an elephant), which lingers in your mouth for a prolonged period of time. The complex flavours—strong aroma, bitterness and sweetness are layered in a wonderful manner and are presented perfectly in just a cup of coffee.



100% Elephant Bean Drip Coffee

CONTACT US



Packaging	: Aluminum Foil + Box
Quantity	: 10 Pcs
Weight	: 9 grams per serving
Type	: Pure Coffee
Bean	: Liberica (Elephant Bean)
Roasting Level	: Medium
Shelf Life	: 36 Months
Quantity (CTN)	: 10 Box
Dimension (CTN)	: 43*38*22 CM
Shopee Rating	: 4.9 Stars



Distributors have a unique opportunity to meet the rising demand for premium coffees with our Elephant Bean Drip Coffee. This exceptional product features a smooth, non-acidic taste, fragrant aroma, and sweet aftertaste that attracts consumers. Each drip bag is individually packaged, ideal for gifting and appealing to travelers. The story of the 'world's rarest bean' supports a premium pricing strategy and enhances profit margins.



KOPI 434 CAFE (MUAR)

Address : 121, Jalan Maharani, Taman Sri Emas 84000

Muar Johor

Tel : 06-9513046

Business Time : 8am - 5.30pm (Daily)



KOPI 434 CAFE (MELAKA)

Address : 2 Jalan KPMB 1 Kompleks Perniagaan Musai

Bistari, Malacca

Tel : 010-7890434

Business Time : 8am - 5.30pm (Close on Tuesday)



KOPI 434 CAFE (KAJANG)

Address : B-0-9, Mkh Avenue, Jln Jelok 1, Bandar

Kajang, 43000 Kajang, Selangor

Tel : 010-7890434

Business Time : 8am - 6.30pm (Close on Monday)

SAI KEE KOPI SDN BHD

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CONTACT US



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