



TRUNG NGUYỄN LEGEND
THE ENERGY COFFEE THAT CHANGES LIFE

THE COFFEE
LEADING
VIETNAMESE
COFFEE

THE LEADING
VIETNAMESE
COFFEE

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COFFEE

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- www.trungnguyenlegend.com -



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TRUNG NGUYỄN LEGEND GROUP

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THE OVERALL STRENGTH OF AN ORGANIZATION DEPENDS ON THREE FACTORS

I. THE GREAT ASPIRATION OF THE ORGANIZATION

II. THE INTELLIGENCE, WISDOM OF THE ORGANIZATION

III. THE COMPREHENSIVE SOLIDARITY OF THE ORGANIZATION



- TRUNG NGUYÊN LEGEND -



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NAME
GLOBAL TRUNG NGUYÊN LEGEND GROUP

VISION
THE GREAT ORGANIZATION
THROUGH SERVING HUMANITY

MISSION
BUILD THE UNIFIED HUMANITY UNDER THE VALUE
SYSTEM OF THE ENLIGHTENED LIFESTYLE
FOR SUCCESS AND TRUE HAPPINESS

CORE VALUES
ABSOLUTE FAITH
SERVING COMMUNITY
SUPPORTED BY HUMANITY
STRONG ECO-FINANCE

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TRUNG NGUYỄN LEGEND COFFEE IS ON SHELVES IN:
NEW YORK, LONDON, PARIS, BERLIN, MOSCOW, TOKYO, SHANGHAI, HONGKONG, DUBAI, SINGAPORE...
www.trungnguyenlegend.com - Hotline: 1900 6011



TRUNG NGUYỄN LEGEND
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2022
2021
2020
2018
2017
2016
2012
2010
2003
2001
1998
1996



Launching the “Product System for a Mindful way of life” and the “Stories of Three Coffee Cultures” performance show



The Coffee City project officially inaugurated the model house and utility areas.



Opening Korea Branch.
Launching Show to experience 3 Coffee Civilizations: Ottoman – Roman – Zen.



The World Coffee Museum was inaugurated in Buon Ma Thuot. Trung Nguyên Legend announced its new brand image, identity system and statement: Trung Nguyên Legend – the Energy Coffee that changes life.



Trung Nguyên Legend officially opened a representative office in Shanghai (China).
Introducing the Model of Trung Nguyên E-Coffee: Specialized Energy Coffee that Changes Life Coffee chain.



Celebrating 20 years of the Journey of Serving announcing New Vision, Mission.
Introducing Trung Nguyên Legend Café – the Space of Success & Happiness.



Trung Nguyên Coffee is the leading coffee brand in Vietnam with the largest number of coffee consumers.



Trung Nguyên coffee products are exported to more than 60 countries around the world. Trung Nguyên coffee became a Vietnamese “Cultural Ambassador”, and be selected as a gift for heads of state and international politicians.



G7 instant coffee was born by the blind test event at the Reunification Palace, winning with 89% of customers chose G7, only 11% of customers chose the most famous brand at that time.



Announcing the slogan: "Explore Creative Inspiration", Trung Nguyen won consumer hearts for its exceptional coffee extracted from the finest coffee beans, advanced technology, and inimitable mysterious Oriental know-how.



The opening of the first coffeehouse in the formation of Trung Nguyên Coffee chain in Ho Chi Minh City at 587 Nguyen Kiem, Phu Nhuan District, Ho Chi Minh City.



On June 16, 1996, the Founder - CHAIRMAN DANG LE NGUYEN VU established Trung Nguyên in Buon Ma Thuot with the first capital of a cranky bicycle, and the strong faith and will of youth and the thirst to assert Vietnamese coffee brand in the world.



**“EVEN IF WE HAVE TO DIG UP THIS EARTH,
WE HAVE TO DO IT TO CREATE
THE WORLD'S BEST ENERGY COFFEE,
SPECIALIZED FOR CREATIVE BRAINS TO SUCCEED.”**



- TRUNG NGUYỄN LEGEND -

TRUNG NGUYỄN LEGEND
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THE SYSTEM OF ENERGY COFFEE

DIFFERENT - SPECIAL - UNIQUE

With the vision of domestic dominance and global conquest, Trung Nguyên Legend Group always strives with all the passion for research to create delicious energy coffee products, starting from the material selection stage from 5 special coffee regions: Ethiopia, Jamaica, Brazil, Colombia, Vietnam; combining with Oriental mystical know-how and the world's leading modern roasting technology. Therefore, there are thousands of coffee brands, only Trung Nguyên Legend coffee is the elixir for strong mindfulness and extraordinary creativity.

In particular, in the new development period, in 2018, along with a comprehensive reinvestment with a new name, Trung Nguyên Legend Group launched a brand new, distinctive new energy coffee product named Trung Nguyên Legend. In particular, the first generation of energy coffee product is the set of three masterpieces of instant roasted coffee: Trung Nguyên Legend Café Sữa Đá, Trung Nguyên Legend Special Edition and Trung Nguyên Legend Classic with the application of the most modern NANO+ super technology. Following are the instant coffee Trung Nguyên Legend Cappuccino for Italian coffee lovers, the set of Trung Nguyên Legend roasted coffee capsules with 3 flavors of Thiền (Meditation) - Roman - Ottoman for the upper class and Trung Nguyên Legend coffee bean product system for those who love original coffee flavor.



TRUNG NGUYỄN LEGEND
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THE 3 COFFEE CIVILIZATION COFFEE SETS

Inspired by the history of world coffee's development, the products system of 3 coffee Civilizations is the solution for everyone can enjoy the essence of coffee cultures anywhere:

THE OTTOMAN COFFEE CIVILIZATION SET

Preserving Ottoman's traditional way of making coffee and the beauty of the Ibrik pot, it offers uniquely-flavored energy coffee with a thick, bubbly, and smooth crema layer and a long-lasting charming aroma.



THE ZEN COFFEE CIVILIZATION SET

Preserving Vietnam's traditional dripping coffee filter method with the stove inspired by Dong Son bronze drum and Vietnamese ancient teapot, it offers a unique cup of Zen coffee with elegant fragrance, yet not leaving out any taste of life, gentle and just enough, blending and awakening each and every sense of yours.



THE ROMAN COFFEE CIVILIZATION SET

Preserving the Espresso coffee making way using the Moka pot – a great achievement in the application of modern science into a coffee brewery to bring a perfect energy coffee cup with a bold, round body and a distinctive, light smoky aroma, mixed with a light fresh fruit flavor, rich in the original Espresso style.

THE SPIRIT COFFEE SETS

THE SPIRIT OF PHILOSOPHY – HEMINGWAY

Inspired by the spirit of famous writer Ernest Hemingway who always pursued his passion for overcoming all adversity and left behind a treasure trove of works rich in philosophy for humanity; The Spirit of Philosophy coffee set wishes to bring coffee drinkers the energy of pursuit spirit to challenge all adversity – to conquer the aspiration of life.



THE SPIRIT OF CREATIVITY - THE CREATION OF ADAM

Inspired by Michelangelo's famous "The Creation of Adam" painting, The Spirit of Creativity - The Creation of Adam coffee set wishes to bring coffee drinkers the energy of creativity to create great history for their own life.

THE SPIRIT OF CREATIVITY - THE CREATION OF ADAM

Inspired by Leonardo da Vinci's "Vitruvian Man" drawing, which has contributed important values for medicine and anatomy science today. The Spirit of Philosophy - Vitruvian Man coffee set wishes to bring coffee drinkers the energy of philosophy spirit to form the ideal and suitable way of life, or the ability to answer all questions in life by convincing viewpoints and reasonings.



THE SPIRIT OF WARRIOR

Inspired by the warrior spirit of "The Enlightenment on Horseback" – Napoleon, the Spirit of Warrior Coffee Set wishes to awake in the coffee drinkers, especially the youth, the warrior spirit (noble qualities, skills, ethics, tempers...) and aspirations to achieve success in all fields of life.

THE MEDITATION COFFEE SETS

The Meditation Coffee Sets: As solutions to practice Coffee Meditation for the diverse needs of anyone, with 5 product sets expressing the 5 spirits of the new generation:

THE ASPIRATION COFFEE MEDITATION SET

Brings the energy to nourish great aspirations with the main components of instant coffee and simple brewing tools such as a thermos and a mug so that anyone can practice meditation anywhere.



THE POWER COFFEE MEDITATION SET

Brings energy to seek your inner core power with the main components of Ottoman style, roasted coffee and brewing tools inspired by the traditional Ottoman coffee brewing method combined with the Vietnamese “basket” drip coffee brewing tool.



THE BREAK-THROUGH COFFEE MEDITATION SET

Brings energy to break-through ideas with the main components of capsule coffee and hand pressure portable capsules coffee machine - the break-through essence in the global style of enjoying coffee.



THE PROSPERITY COFFEE MEDITATION SET

Brings energy to the authentic Physical - Mental - Intellectual wealth with the main components of Espresso-style beans and the essential brewing tools of the Roman coffee civilization.



THE MINDFULNESS COFFEE MEDITATION SET

Brings energy to the moments of Mindfulness with the main components of the typical coffee of Zen civilization and the traditional Vietnamese drip coffee filter tools.





LEGEND CAFÉ SỮA ĐÁ



(Box of 9 packets x 25 g)

- A premium Instant instant coffee mix with with finely-milled coffee beans.
- Featured with the original taste of famous Vietnamese café sua da that served in coffee stores thanks to Nano+ technology; the selected coffee beans and know-how from Vietnamese top coffee experts

TRUNG NGUYỄN LEGEND
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(Box of 12 packets x 17 g)
(Bag of 50 packets x 17 g)
(Box of 21 packets x 17 g)

Classic SPECIALTY INSTANT COFFEE

- Featured with ground coffee aroma, strong body, lightly bitter and sweet taste.
- Inherited the taste of G7 instant coffee

Special Edition

- Featured with ground coffee aroma, very strong body and sweet taste.
- A special edition of Trung Nguyên Legend instant coffee with more coffee for stronger awakening energy



(Box of 9 packets x 25 g)
(Box of 18 packets x 25 g)

TRUNG NGUYỄN LEGEND
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Cappuccino

Specialty Italian Instant Coffee

- Instant coffee mix of traditional Italian cappuccino.
- Featured with coffee and hazelnut / coconut / mocha aroma, delightful milk and creamer taste, and a special cream layer on the surface.



HAZELNUT

COCONUT

MOCHA

(Box of 12 packets x 18 g)

TRUNG NGUYÊN LEGEND
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Passiona

THE SPECIAL COFFEE FOR WOMAN – THE ENERGY FOR PASSION



(14 packets x 16 g)

Specialty Instant coffee mix featured with:

- Low caffeine ratio
 - Diet sugar
 - Collagen and polyphenol compounds added
- That will help woman comfortably enjoy the taste of their favorite coffee while staying in shape, preventing skin aging, keeping brighten natural skin tone.

TRUNG NGUYÊN LEGEND
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THE SPECIALTY WHOLE BEAN COFFEE

Trung Nguyên Legend Success Whole Bean Coffee - Undergoing the meticulous care and precision in each processing stage, with the most modern technology combined with the secret that can not be copied from the leading coffee experts, the specialty coffee beans are transformed gradually during the roasted process to release the original coffee flavor.



1 can x 340 g

1. SUCCESS 8

Floral and fruity aroma from Arabica beans. Specialized for classic Espresso.



1 bag x 1 kg

3. SUCCESS 2

Balanced flavor and thick body from Arabica and Robusta beans. Specialized for iced black coffee and iced coffee with condensed milk.



1 can x 340 g

2. SUCCESS 3

Balanced and wholesome flavor from Arabica and Robusta beans. Specialized for creative Espresso.



1 bag x 1 kg
1 bag x 500 g

4. SUCCESS 1

Classic strong flavor from Arabica and Robusta beans. Specialized for iced black coffee and iced coffee with condensed milk.



BE YOUR OWN BARISTA WHEREVER YOU WANT!



(Box of 10 packets x 10 g)

FUSION BLEND

Is a perfect fusion of elegant, balance of mild coffee and sophisticated fruity taste that bring a unique and unforgettable experience.



(Box of 10 packets x 10 g)

AMERICANO

Featured with mild aroma, strong taste that bring to you the most popular American coffee enjoyment.



(Box of 10 packets x 10 g)

VIETNAMESE BLEND

Featured with traditional taste from Vietnamese specialty coffee that bring to you the energy for strong mindfulness and extraordinary creativity.

PREMIUM RANGE COFFEE

1. WEASEL COFFEE:

From majestic mountains, weasel coffee story begins with wild native species of fox living in the vast forests of coffee. After eating ripe coffee fruits, the Enzymes from these “artisans” stomach create a special flavor for the unique raw WEASEL COFFEE, which is “extremely rare and the most expensive in the world” from Trung Nguyên. With modest output, only about 40-50 kg per year, processed through 20 main stages with the secret Oriental recipes by the no.1 experts in Vietnam, Weasel coffee is “the most venerated coffee and king of coffee”.



Weasel coffee - The king of coffee.

Gift set



Trung Nguyên Legend (225 g)



Creative 8 coffee

2. TRUNG NGUYỄN LEGEND (225 G) AND GIFT SET

Learning from nature and the lesson off WEASEL COFFEE, Trung Nguyên Legend experts have researched, explored and recreated successfully the biological fermentation process that actually takes place in wild weasel’s stomach to create the masterpiece coffee product – TRUNG NGUYỄN LEGEND. Considered as a signature gift representing the Culture & Spirit of Vietnamese Coffee, the gift set has been chosen as the diplomatic gift of Vietnamese Coffee.

3. CREATIVE 8 COFFEE

Creative 8 Coffee is a wonderful crystallization of the world's best coffee beans, made by the world's most advanced bio-fermentation technology, according to the know-how of leading experts. All create a perfect balance of strong bitter coffee and passionate coffee flavor, giving you a great taste and tactile experience, helping to provide a special source of energy specialized for creative brain.



Trung Nguyên Coffee is extracted from the best coffee beans and produced on the world's most modern technology combined with the mysterious Oriental know-how. It is a combination of rare herbal ingredients, used in precious remedies for human health which has been handed down from generations. Coffee absorbs special natural energy from gemstones during roasting to create products. The combination of materials, herbs and the strict control of time and temperature are always harmoniously combined. Trung Nguyên Coffee is not only perfect, but also stimulates thinking, infinite creativity, the hidden ability in every person to succeed, live with ideals and responsibilities.



ROASTED WHOLE BEAN COFFEE

A new range of Espresso Coffee is now available. Whole new experiences of coffee, try the Specialist Coffee and Innovator Coffee.

ESPRESSO
COFFEE INNOVATOR



1 bag x 500 g

ESPRESSO
COFFEE SPECIALIST



1 bag x 500 g

GROUND COFFEE

Made from the best coffee beans of Buon Ma Thuot, using the secret roasting and grinding recipes of top experts in Vietnam, Trung Nguyên created the perfect delicacy. Packed in a premium can and box format, Premium Blend and Gourmet Blend are the meaningful gift for your loved ones.

① PREMIUM BLEND (425 G)

The selection of bold, intense coffee to give strong & lasting aromas. Excellent when served with condensed milk.

② GOURMET BLEND (500 G)

Rich flavor and thick body texture. Excellent when served with condensed milk.



Gourmet Blend & Premium Blend Coffee

TRUNG NGUYỄN LEGEND
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GROUND COFFEE



CREATIVE
1 2 3 4 5

WONDERFUL
FOR ENJOYING AT HOME

Understanding the value and great power of Creativity on the journey to Success, Trung Nguyên has worked hard to create a CREATIVE COFFEE product that effectively explores the ability of creative thinking, bringing to new heights of wisdom.

TRUNG NGUYỄN LEGEND
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“THE LEADING
VIETNAMESE
COFFEE”

G7 is the perfection of the world’s best special coffee. This is a combination of hi – tech with oriental secret techniques that come from the world’s best coffee regions. G7’s unique manufacturing process differentiate from others in the meticulous extraction of coffee: only the best quintessence of the coffee bean is extracted to make the bold and fascinating flavors and aromas the exist only in G7 instant coffee.

Introduced to the market for the first time on November 23th 2003 at the Reunification Palace, in a blind test with the global instant coffee brand, G7 officially conquered millions of consumwe’s hearts with the selection rate accounted for 89% compared to 11% of the opponnet.

Until today, with the outstanding quality that has been affirmed G7 is always the product that occupies the No.1 position in the hearts of consumers without any substitute product.

Only G7 instant coffee has been chosen to participate in global summits such as APEC, ASEM, ASEAN, WEF, ODA, etc. and been present on flights of Vietnam Airlines and International Airlines.

Currently, G7 instant coffee has been present in more than 80 countries around the word including USA, UK, France, Germany, Japan, China, Korea, etc...

G7 INSTANT COFFEE



*Coffeemix
3in1*

① INSTANT COFFEE G7 3IN1:

Considering a class of its own, using the best source of coffee beans from Jamaica, Brazil, Ethiopia and Buon Ma Thuot province, our G7 3in1 coffee mix consists of premium quality coffee powder, non dairy creamer & sugar.



10 packets x 16 g



18 packets x 16 g



20 packets x 16 g



20 packets x 16 g



22 packets x 16 g



40 & 50 packets x 16 g



100 packets x 16 g



120 packets x 16 g



SUGAR FREE & COLLAGEN ADDED

The masterpiece of Trung Nguyên Legend Sugar Free & Collagen Added has low caffeine content, uses diet sugar, and added with collagen and polyphenol compounds to help women comfortably enjoy the taste of their favorite coffee while staying in shape, preventing skin aging, brighten naturally skin tone so that you always stay young, healthy and live fully with their passion in life.



A healthier alternative with collagen added.

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DOUBLE STRONG FOR THE GOURMETS

G7 Strong X2 is a line of instant coffee products with a double strong taste of coffee flavor for those who love strong coffee taste, giving you a cup of coffee with the right and strong coffee taste.



Twice as strong - For vigorous personalities.

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Cappuccino

☉ G7 INSTANT CAPPUCCINO COFFEE:

G7 Cappuccino is considered a high end instant cappuccino coffee that has top notch Italian style with attractive taste and two flavors of selection.

G7 CAPPUCCINO - MOCHA:

Combination between rich cocoa and finest coffee essential forms a typical intense G7 Mocha Cappuccino.

G7 CAPPUCCINO - HAZELNUT:

Mix of fresh Hazelnut flavor and coffee's essential offers you an emotion of the Italian Queen.



12 packets x 18 g



12 packets x 18 g



Espresso
Instant Coffee

☉ INSTANT COFFEE G7 ESPRESSO:

Fresh from the soils of Vietnam's fabled Central Highlands comes this special offer from G7. Crafted from pure Arabica beans, G7 Espresso will appeal to whom looking for a unique mix of profound and bold tastes, yet gentle aromas. Definitely a must for coffee lovers.



15 packets x 2.5 g

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COFFEE & SUGAR

STRONG IS NOT ENOUGH – IT IS MUST OF RIGHT TASTE

☉ G7 Coffee & Sugar is a line of instant coffee products with the typical pure flavor of pure black coffee, exactly the taste of Trung Nguyên Roasted Coffee.

☉ Each cup of G7 Coffee & Sugar coffee has quality and rich taste so that you can enjoy a cup of Trung Nguyên ground coffee properly even when you don't have much time.



15 packets x 16 g



Coffee
100% Pure Soluble

FOR GOURMETS

☉ G7 Pure Soluble is a product line of pure black instant coffee, with no sugar, with high quality and rich taste that is the true taste of the gourmets.



15 packets x 2 g



100 packets x 2 g



200 packets x 2 g

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COFFEE UTENSILS & ACCESSORIES

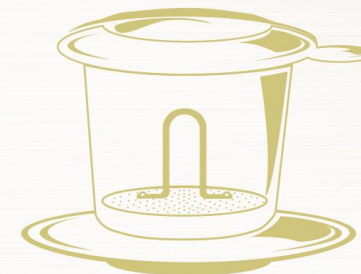


TRUNG NGUYEN LEGEND
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The different, special & unique feature of TRUNG NGUYEN LEGEND STAINLESS STEEL FILTER to confirm the expertise in the coffee industry



After a lot of tests, experts of Trung Nguyên Legend Coffee Group have come up with the following basic standards:



There is a measuring bar in the filter to quantify 25 grams of coffee / cup. Holes on the lid are distributed evenly and have a thicker density than the density of holes on filter body and filter plate to allow water to penetrate coffee effectively. Standard volume of 170 ml filter, number of holes on the filter body, and filter plate is equal and distributed evenly for better coffee filtering. Hole size is compatible with the size of ground coffee beans with the filtering standard of 50-60 drops of coffee / 1 minute.



Packaging Specifications:

1 filter box includes 1 filter + 1 instruction.
1 carton includes 100 filter boxes.

TRUNG NGUYEN LEGEND
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Specialized for ENERGY COFFEE

PRODUCT CHARACTERISTICS

Specially formulated for coffee:

- ✦ The sweet, charming milk aroma.
- ✦ The unique flavor blended with coffee.

PRODUCT BENEFITS

For making 15 cups of coffee / can

(Other products can only make 12 cups of coffee / can):

- ✦ More weight: 390 g
 - ✦ Less milk consumption: only 25 g / cup of coffee
- Supplementing Vitamin B1, B6 which is good for health

**CONDENSED CREAMER SPECIALLY
FORMULATED FOR COFFEE**

By coffee experts



TRUNG NGUYỄN LEGEND
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How to make A CUP OF DELICIOUS MILK COFFEE

Mix coffee evenly and use a spoon to take (2-3 tablespoons) to the filter cup.



1

Use your fingers to gently stroke the bottom of the filter, remove small, fine coffee powders at the bottom of the filter



2

Put the lid on the filter body, turn and slightly compress the lid.



3

Pour about 10 ml of boiling water onto the filter cap and 10 ml on the lid in the filter body. Place the filter body on the cap of the coffee filter. Wait about 20 seconds for the water to penetrate.



4

Pour about 50 ml into the center of the lid in the filter body



5

The process of coffee extracting takes 7 - 8 minutes. Then pour 25 g of Brothers creamer into the cup of coffee, stir it well and here you have a cup of delicious milk coffee.



6

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