



IAMPURE COFFEE

COMPANY PROFILE



MINISTRY OF TRADE
REPUBLIC OF INDONESIA



MINISTRY OF AGRICULTURE
REPUBLIC OF INDONESIA



PT. SURYA INDO SINGA

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INTRODUCTION COFFEE CULTURE AND KNOWING WHAT KIND OF COFFEE YOU DRINK



**IF YOU CAN MAKE IT THERE
YOU CAN MAKE IT ANYWHERE**

SCA Boston 2022 - NYC 

Coffee can be broadly defined as specialty coffee, premium coffee, and commercial grade. Specialty coffee and premium coffee are pure and real coffee beans and 100% content coffee in every package, commercial grade is such instant coffee, as there are certain percentage additional materials like : sugar, burned corn, coffee essence etc, such as many brands of instant coffee. Coffee is one of the world's favourite beverages and a major source of caffeine, coffee continues to be an essential factor in society's daily routine as coffee culture for most people in the world. Coffee is the world's second most valuable commodity exported by developing countries. The global coffee industry earns an estimated \$60 billion annually. The global coffee industry is growing significantly by producing products almost exclusively in developing nations. As per survey conducted by National Coffee Association in the United States, **more than 70% of the consumers prefer at home coffee preparation**. There has been a gradual shift observed from soft drink to coffee drinks among consumers.





ABOUT US

Indo Singa Coffee proudly awarded with HACCP Certification, as The First Coffee Roaster awarded with HACCP Certification in Indonesia.

Indo Singa Coffee has been established since 2017, under license of PT Surya Indo Singa which has established since 2009 as one of the leading snacks and foodstuff exporters for various festive seasons in Singapore, Malaysia and Hong Kong.

Please visit our company website : suryaindosinga.co

PT Surya Indo Singa takes great pride in sourcing only the finest Archipelago Indonesian raw coffee beans while insisting on advanced hot air roasting techniques to unlock the cleaner, richer and natural flavor in each roasted coffee bean. Our specialty coffee beans and premium coffee beans are carefully selected from a handful of family-owned plantations that have been practicing time-honored cultivation practices for decades. Some of the most sought after Indo Singa specialty coffee beans come from different regions of the Indonesian Archipelago Islands, including Sumatera, Java, Bali, Sulawesi, Flores and Papua. PT Surya Indo Singa carries the brand of Indo Singa Coffee, and we are one of the pioneers and one of the biggest capacity coffee roasters with hot air roasting methods in Indonesia.

INDO SINGA COFFEE provides Specialty Coffee and Premium Coffee, with hot air roasting method process which is forced of hot air to agitate and circulate perfectly the raw coffee beans in the roasting chamber, and roast the raw coffee beans evenly in the same time to reach the ultimate true flavour of every coffee bean. Our 2 Hot Air Roasting Machine Capacity produces hot air roasted coffee about 25 kg per batch (15-20 minutes), and the other machine 125 kg per batch (15-25 minutes). Also raw coffee beans produce 500 tons to 4000 tons at harvest time.

Since 2009, PT Surya Indo Singa has been dedicated to bringing the best of Indonesia's flavors to the world. Starting with our flagship brand Indo Singa, we became one of the leading exporters of Indonesian snacks to Singapore, known for our consistent quality, trusted service, and strong commitment to customer satisfaction. Over the years, we have built a reputation for excellence by working closely with farmers, producers, and partners to deliver products that reflect Indonesia's rich culinary heritage. Our journey has been defined by passion, innovation, and the trust we have earned from our customers. On 9 July 2025, we proudly introduced our newest brand — IAMPURE — representing a new chapter in our story. IAMPURE is crafted for discerning customers who seek high-end, premium-quality products. This brand reflects our commitment to purity, sustainability, and uncompromising quality, offering the very best from Indonesia's farms and producers. Today, PT Surya Indo Singa continues to grow as a trusted partner in the International market, combining more than a decade of export experience with a bold vision for the future. Whether through the beloved flavors of Indo Singa or the refined quality of IAMPURE, our mission remains the same: to share the taste and spirit of Indonesia with the world. Indo Singa-IAMPURE From Indonesia to the World.





Why should you drink IAMPURE Coffee ?

First, we only harvest by hand picking the red coffee cherry. Second, our coffee roaster uses a hot air roasting method, which differs with drum roasting as the common and standard way to roast coffee beans, but it can often trap and scorch the beans due to direct contact with the hot metal cylinder. Third, our coffee roasters, on the other hand, use hot air roasting machines, which force hot air with temperature about 150 Celsius degrees to 180 Celsius degrees to agitate and circulate the raw coffee beans. This allows all the beans to be floated and heated to exactly the same temperature at exactly the same time, hot air roasters let the coffee beans release their full natural, rich and aromatic flavor without the bitter tasting tars from the metal drum.

Our intention is introduce to the world a more natural and a better way to roast raw coffee beans to reach the ultimate true flavour of every coffee bean, more importantly, this technology also lowers our carbon footprint 19 to 1 in emissions without burned coffee beans. Also with hot air roasted processes without burning the caffeine and antioxidants of the pure coffee and natural taste of the coffee, we roast the raw coffee beans without being touched by the metal drum. Also since the roasting chamber can reach a higher temperature in half the time of a typical metal drum or cylindrical roaster, the time for these acidic compounds inside of the roasting chamber to form is greatly reduced. Many have found that these acidic compounds from the metal drum or cylindrical roasted can cause stomach irritation, and the good news is many of our customers have given up on the coffee but can now drink ours coffee comfortably.

What are the top health benefits of drinking coffee ?

Coffee gives you that much-needed boost of energy in the morning, also some recent scientific studies found there are so many benefits in real coffee roasted beans for our health and shown that it might help you live longer too, your body may process glucose better, you're less likely to develop heart failure, you are less likely to develop Parkinson's disease, and your liver will Thank You, your DNA will be stronger, also other active substances that may reduce internal inflammation and protect against disease, says Diane Vitztum, M.S, R.D, research nutrition for Johns Hopkins University School of Medicine.

OUR MISSION AND VISION

IAMPURE Coffee vision and mission is a simple one, to introduce and showcase Archipelago Indonesia's varied exotic coffee to the world.

IAMPURE Coffee with hot air roasting method, it makes you love the unique and real natural taste of the purest of 100% coffee in every bag you bring home.

"Coffee is a relationship. Coffee unites, binds and connects people from all walks of life. Coffee is art. Coffee is love and energy. Coffee is a way of life".



HISTORY OF INDONESIAN COFFEE

Indonesia is the 4th biggest coffee producer in the world, in 1696 The Commander Adrian Van Ommen Dutch Colonial Government by their World Trading Corporation in 1725 to 1884 it's called Vereenigde Oost-Indische Compagnie (VOC) was bringing in the coffee seeds from India to Java Island. The Dutch have planted the seeds of coffee from Bogor, Sukabumi, Banten, Garut, Pangalengan, Ciwidey, Temanggung, Banyuwangi and many places in the whole of Java Island. And they still continued to spread the coffee seeds to Sumatra Island, Bali Island, Sulawesi Island, Flores Island until Papua Island. VOC is the first Indonesian coffee exporter.





Java Arabica
Natural Process



Java Arabica
Full wash process



Java Arabica
Semi wash



Java Arabica
Fermented/Wine Process



Java Preanger Arabica
Full wash



Java Preanger Arabica
Super Beans



Gayo Arabica
Semi wash



Gayo Arabica
Full wash



Toraja Arabica
Full wash



Toraja Arabica
Semi wash



Java Robusta
Super Beans



Java Robusta
Full wash

1. RAW COFFEE BEANS FROM ARCHIPELAGO ISLANDS in INDONESIA

We provide single Origin list are from Gayo Coffee, Java Coffee, Bali Kintamani, Sumatra Mandailing, Lintong, Kerinci, Solok, Sidikalang, Lampung, Bengkulu, Toraja, Flores, Papua Wamena.

Gayo Coffee, the farmers Gayo Coffee around 55000 farmers in Nanggroe Aceh Darussalam province in Sumatra Island, most of them planted arabica coffee, with area 73,499 hectare, with capacity produced is 36000 tons per year.

Sumatra Mandailing, Lintong, Sidikalang, Kerinci at South Sumatra and Padang with areas 51.044 hectare produce coffee 41.709 tons per year.

Solok Coffee at West Sumatra with areas 51.948 hectare and produces coffee 25.187 tons per year.

Robusta Coffee from South Sumatra such as Lahat, Pagar Alam (38.000 hectare), South Ulu Ogan Komering (78.929 hectare) planted robusta coffee as they have lower land, Total coffee field in South Sumatera is around 275.294 hectare and produces 143.201 tons coffee per year.

At Bengkulu Province - Sumatra Island, in total it has a coffee field with 123.667 hectare and produces 62.373 tons per year of robusta coffee. There are 6 areas coffee fields in this region: South Bengkulu, North Bengkulu, Kepahiang, Muko2, Rejang Lebong, Lebong.

Robusta Coffee Lampung covers 808.269 hectare, produces Robusta coffee 72.744 tons per year and Jambi Province 24.804 hectare and produces 9387 tons of robusta coffee.

Java Island, Arabica and Robusta Coffee, West Java (Java Preanger/Sundaland) 33.630 hectare and Central Java 47.908 hectare, produces 172.790 tons per year, East Java 93.067 hectare produces 43.756 tons per year.

Toraja Coffee , South Sulawesi Island, 73.019 hectare, 10 areas such as Tana Toraja, Bulu Kumba, Gowa, Sinjai, South Luwu, Bone, Pinrang, Jeneponto, Bone, Enrekang, produce 30564 tons per year. West Sulawesi are Polewali, Mamasa, Mamuju is 16.580 hectare and produces 10.746 ton per year. Central Sulawesi are Donggala, Morowali, Poso, Parigi Moutung, Tolitoli, Sigi, Buol 11.835 hectares produce 5011 tons per year. Southeast Sulawesi 10.674 hectares such as Muna, Bombana, Wakatobi, Kolaka, Kendari , produce 4299 tons per year. North Sulawesi 7714 hectares such as Minahasa, Bolaang, Kotamobagu produce 89.189 tons per year. And Gorontalo area 1654 hectares produce 867 tons per year.

Bali Kintamani Coffee, arabica coffee areas 3.295 hectares and robusta 23.809 hectares, produce 25.595 tons per year.

Flores Coffee, famous as Flores Bajawa, Flores Manggarai, Juria Colol, with an area of 61.851 hectare produces 16.788 tons per year.

And **Papua Wamena Coffee**, with an area of 8.323 hectare produces 2633 tons per year.



HARMONY ROAST

ORIGIN:

MIXED SIGNATURE RECIPE

CHARACTERISTIC:

**PERFECT FOR ESPRESSO, BALANCE TASTE NOTES,
SMOOTH, GOOD BODY & FRUITY**



BARISTA BLEND

ORIGIN:

MIXED SIGNATURE RECIPE

CHARACTERISTIC:

**PERFECT FOR ESPRESSO, BALANCE AFTERTASTE,
SMOOTH / CLEAN TASTE**



JAVA ROBUSTA

ORIGIN:

JAVA ISLAND, INDONESIA

CHARACTERISTIC:

**GOOD CARAMEL, BOLD BODY, SMOOTH,
CLEAN TASTE**





JAVA ARABICA

ORIGIN:

JAVA ISLAND, INDONESIA

CHARACTERISTIC:

**GOOD CARAMEL, INTENSE FRUITY, GOOD ACIDITY,
SMOOTH, COMPLEX SWEETNESS**



BALI ARABICA

ORIGIN:

MT. KINTAMANI, BALI ISLAND, INDONESIA

CHARACTERISTIC:

**FRUITY - LEMONY, MEDIUM ACID, LOW BODY,
SMOOTH, BEST FOR V60 & AEROPRESS**



GAYO ARABICA

ORIGIN:

ACEH, SUMATERA ISLAND, INDONESIA

CHARACTERISTIC:

**FRUITY - SPICES AROMA, SWEET AND CLEAN TASTE,
SMOOTH, GOOD BODY, MILD ACID**



On The Go

DRIP COFFEE

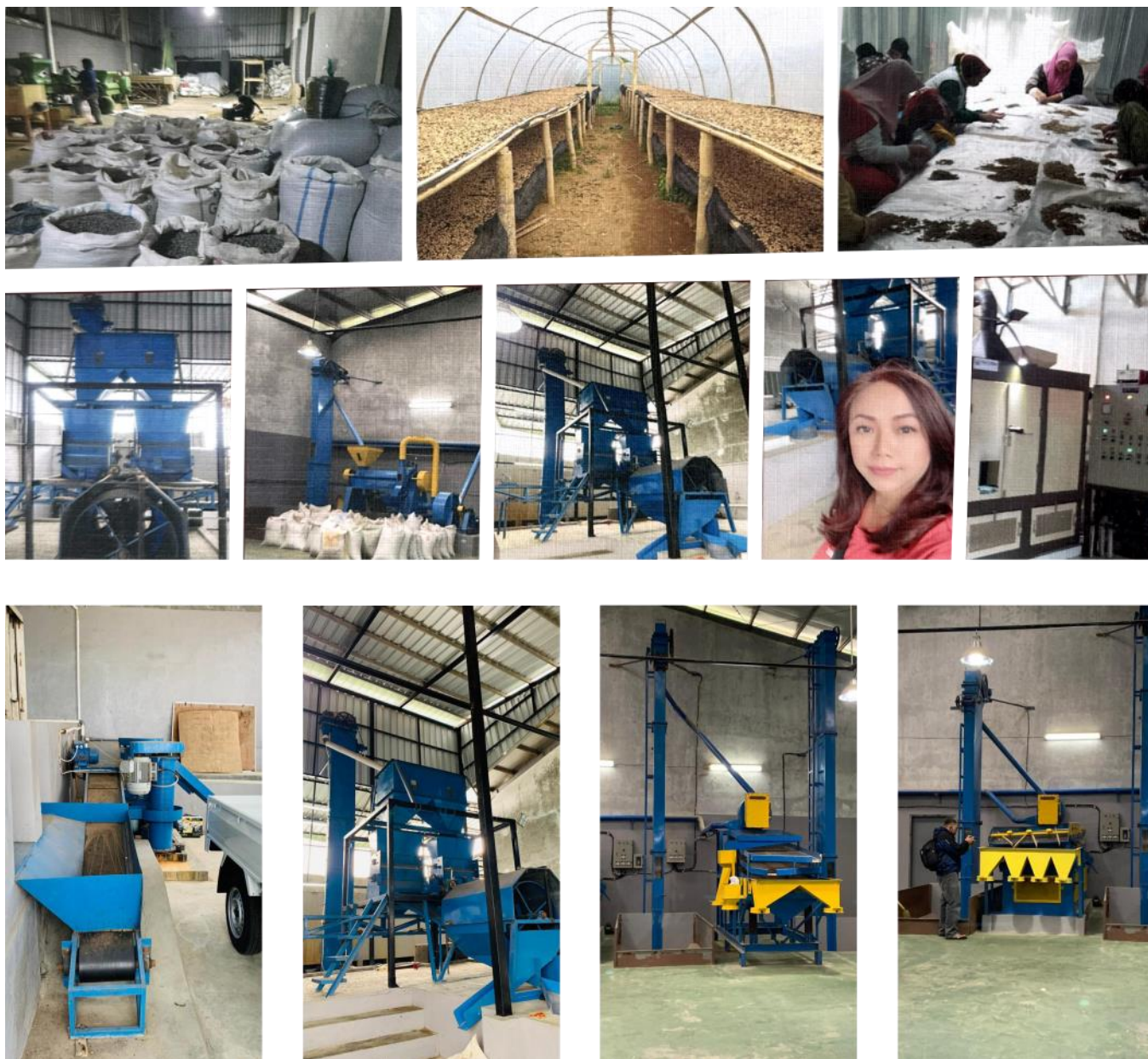
Drip Bag Coffee in Aluminum Sachet



Net Weight : 12 gram / sachet
1 box contains 6 sachets



GALLERY





IAMPURE
COFFEE



CERTIFICATE OF CONFORMITY

This is to certify that the Hazard Analysis and Critical Control Point (HACCP) System of

PT. SURYA INDO SINGA

Head Office :

Jl. Pasir Kaliki, No. 179, Pamoyanan, Kec. Cicendo, Kota Bandung, Jawa Barat 40173

Site:

Raya Pengalengan, Jl. Raya Pengalengan No. 669, Jagabaya, Cimaung, Bandung, Jawa Barat 40374

Meets the Requirements of SNI CAC/RCP 1:2011 – Recommended International Code of Practice –General Principle of Food Hygiene (CAC/RCP 1-1969, Rev. 4-2003, IDT) Hazard Analysis and Critical Control Point (HACCP) System and Guidelines for its application and is registered within the MUTU Certification scheme.

Scope of Certification

Hot Air Roasted Coffee (Coffee Beans and Powder)

Scope of Process:

Incoming Material – Sorting – Roasting – Sorting – Grinding – Packing – Weighing – Packing

Irham Budiman, S.Pi., M.Si. Director
Signed on behalf of MUTU Certification
Jl. Raya Bogor KM. 33.5 No. 19
Cimanggis – Depok 16953, INDONESIA

Further clarifications regarding the scope of this certificate and the applicability of SNI CAC/RCP 1 : 2011 requirements and verification of this certificate is available from MUTU at the above address or by enquiries through
www.mutucertification.com or email at: food4@mutucertification.com

This certificate remains the property of MUTU Certification to whom it must be returned on request

Certificate Number
095/MS HACCP/2020
Date of Initial Registration
30 September 2020
Date of Last Issue
30 September 2020
Date of Expiry
29 September 2023



The use of the accreditation mark indicates accreditation in respect of those activities covered by the accreditation certificate
LSSHACCP-001-IDN



Farmer's Coffee Day Event 2020, Indo Singa Coffee with
Minister Agriculture Republic of Indonesia, Mr Syahrul Yasin Limpo.

You  Indo Singa

<https://youtu.be/FoBVoLD4b9E>

<https://youtu.be/3sPrCaUis7A>

Please like and subscribe



*Direktur Utama PT. Surya Indo Singa ,
Lily Ratnasari (tengah) yang juga
dikenal sebagai eksportir kopi
dari Bandung saat hadir dalam
Bussiness Matching.
(dok Kementan)*



JawaPos.com – Komiditas Kopi Minang dari Provinsi Sumatera Barat (Sumbar) berpeluang untuk dilakukan peningkatan akses pasar dan ekspor di tengah kondisi pandemi Covid-19. Untuk mendukung hal itu maka digelarlah kegiatan Bussiness Matching antara pelaku usaha atau eksportir kopi dengan kelompok tani kopi Minang di Kota Padang.

Kepala Dinas Tanaman Pangan, Hortikultura dan Perkebunan Sumbar, Syafrizal menyambut baik pelaksanaan Bussiness Matching tersebut. Hal itu menurutnya bisa menjadi momentum penguatan pasar kopi di Provinsi Sumbar walaupun saat ini di masa pandemi terdapat beberapa kendala pasar ekspor kopi.

“Tetapi kedepan melalui kegiatan ini diharapkan ekspor kopi Sumbar bisa meningkat signifikan,” jelas Syafrizal dalam keterangan tertulisnya pada JawaPos.com.

Potensi perkebunan Sumbar selain kopi juga dilakukan pengembangan komoditas kakao, kelapa, karet, sawit, teh, dan rempah-rempah perlu terus digali pengembangan hulu hilir dan ekspor.

“Kami jajaran Dinas Tanaman Pangan, Hortikultura dan Perkebunan (TPHortiBun) terus mendukung Ditjen Perkebunan, Kementan dalam akselerasi peningkatan ekspor komoditas perkebunan di Sumatera Barat,” imbuhnya.

Terutama kopi di tujuh sentra produksi kabupaten seperti Agam, Tanah Datar, Solok, Solok Selatan, Pasaman, 50 Kota dan Pasaman Barat. Pasalnya, Data Dinas TPHortiBun Sumbar juga mengungkapkan bahwa ekspor kopi minang hingga September 2020 dengan volume 275 ton atau senilai Rp 6,45 miliar ke Malaysia, Korea Selatan, Hongkong dan beberapa negara Timur Tengah.

Acara Bussiness Matching dihadiri pelaku usaha dan eksportir kopi dari Bandung yaitu Direktur Utama PT. Surya Indo Singa , Lily Ratnasari yang sudah berpengalaman lebih dari tiga tahun menjalankan bisnis ekspor kopi.

Lily mengapresiasi dengan diadakannya kegiatan Bussiness Matching ini, walaupun di tengah pandemic Covid-19, permintaan kopi masih terus berdatangan meski jumlahnya belum signifikan. Dalam waktu dekat ini saja sudah ada order ekspor dari Korea dan Eropa dari jenis Robusta dan Arabika.

“Sehingga saya mengharapkan mendapat pasokan kopi dari Sumatera Barat. Saya juga mengapresiasi semangat para petani yang hadir pada acara ini hingga saat mengunjungi sentra kopi solok radjo. Selanjutnya saya mengharapkan petani kopi di Sumatera Barat dapat mempertahankan kualitas kopi untuk memenuhi selera pasar,” papar Lily.



WE Online, Jakarta -

Kopi “Minang” provinsi Sumatera Barat menjajaki peluang peningkatan akses pasar dan ekspor ditengah kondisi pandemic covid19 yang melanda saat ini.

Baru-baru ini telah dilakukan Bussiness Matching antara Pelaku usaha/ Eksportir kopi dengan kelompok tani kopi minang provinsi Sumatera Barat di Kota Padang. Dalam acara itu dilakukan telah penandatanganan kesepakatan kerja sama kemitraan pemasaran kopi Minang Prov. Sumatera Barat antara PT. Surya Indo Singa, eksportir asal Bandung dengan 16 Ketua Kelompok Tani Kopi Minang dari Kabupaten Solok Selatan, Pasaman Barat, Solok, 50 Kota, Agam, dan Tanah Datar.

Menurut Kepala Dinas Tanaman Pangan, Hortikultura dan Perkebunan Prov. Sumatera Barat Syafriza Bussiness Matching ini menjadi momentum penguatan pasar kopi di Provinsi Sumatera Barat walaupun saat ini dimasa pandemi terdapat beberapa kendala pasar ekspor kopi.

Selain kopi, Potensi ekapor dari komoditas perkebunan Sumatera Barat yang dapat dikembangkan meliputi kakao, kelapa, karet, sawit, teh, dan rempah-rempah. "Kami jajaran Dinas Tanaman Pangan, Hortikultura dan Perkebunan terus mendukung Ditjen. Perkebunan dalam akselerasi peningkatan ekspor komoditas perkebunan di Sumatera Barat, utamanya kopi di 7 sentra produksi kabupaten seperti Agam, Tanah Datar, Solok, Solok Selatan, Pasaman, 50 Kota dan Pasaman Barat," ujar Syafriza.

Direktur Pengolahan dan Pemasaran Hasil Perkebunan, Dedi Junaedi mengatakan di tengah kondisi perekonomian Indonesia yang defisit 5,32%, sub sektor perkebunan tumbuh positif dan menjadi jaminan pemulihan ekonomi nasional dari sektor pertanian.

Tercatat PDB sektor Pertanian tumbuh 16,24% pada TW 2 tahun 2020, khusus komoditas kopi, ekspor Indonesia ke dunia meningkat 12% dari sisi volume ekspor jika dibandingkan TW 2 tahun 2019. "Ini menjadi angin segar bagi pengembangan komoditas perkebunan Indonesia terutama kopi minang, Sumatera Barat. Saya harapkan kedepan komitmen Bersama antara Dinas Tanaman Pangan, Hortikultura dan Perkebunan Prov Sumatera Barat, Ditjen. Perkebunan dan para pelaku usaha dalam mengakselerasi peningkatan ekspor komoditas kopi. Bersama-sama memperbaiki rantai pasok kopi, mutu produk, nilai tambah dan memperkuat kemitraan petani."



Menurut data Dinas TPHortiBun, ekspor kopi minang hingga bulan September 2020 sebesar 275 ton senilai Rp6,45 miliar dengan tujuan Malaysia, Korea Selatan, Hongkong dan beberapa negara Timur Tengah.

Sementara itu Direktur Utama PT. Surya Indo Singa Lily Ratnasari mengatakan, walau di tengah pandemi Covid-19 permintaan kopi masih terus berdatangan meski jumlahnya belum signifikan. "Dalam waktu dekat saya mendapat order dari Korea dan Eropa untuk jenis Robusta dan Arabika sehingga saya mengharapkan dapat pasokan kopi dari Sumatera Barat. Saya juga mengapresiasi semangat para petani yang hadir pada acara ini hingga saat mengunjungi sentra kopi solok radjo. saya mengharapkan petani kopi di Sumatera Barat dapat mempertahankan kualitas kopi untuk memenuhi selera pasar.

Saat ini hanya Kopi Bareh Solok di tahun 2018 (dikenal dengan Sumatera Arabica Minang Solok) yang memperoleh sertifikat Indikasi Geografis. Ada potensi jenis kopi Sumbar yang diperdagangkan dengan nama dagang Solok Rajo, Lasi, Robusta/Arabica Equator Talu, Kopi Kaji Specialty, Charmintoran Coffee, kopi Payo dan lain-lain untuk mendapat pengakuan spesifik dari Indikasi Geografis. Pengakuan indikasi geografis pada suatu produk diyakini akan membawa banyak dampak positif, terutama dari segi aspek perekonomian dan sosial antara lain mampu menghasilkan produk berdaya saing dan pada akhirnya mandongrak nilai jual suatu produk secara signifikan.

Diakhir acara ditutup dengan ditandatanganinya kesepakatan kerjasama kemitraan pemasaran kopi Minang Prov. Sumatera Barat antara PT. Surya Indo Singa dengan 16 Ketua Kelompok Tani Kopi Minang dari Kabupaten Solok Selatan, Pasaman Barat, Solok, 50 Kota, Agam, dan Tanah Datar dengan disaksikan Direktur Pengolahan dan Pemasaran Hasil Perkebunan, Kasubdit Pemasaran Hasil, Kelapa Seksi Pemasaran Internasional dan Kepala Dinas Tanaman Pangan, Hortikultura dan Perkebunan Prov. Sumatera Barat beserta jajarannya.

<https://www.google.com/amp/s/amp.wartaekonomi.co.id/berita308978/kopi-minang-jadi-incaran-eksportir>



THANKFUL and BLESSED



IAMPURE COFFEE

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