

TNI CORPORATION



KING COFFEE VIET

GLOBAL COFFEE EXPERIENCES





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Located on "the coffee parallel" with other coffee-growing countries such as Ethiopia, Kenya, etc., Vietnam has various regions planting coffee with premium quality. Nowadays, Vietnam is one of two biggest coffee exporters in the world.

Buon Ma Thuot in Central Highlands of Vietnam with favorable natural conditions is an ideal land for coffee trees. It is the land with fat soils, plentiful source of water, sunlight and genial climate where the famous coffee brand was established.

Vision of Founder Le Hoang Diep Thao with its incessant innovation have brought pride to the Vietnamese brand. In 2016, King Coffee was introduced and was able to conquer big markets in the world such as America, China, Korea, India and Russia.

Inheriting success from CEO Diep Thao's 20-year experience of operating in Vietnamese coffee industry and exporting coffee to more than 60 countries, King Coffee promises to create values for Vietnamese coffee, makes Vietnamese coffee an indispensable drink in the menu of coffee lovers in all over the world.

Each King Coffee product has its own story about people, passion and land. The story is also about a visionary leader who brings the Vietnamese brand to the global market and makes the Corporation a leading F&B one.



Selected from the best coffee beans of the famous region Buon Ma Thuot, under the European state-of-the-art technology combined with the mysterious know-how of the East, we've created the 3in1 instant coffee KING COFFEE which is bold and delicious in taste and aroma, enabling you to be excited for a new day full of energy and maximize brain power to be successful in life.

Main ingredients : Soluble coffee, non-dairy creamer, sugar.

Usage:

Empty a sachet/stick of KING COFFEE 3IN1 into a cup.
Add 75 ml of hot water (80°C – 100°C).
Stir well and ready to serve.
Use 2 sachets/sticks when serve with ice.

Packagings:

Regular

- Box 180 sticks x 16 g (3 boxes/carton)
- Bag 88 sticks x 16 g (5 bags/carton)
- Bag 48 sachets x 16 g (10 bags/carton)
- Bag 28 sachets x 16 g (18 bags/carton)
- Box 20 sachets x 16 g (24 bags/carton)
- Box 10 sticks x 16 g (24 boxes/carton)
- Box 6 sticks x 16 g (24 boxes/carton)



3in1

INSTANT COFFEE



New

- Box 6 sticks x 16 g (12 boxes/carton)
- Box 20 sachets x 16 g (12 boxes/carton)
- Bag 20 sticks x 16 g (12 boxes/carton)

For those who demand delicacy and healthcare, it's hard to look past KING COFFEE 2in1 coffee & creamer. The harmonious fusion between the purest form of coffee and soft of creamer to make perfect cup of coffee while also benefitting your health. KING COFFEE 2in1- The choice for healthy people in the new age.

Main ingredients: Soluble coffee, Non-dairy creamer.

Usage:

Empty KING COFFEE 2IN1 Coffee & Creamer stick content into a cup.
Add 100 ml of hot water (96°C – 100°C).
Add milk or sugar if you like and enjoy.

Packagings:

- Box 15 sticks x 10 g (48 boxes/carton)
- Bag 22 sticks x 10 g (24 bags/carton)



2in1

COFFEE & CREAMER



Pure Black

INSTANT COFFEE

KING COFFEE Pure Black was extracted from the choicest beans Arabica & Robusta thanks to state-of-the-art technologies to give you a touch and feel to purest form of coffee.

KING COFFEE Pure Black is truly coffee-fragrant and bold, enabling you to make a fantastic cup of coffee no matter you take it black or add creamer, milk or sugar on your own style.

Take a sip of KING COFFEE Pure Black to enjoy every single moment and make your working day full of excitement.

KING COFFEE Pure Black – For your own style

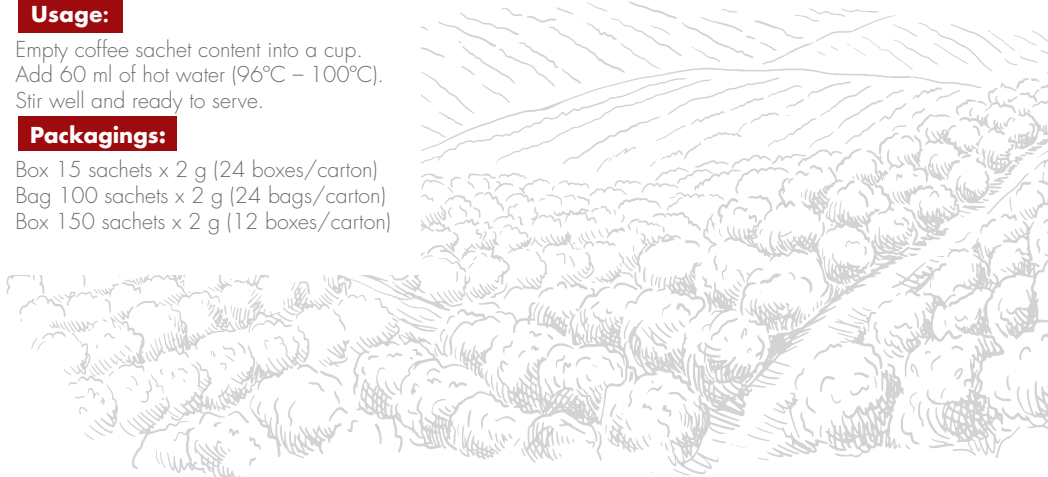
Main ingredients: Soluble coffee.

Usage:

Empty coffee sachet content into a cup.
Add 60 ml of hot water (96°C – 100°C).
Stir well and ready to serve.

Packagings:

Box 15 sachets x 2 g (24 boxes/carton)
Bag 100 sachets x 2 g (24 bags/carton)
Box 150 sachets x 2 g (12 boxes/carton)



We've made it *MILDER* for you as we've known you won't love the strong and bitter taste like an Espresso.

Our *Americano Premium* was crafted from the medium-roasted premium beans in order to satisfy your *MILD* palate.

Enjoying a sip of *Americano Premium*, you will feel the mild acidity, slight bitterness on the tip of your tongue together with the smooth, balance after-taste while the enduring aroma always comes around your nose no matter hot or cold it is.

Americano Premium was enhanced with finely-ground roasted coffee to give the feeling like enjoying an *Americano* fresh-brew shot from the brewer with typical freshness and aroma of ground coffee, bring to you the entertaining moment and recharge your power for a long day working.

Main ingredients: Instant coffee, finely-ground roasted coffee.

Usage:

Empty KING COFFEE *Americano Premium* sticks contents into a cup.

Add 100 ml hot water (80°C – 100°C).

Add sugar or milk if you like and enjoy.

Packagings:

Box 15 sticks x 1 g (48 boxes/carton)



ESPRESSO

INSTANT COFFEE

Americano

INSTANT COFFEE



Born in the Central Highland of Vietnam, KING COFFEE Instant Espresso was crafted by the roasting know-how from the East and the extraction technology from Europe offering a strong and full body taste as fresh -brew shot of an Italian espresso.

Simply an undeniable espresso, from the best coffee plantation regions in the world.

Main ingredients: Soluble coffee.

Usage:

Empty KING COFFEE Espresso stick content into a cup. Add 60 ml of hot water (96°C – 100°C).

Add milk or sugar if you like and enjoy.

Packagings:

Box 6 sticks x 2.5 g (24 boxes/carton)

Box 15 sticks x 2.5 g (24 boxes/carton)

Bag 25 sticks x 2.5 g (24 bags/carton)

Box 100 sticks x 2.5 g (12 boxes/carton)



Café SỮA

INSTANT COFFEE

More than 20 years of experience have enabled us to own the know how to make Café SỮA, the quality instant coffee that converged the essences inside beans thanks to the innovative automatic roasting technology of Germany and the world-class aroma extraction & recovery technology of Switzerland.

Café SỮA is characterized by the balanced mixture of the dark-roasted soluble coffee and traditional sweetened condensed milk, offering the original & distinctive taste and aroma of CA PHE SUA DA VIETNAM (iced milk coffee) that is well-known and voted as 1 of 10 most tasty and unique coffees in the world (according to the Bloomberg).

Together enjoy Café SỮA to be able to experience the global coffee culture.

Main ingredients: Soluble coffee, non-dairy creamer, skimmed milk powder, sugar.

Usage:

Cold drink:

Mix a stick/sachet of Café SỮA with 40 ml of hot water (80°C – 100°C), stir well. Add 120 g of ice cubes and enjoy.

Hot drink:

Mix a stick/sachet of Café SỮA with 100 ml of hot water (80°C – 100°C), stir well and enjoy.

Packagings:

Box 6 sachets x 24 g (24 boxes/carton)

String 10 sachets x 24 g (50 strings/carton)

Box 10 sachets x 24 g (50 boxes/carton)

Jar 30 sachets x 24 g (12 jars/carton)

Bag 50 sachets x 24 g (12 bags/carton)

Cappuccino

INSTANT COFFEE

From Vietnam, KING COFFEE brings to the World the collection of Cappuccinos flavors to delight the connoisseurs' senses. KING COFFEE Cappuccinos are crafted by using the coffee extract from high-grade Arabica beans blended with the foaming cream, resulting in the irresistible cappuccino with the extremely velvet creamy layer plus notes of tropical fruits, spreading the cozy and pleasure feeling. For your relaxing moment every day.

Main ingredients: Soluble coffee, foaming creamer, sugar, non-dairy creamer, skimmed milk powder.

Direction:

Empty KING COFFEE Cappuccino stick/sachet contents into a cup.
Add 5 fl oz (150 ml) of hot water.
Stir well and enjoy.

Packagings:

Box 12 sticks x 20 g (24 boxes/carton).

Language: Vietnamese - English



**Cinnamon
Flavor**



**Coconut
Flavor**



**French vanilla
Flavor**



**Hazelnut
Flavor**



KINGwater

BOTTLED DRINKING WATER

Main ingredients: 100% purified water.

Direction: Used for drinking daily and directly.

Packaging:

Bottle 500 ml (24 bottles/carton)

Language: Vietnamese - English

Produced based on the original, pure and premium coffee beans from Vietnam and the famous coffee regions of the world such as Brazil, Colombia, Guatemala, Ethiopia ... combined with the secret recipe of TNI coffee experts.

Product lines:

Breakfast blend, Signature blend, Espresso blend, Buon Ma Thuot, Da Lat, Brazil, Colombia, Guatemala, Ethiopia.

Usage:

To maximize freshness, grind only enough beans for each use. Choose the right grind size depends on brewing methods.

GRIND SIZE	Ultra - fine	Fine	Medium - fine	Medium	Coarse
BREWING METHODS	Turkish	Aeropress	Pour Over	Moka Pot	French Press

Packagings:

Bag 12 oz (340 g) (12 bags/carton)

WHOLE BEAN

WHOLE BEAN COFFEE

Selected from the best coffee beans of the highland region on basalt soil over 160 million years and the world's famous coffee regions that are combined together with the mysterious recipe of the East, we created GOURMET BLEND – the perfect combination of 4 kinds of coffee bean Arabica, Robusta, Excelsa & Catimor with strong, bold aroma & taste to uncover your hidden inner power, arouse excitement & passion to go successful.

Main ingredients:

Ground Coffee (Arabica, Robusta, Excelsa, Catimor)

Usage:

Put 3 tablespoons (about 25 g) of Gourmet Blend Coffee into the filter. Gently shake and lock the coffee press inside

Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.

Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Gourmet Blend Coffee!

Packagings:

Box 17.6 oz (500 g) (20 boxes/carton)

GOURMET BLEND

GROUND COFFEE



EXPERT BLEND

GROUND COFFEE



1 EXPERT BLEND 1 brings to you the bold taste, long-lasting aroma from the Robusta specialty bean of the renowned region of Buon Ma Thuot.

2 EXPERT BLEND 2 offers strong aroma, bold taste mix with mild acidity from Robusta & Arabica beans of Buon Ma Thuot & Da Lat. The two most well-known coffee plantations in Vietnam.

3 EXPERT BLEND 3 gives you the strong aroma, mild acidity & bitterness from the Arabica specialty bean of renowned region of Cau Dat.

EXPERT BLEND is the series of products that are specially created for coffee shops. The premium varieties quality of beans combine with careful roasting, blending & know-how of TNI master roaster experts to create the most distinctive and appealing grounded coffee.

EXPERT BLEND can be single-used or together-mixed to make a totally new blend as a "signature blend" of your shops only. EXPERT BLEND conquering the most sophisticated palate of the coffee connoisseurs.

A wonderful experience owning a unique coffee, unlocking the creativity and bringing NEW experience into life with EXPERT BLEND.

EXPERT BLEND _ Specialized for Coffee Shops.

Main ingredients: Coffee (Arabica, Robusta, Excelsa, Catimor).

Usage:

Put 3 tablespoons (about 25 g) of Expert Blend coffee into the filter. Gently shake and lock the coffee press inside.

Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter.

Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds.

Note that the coffee must drip slowly in order to capture the pure coffee essence.

You may add sugar or condensed milk to taste. Enjoy your cup of Expert Blend coffee!

Packagings:

Bag 5 lbs (2.27 kg) (4 bags/carton)

Bag 17.6 oz (500 g) (40 bags/carton)

Created with the passion and love especially for the Arabica coffee beans of Cau Dat and famous regions in the world combined with the mysterious know-how from the East, Premium Blend is the unique gift of Vietnamese coffee experts with the mild acidity and long-lasting aroma, brings you the creativity, breakthrough moment and helps being successful in life.

Main ingredients: Arabica Coffee.

Usage:

Put 3 tablespoons (about 25 g) of Premium Blend coffee into the filter. Gently shake and lock the coffee press inside. Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter. Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Premium Blend Coffee!

Packagings:

Can 16 oz (450 g) (12 cans/carton)

A heritage of Vietnamese coffee that was made from the Peaberry of 4 types of coffee bean Arabica, Robusta, Excelsa & Catimor by the love and passion of Vietnamese coffee expert.

Inspire Blend brings you the long-lasting aroma and balanced taste, make the difference and style to show personalities on your own.

Main ingredients: Ground Coffee (Arabica, Robusta, Excelsa, Catimor).

Usage:

Put 3 tablespoons (about 25 g) of Inspire Blend coffee into the filter. Gently shake and lock the coffee press inside. Pour 25 ml boiling water 205°F-212°F (96°C-100°C) into the filter. Wait until the coffee has fully absorbed water. Add 50 ml of boiling water more into the filter. Place the cap. Wait for 5 to 7 minutes for the coffee to drip through the grinds. Note that the coffee must drip slowly in order to capture the pure coffee essence. You may add sugar or condensed milk to taste. Enjoy your cup of Inspire Blend coffee!

Packagings: Bag 17.6 oz (500 g) (40 bags/carton)



Premium BLEND

GROUND COFFEE



Inspire Blend

GROUND COFFEE

CAN RTD COFFEE



VIETNAMESE
ICED MILK



LATTE VANILLA



ESPRESSO
COLD BREW

"Sai Gon (the ancient name of Ho Chi Minh City) has long been entitled the center of Vietnamese coffee culture which fresh "Ca phe sua da (Iced milk coffee)" is well-known for offering the distinctive taste that hasn't been found anywhere in the world.

Inheriting that tradition, our experts have created the know-how to blend our black coffee with traditional-taste milk in a bottle, resulting the typical characters (strong, creamy) and exceptional taste of Vietnam iced milk coffee which is ready for those who don't have enough time to enjoy a cup of fresh Vietnamese iced milk coffee.

"KING COFFEE Ca phe sua da Sai Gon" was manufactured under cold ASEPTIC filling technology lines to retain more of the original taste of fresh Vietnamese iced milk coffee without adding preservatives.

Main ingredients: Concentrated coffee, non-dairy creamer, sugar, skimmed milk powder, whole milk powder.

KING COFFEE Latte Vanilla was crafted by blending Da lat and Colombia Arabica coffee extracted at 80oC and ambient pressure to let you enjoy the optimal taste of our coffee. In addition, the blend was mixed with skim milk to offer you the more healthy beverage.

KING COFFEE Latte Vanilla is manufactured under cold ASEPTIC filling technology lines to retain more of the original taste of both coffee (Vietnamese, Colombian) and milk without adding preservatives.

Main ingredients: Concentrated coffee, non-dairy creamer, sugar, skimmed milk powder, whole milk powder.

One of our perfect blends especially made for espresso lovers. By using the choicest Arabica beans of well-known regions both in Vietnam and the world (Ethiopia, Colombia, Guatemala) under cold brewing process, comes an mild and aromatic espresso plus caramel notes.

KING COFFEE Espresso Cold Brew is manufactured under cold ASEPTIC filling technology lines to retain more of the original taste of both Vietnamese and the world coffee without adding preservatives.

Main ingredients: Concentrated coffee, sugar.

Direction: Shake well before use. Best served chilled or over ice. Drink up after opening.

Packagings: Can 238 ml (24 cans/carton)

Language: Vietnamese - English

Instant Matcha Latte & Milktea



Teavory combines both the Eastern & Western culture, creating the resonance of fabulous taste and flavor. Teavory owns the fresh green, elegant & charming typical scent of premium green tea powder blended with the aromatic, creamy milk and thin foam layer, offering to drinkers a unique and appealing taste.

Main ingredients: green tea powder, non-dairy creamer, skimmed milk powder sugar.

Direction:

Hot drink: Mix a stick with 80 ml (2.7 fl oz) hot water (> 80°C). Stir well and enjoy.

Cold drink: Mix a stick with 40 ml (1.35 fl oz) hot water (> 80°C), stir well. Add ice cube and enjoy.

Packagings: Box 8 sticks x 16 g (4.51 oz/ 128 g) (48 boxes/carton)

Language: Vietnamese – English – Japanese





INCOMING PRODUCT (*)

INSTANT COFFEE:

1. Low sugar 3IN1
2. X3 Energy
3. Gold Blend freeze dried

R & G COFFEE:

1. Fresh ground (in plastic canisters).

RTD COFFEE:

1. Vietnamese iced milk (in can)
2. Latte vanilla (in can)
3. Cold Brew black (in can)

OTHERS:

1. Guava juice drink
2. Mango juice drink
3. Mangosteen juice drink
4. Coconut juice drink
5. Passion Fruit juice drink
6. Mix Fruit juice drink

(*): product information and images will be announced when being officially launched.

Trung Nguyen International was established by CEO Le Hoang Diep Thao in 2008 with headquarters located in Singapore. Singapore was an important international gate for Trung Nguyen International to export Vietnamese coffee products to countries and conquer the coffee lovers worldwide.

Trung Nguyen International is now headquartered in Ho Chi Minh City, Vietnam in order to keep carrying out the strategy of spreading out its Vietnamese brand across the world. Up to now, hundreds of Vietnamese leading coffee experts have undertaken many positions in different departments of Trung Nguyen International such as Sales, R&D, Marketing, Finance, ICS, etc... and been operating the global distribution network, as well as connected with overseas offices in the main markets such as the US, China, Korea, Singapore, Thailand, ...

Late 2016 and May 2018, Trung Nguyen International has successfully presented its premium coffee brand King Coffee at Thuy Nga Paris By Night (120 and 126) – a top-ranking live show of the Vietnamese community in the US. King Coffee was introduced timely in true markets, enabling series of Vietnamese supermarkets in the US to sell the products. Given with a lot of positive feedback for King Coffee from the US, Trung Nguyen International is confident to expand to other global markets such as China, HongKong, Taiwan, Korea, Singapore, Malaysia, India, Australia, Russia and many other markets globally in 2017.



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