

PULL'S COFFEE

VIETNAM ORIGIN

Inspired by Vietnamese coffee culture and lifestyle,
our story to bring the best of Vietnamese
coffee to the world started in 2012.



CONTENT

ABOUT PULL'S COFFEE	02
VISION, MISSION, CORE VALUES	03
PRODUCTS	04
FRANCHISING	07
OEM/ODM SERVICES	08
GREEN COFFEE BEANS SUPPLY	10
FARMS	11
FACTORY CAPACITY	12
EXPORTING	13
CERTIFICATES	14
ACTIVITIES	15

About

PULL'S COFFEE

Starting with a small coffee store that opened in 2012. Three years later, the brand named Pull's Coffee was born with the passion of connecting coffee lovers around the globe. Since its first launching, Pull's Coffee has owned a chain of **40+ branches** including coffee stores, coffee kiosks, and takeaway coffee.

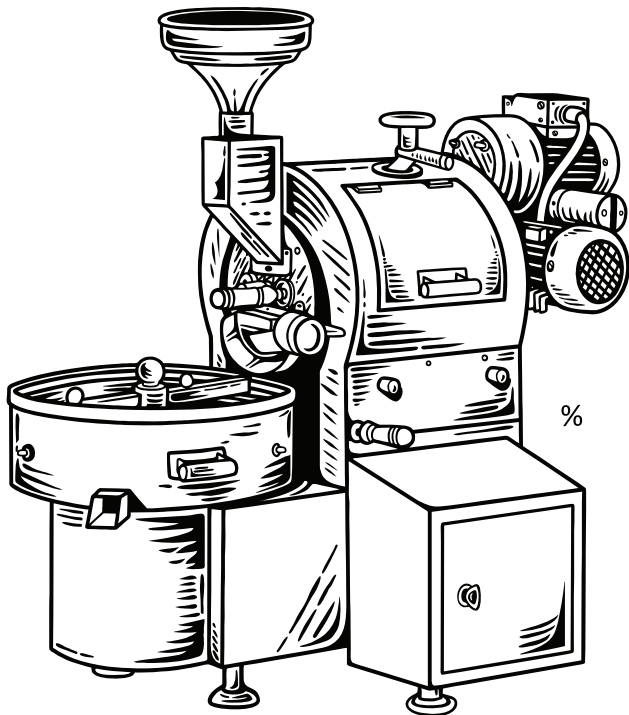
Pull's Coffee is proud to have a fully completed **"From Farm to Cup"** process with more than **16 farms** in specific coffee growing areas in the Central Highlands and **2 international standard manufacturing factories** at Long Hau Industrial Park, Long An Province, with a combined annual capacity of more than **1200 tons**.



VISION, MISSION, CORE VALUES

■ Vision

Pull's Coffee aims to be the heartbeat of global coffee culture, enriching lives through exceptional Vietnamese coffee experiences that celebrate diversity, sustainability, and connection.



■ Mission

Pull's Coffee's mission is to deliver the world's finest coffee from Vietnam, sourced from diverse regions, and crafted with passion and expertise to delight coffee lovers worldwide. Through sustainable practices, community empowerment, and innovative approaches, we aim to foster a global coffee community where every cup tells a story of quality, integrity, and shared humanity.

■ Core Values

- P**rovide the best vietnamese coffee taste
- U**nlimited R&D
- L**eap at any opportunity to reach the world
- L**ink of the passion and responsibility
- S**erve passionately with 3Fs: Flexible - Fast - Feedback

To further improve and actualize our mission and vision, Pull's Coffee has outlined the core values above that Pull's Coffee pursues in the most specific way.



PRODUCTS

ROASTED WHOLE BEANS COFFEE AND GROUND COFFEE

Pull's Coffee provides two fundamental varieties of high-quality Arabica and Robusta coffee to produce exceptional coffee products. We preserve the acidity, bitterness, and aroma of each coffee bean after a closed production process, which impresses even the most sophisticated customers.



Mild sour, Fruity, Sweet aftertaste,
passionate aroma

Full body, Mild bitter, Light
sour, gentle aroma



Full body, Bitter, Slight sour,
Fruity, Strong Aftertaste,
passionate aroma

Strong bitter, Mild soAur, Sweet
aftertaste, passionate aroma

Full body, Dark Chocolate,
Sweet taste, String bitter

PRODUCTS

2 IN 1 - BLACK COFFEE



Ingredients: Powder coffee, sugar.

Taste: Strong bitter flavor, passionate aroma, giving people a real cup of black coffee.

Moisture: $\leq 5\%$

Caffeine concentrations: $\geq 0.25\%$

Specification: 20 sticks x 2gr/box (36 boxes/ carton)

3 IN 1 - INSTANT COFFEE



Gi 3in1 is a line of instant coffee products using the best source of coffee beans, consisting of coffee powder, creamer, and sugar.

Specification: 18 packs x 16gr/ box (24 boxes/ carton)

CAPSULE COFFEE



Pull's Coffee Capsule effortlessly embodies modernity while maintaining a steadfast commitment to product quality and efficiency. Depending on your preferred taste, you can get a cup of espresso in seconds.

Specification: 10 pcs/ box

DRIP BAG COFFEE



The Highland coffee beans used in the manufacture are carefully picked to fulfill coffee lovers' needs for convenience, speed, and refinement. Drip Bag coffee is a special product line because it can bring the closest flavor to the original espresso flavor in just a few minutes.

Specification: 8 sachets x 10gr/bag

PRODUCTS

CAPPUCCINO 4IN1 COFFEE

Ingredients: Powder coffee, creamer, coconut/mango/banana/mint powder, sugar, etc.

Flavor: Rich aroma of fresh coconut/mango/banana/mint milk, traditional flavor of pure coffee, low caffeine.

Specification: 15 sticks x 20gr/box (24 boxes/ carton).



MANGO

Rich aroma of fresh coconut milk, traditional flavor of pure coffee, low caffeine.



MINT

Rich aroma of fresh coconut milk, traditional flavor of pure coffee, low caffeine.



BANANA

Rich aroma of fresh coconut milk, traditional flavor of pure coffee, low caffeine.



COCONUT

Rich aroma of fresh coconut milk, traditional flavor of pure coffee, low caffeine.



FRANCHISING

Take-away (Basic)

- Suitable area: **3-5m²**
- Number of employees: **1-2 employees**
- Maximum number of machines: **1**
- Maximum sales capacity per day: **150 cups**

Features: Low initial investment, fast return, flexible premises and simple setup and operation.

Development potential: Construct additional franchise locations to establish a chain.



Take-away (Professional)

- Suitable area: **3-5m²**
- Number of employees: **1-2 employees**
- Maximum number of machines: **1**
- Maximum sales capacity per day: **200 - 250 cups**

Features: larger operating capacity, serving a larger customer base, flexible premises and operations, good optimization of investment capital.

Development potential: Expand the premises for larger capacity.



Kiosk

- Suitable area: **15 - 30m²**
- Number of employees: **1 - 2 employees**
- Maximum number of machines: **1**
- Maximum sales capacity per day: **250 - 300 cups**

Features: flexible customer service capabilities for both take-away and on-site, moderate investment level, larger capacity.

Development potential: Enhance capacity, develop menu and products with Pull's Coffee.



Store

- Suitable areas: **> 30m²**
- Number of employees: **at least 2 - 4 employees**
- Maximum number of machines: **UNLIMITED**
- Maximum sales capacity per day: **250 - 300 cups/machine**

Features: professional business model, satisfy large service capacity, professional and modern store space, supported with management and operation training

Development potential: Maximize the capacity, optimize investment to establish professional business chains.



OEM/ODM SERVICES

Pull's Coffee has collaborated with OEM/ODM partners in other countries with significant dedication and energy, and it has been highly regarded for its ability to research and develop specialized and adaptable product lines (R&D). That is the result of the time and effort invested in researching and comprehending the market and product development.

OEM/ODM Process



List all OEM/ODM products that we can do



Roasted coffee

Instant coffee
(2in1 - 3in1 - 4in1 - black instant)

Drip bag

*Any ideal ODM/OEM suggestions and products from customers will be discussed deeply with R&D teams from Pull's Coffee.

OEM/ODM SERVICES

Why choose us?

1

Raw materials

Raw materials are selected from raw material areas with quality that is judged having the best quality across Vietnam. Pull's Coffee ensures a closed cultivation and production process with **more than 16 prestigious farms** in the Central Highlands.

Facilities

Pull's Coffee's processing factory is invested on a large scale, fully equipped with modern equipment and machinery that is always updated with **the most advanced technology and meets international standards**.

2

3

Experienced R&D team

Our professional team not only has **more than 12 years** of experience in the coffee industry but also constantly studies and researches to bring continuous innovation and creativity to each processed product.

Excellent Customer Services

Furthermore, apart from the fundamental procedural processes mentioned earlier, we further guarantee the excellence of our products by implementing specific support, including.

- Providing expertise in researching and selecting product packaging design, product composition, and other related aspects.
- Conducting regular assessments and inspections to ensure product quality.
- Ensuring the delivery of goods in accordance with our 3Fs customer services standards: Fast, Flexible, Feedback.
- Post-purchase service: Guarantee client satisfaction by providing assistance for any issues that may arise with the product.

4

GREEN COFFEE BEANS SUPPLY



ROBUSTA COFFEE S18 GREEN BEANS COFFEE

- Moisture: 12,5% max
- Black and Broken beans: 2% max
- Foreign Matter: 0.5 % max
- Size beans: > 90% S18
- Processing Method: Dry processing



ROBUSTA S16 GREEN BEANS COFFEE

- Moisture: 12,5% max
- Black and Broken beans: 2% max
- Foreign Matter: 0.5 % max
- Size beans: > 90% S16
- Processing Method: Dry processing



ROBUSTA S14 GREEN BEANS COFFEE

- Moisture: 12,5% max
- Black and Broken beans: 1% max
- Foreign Matter: 0.1 % max
- Size beans: > 90% S14
- Processing Method: Dry processing



ROBUSTA HONEY GREEN BEANS COFFEE

- Moisture: 12,5% max
- Black and Broken beans: 1% max
- Foreign Matter: 0.5 % max
- Size beans: 90% S16
- Processing Method: Honey processing



ARABICA GREEN BEANS COFFEE

- Moisture: 12,5% max
- Black and Broken beans: 1% max
- Foreign Matter: 0.5 % max
- Size beans: 90% S18
- Processing Method: Wet processing

FARMS

JOURNEY FROM GREEN COFFEE BEANS TO FRAGRANT CUP OF COFFEE

■ The purest coffee beans



Pull's Coffee consistently has the highest quality raw materials available thanks to its partnerships with more than 16 coffee farms, spanning from Da Lat, Daklak, to Gia Lai. Green coffee beans from Pull's Coffee are subject to stringent quality control measures during both the fertilization and procurement phases. We collaborate closely with farmers to maintain the highest standards for the coffee - growing process, specifically, controlling the quality of output coffee, reducing production loss and increasing coffee quality uniformity.

■ The greatest effort process

These distinctively green coffee beans are full of potential aromas just waiting to be awoken by heat. Therefore, the roasting process strictly needs stability and guarantee to exaggerate the quality of the quintessential coffee beans. Processing and roasting coffee calls for extreme attentiveness, devotion, the use of modern technologies and scientific advancements. The path taken by green coffee beans to become a steaming hot cup of coffee is the evidence of the commitment and enthusiasm of coffee processors.



■ "From Farm to Cup"

Our products will be shipped to stores after leaving the production site, with standards regulated by a very stringent closed process. However, each variety of coffee is rigorously investigated in terms of brewing water temperature, proper amount of coffee, and brewing process, rather than merely being shipped by a deliveryman or prepared at random by the barista. We make sure that every drop of Pull's Coffee must go through at least the whole process above before reaching the coffee lovers.



FACTORY CAPACITY

Standardize from basic to international. Pull's Coffee is pleased to be able to provide the highest-quality, most reliable products to satisfy the various demands of both domestic and foreign consumers. The production facilities of Pull's Coffee adhere to stringent guidelines and standards for all aspects of operation and production.

Modern techniques enhance output quality. Using Hot Air technology in production allows for more consistent roasting of coffee batches while also reducing fuel consumption and improving the roaster's heat flow stability. For every type of bean, the software automatically modifies, maintains, and records roasting levels and processes to maximize customization for every user and guarantee consistency.

Factory 1: Roasting Coffee

Address: Long Hau Industrial Park, Long An Province

Area: 300m²

Maximum capacity: 1200 tons/year



Factory 1

Factory 2: Instant Coffee

Address: Long Hau Industrial Park, Long An Province

Area: 600m²

Maximum capacity: 700 containers/year



Factory 2

EXPORTING



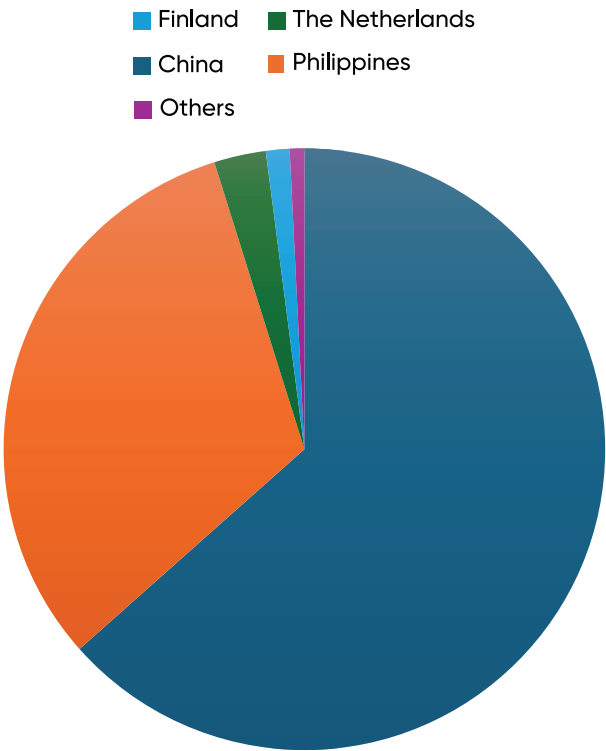
In March 2023, Pull's Coffee officially made the shift to a global product by meeting the rigorous standards necessary to be placed on the shelves of the Zam Zam supermarket in the **Netherlands**.

Pull's Coffee has formally entered the huge market country - **China** by collaborating **OEM/ODM** with them with many strict requirements and testings.

By 2024, based on product quality and professionalism in operations, Pulls Coffee has created a great prestige in being able to cooperate with partners in **Finland**, therefore, Pull's products were able to enter this grumpy market in Europe.

We were drawn to the **Philippines**, a thriving market in Asia, and brought Pull's Coffee to this country to connect with coffee enthusiasts.

Pull's Coffee consistently prioritizes product quality and undergoes extensive testing in accordance with worldwide standards in order to accomplish those goals.



Exporting proportion of Pull's Coffee from Q2/2023 (%)

Country	Exporting ratio
China	63,94%
Philippines	31,97%
The Netherlands	2,81%
Finland	1,28%
Others	0,79%

CERTIFICATES

Commitment to international quality: The foundation for the sustainable development of Pull's Coffee.
We constantly test every day and improve our product lines to create breakthroughs and have been certified:



HACCP CODEX 2020 standards for food hygiene and safety quality worldwide.



ISO 22000:2018 Standard on Food Safety Management System.

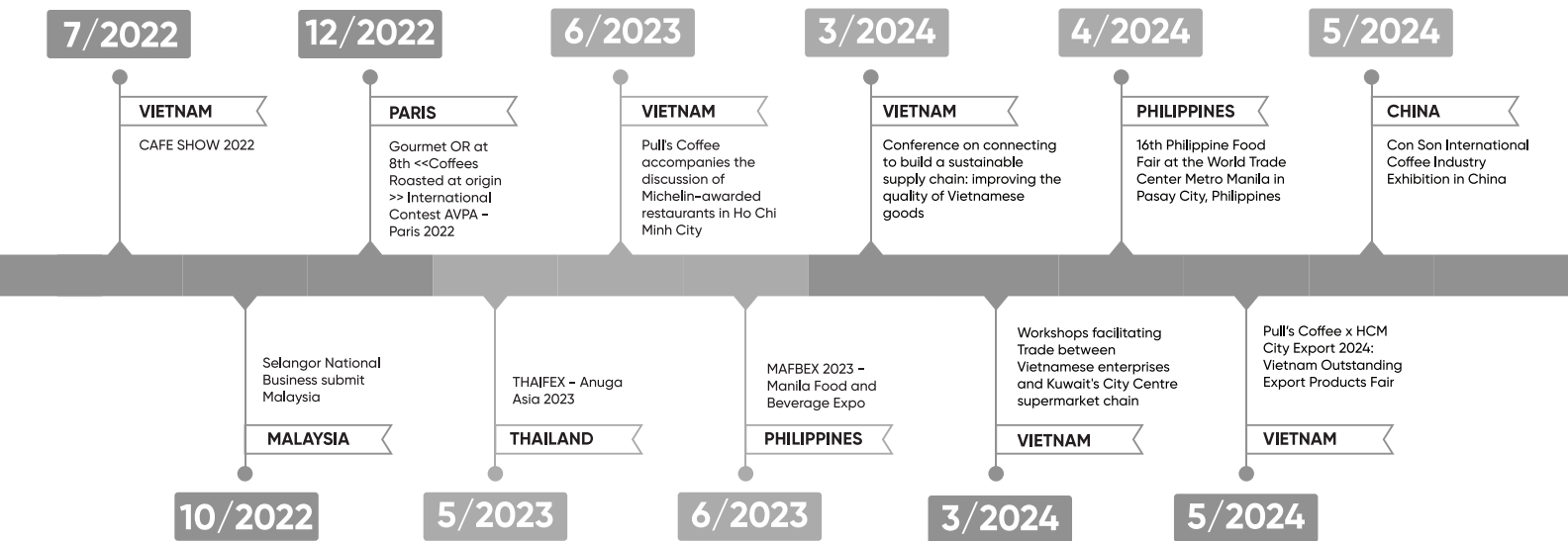


Pull's Coffee was awarded the Gold Award at the "Coffees Roasted at the Origin" competition, which took place in December 2022 in Paris, France.



FDA (Food and Drug Administration Certificate) - Certification according to FDA Standards is licensed for products to be imported into the United States.

ACTIVITIES



**VIETNAMESE
ROASTED
COFFEE**





CONTACT US

Head office: 34 – 36 Street No. 6, Him Lam Residential Area, Tan Hung Ward, District 7, Ho Chi Minh City, Viet Nam.

Factory 1: Lot 2042, N14 Street, Long Hau Industrial Park, Long Hau Commune, Can Giuoc District, Long An Province, Viet Nam.

Factory 2: Factory No. 3.01, Highrise Factory Building, Lot L2, Long Hau – Hiep Phuoc Street, Long Hau Industrial Park, Long Hau Commune, Can Giuoc District, Long An Province, Vietnam.

☎ Hotline: (+84) 907.272.437 (Viber/WhatsApp/Zalo)

✉ sales@pullscoffee.com

🌐 www.pullscoffee.com