



MAMORI

Company Profile

IG [@alfeemamori](#)
www.mamori.co.id

OUR COMPANY

MAMORI

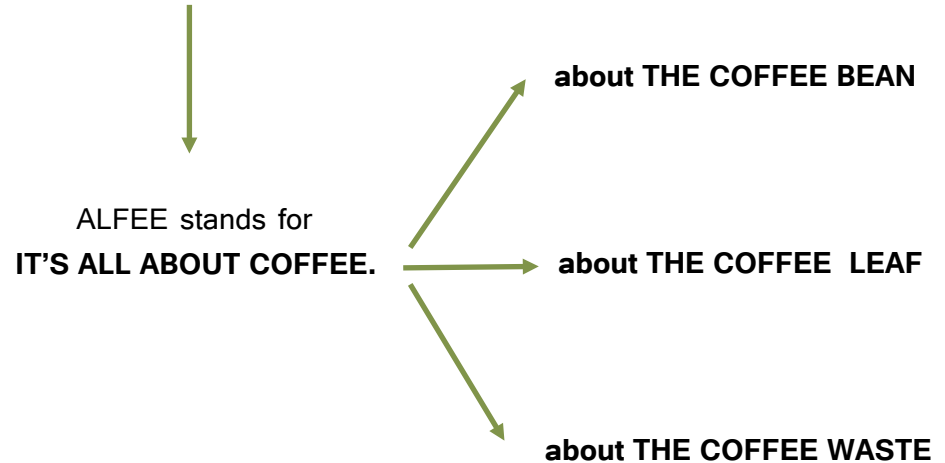
Mamori stands for PT. Manal Mamora Indonesia, was set out in 2017 to create and promote great-tasting and wide varieties of Indonesian coffee from upstream to downstream selection

We strive to grow our business with honesty, integrity and sustainability.

Address :

Pancoran Riverside, Jl. Pengadegan Timur I No.30
Kel. Pengadegan, Kec. Pancoran
Jakarta Selatan, 12770

OUR BRAND



WHO WE ARE

The Founder

N. Naugan Simanungkalit, has been in a coffee business for more than 10 years, both in domestic and international market

- USA Regional Manager of Coffindo Corporation, coffee exporter company, based in Los Angeles, USA, and participated in several Specialty Coffee Exhibition in US and Japan (SCAA & SCAJ)
- In charge in the Foreign Affair department of AEKI, and involved in Asia Coffee Symposium event
- PR Coordinator at JW Marriott Hotel for Food and Beverage Department
- Representative from Indonesia for SSEAYP (The Ship for South East Asian – Japanese Youth Program), which involve 11 countries
- Interpreter at USAID



Our Products – The Coffee Bean

MAMORI is registered as the member of AEKI (Asosiasi Eksportir Kopi Indonesia) / AICE (The Association of Indonesian Coffee Exporter)



Collaborate with coffee co-operative / Gapoktan (Gabungan Kelompok Tani)

- Able to supply Coffee Processing Machine / Coffee Training / Coffee Events

- Our Clients : BI & WWF



Able to supply Coffee for B2B and B2C

Green Coffee Bean

Roasted / Whole Bean Coffee

Ground Coffee

Quality : Grade A and Commercial

Origins :

Aceh, Sumatera Toba Samosir, Jawa, Bali, Flores, Sulawesi, Papua

Packaging : 12 gr, 200 gr, 1 kg, 60 kg



Our Products - The Coffee Leaf / Teh Daun Kopi (Kahwa)

Problem
Coffee Farmer : Lack of Income

Solution
Women empowerment
Coffee farmer's wife is empowered to work on producing coffee leaf tea for the additional income



Our Products The Coffee Waste



- Tea is easily accepted by wider segment as for women and children, compared to coffee
- Coffee leaf tea is tasty and has longer shelf life compared to regular tea
- Several studies have shown that coffee leaf tea to be beneficial in lowering hypertension, diabetes, and high antioxidant

Variant :
ICE : Original, Milky Brownie, Lemon, Lychee, LE LE, Mango, Orang
HOT : Original, Lemon, Lemongrass, Ginger, Honey

DISTRIBUTION: ALFEE Coffee Shop

Serving Indonesian coffee bean, coffee leaf, and Indonesian food

1st Store :
ALFEE
Pancoran

2nd Store
ALFEE MRT
Lebak Bulus

3rd Store
ALFEE
Sudirman

Barista Class



DISTRIBUTION : OFFLINE STORE & ONLINE SHOP

Offline Store

Selling ALFEE at Sarinah, MuGungHwa-Korean supermarket, all chains. Grand Indonesia, Plaza Senayan, etc



Online Store

Shopee

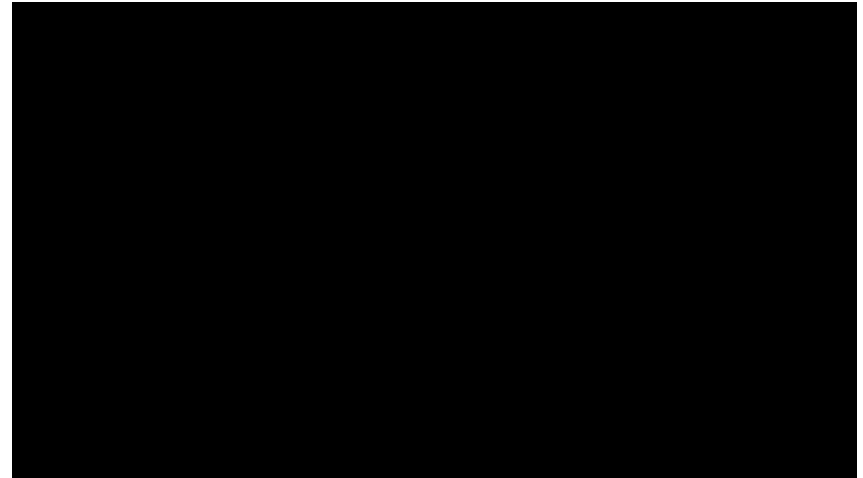
<p>ALFEE Arabica Mandailing Coffee Grade 1</p> <p>Rp55.000</p> <p>★★★★★ 32 Terjual</p> <p>KOTA JAKARTA PUSAT</p>	<p>ALFEE Arabica Gayo Coffee Grade 1</p> <p>Rp53.000 - Rp123.000</p> <p>★★★★★ 31 Terjual</p> <p>KOTA JAKARTA PUSAT</p>

Customers



Media Coverage

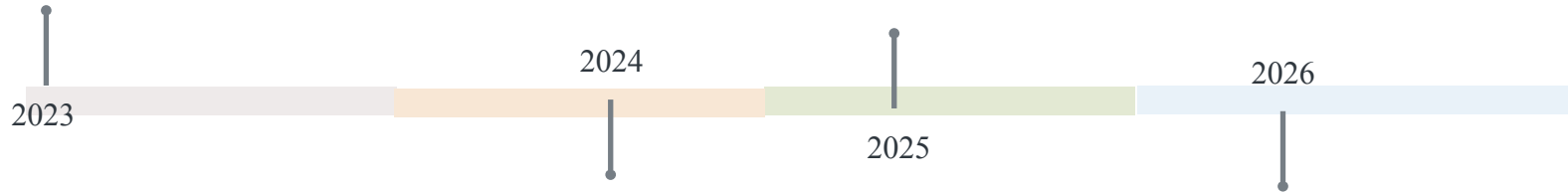
been invited to talk about coffee
by CNN (2x), Trans TV, Daai TV (2x)



MILESTONE

- **50 OFFLINE STORES**
- **3 SHOPPING ONLINE PLATFORM**
- **Revitalize 3 ALFEE Stores**

- **Export : Amazon & Alibaba**
- **Gift Shops at airports**



- **Roasting Facility**
- **In house production / manufacture**

- **KAHWA DISTRIBUTOR IN UK**
- **KAHWA DISTRIBUTOR IN JAPAN**
- **KAHWA DISTRIBUTOR IN US**



Thank You

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