

AZZAN[®]
Coffee & chocolate



WHAT DO WE HAVE?

- 01** **Products made from coffee:**
Produced under a closed production process from seed to cup.
- 02** **Products made from cacao:**
Producing products made from cocoa and chocolate under a closed process from seed to cup.
- 03** **Production Project of Hot Air Coffee Roasters:**
Supporting Coffee shops under the model of roasting –grinding –brewing – enjoying on-site.
- 04** **Services:**
Azzan coffee shop chain is present in many provinces and cities.



“Experiencing the Original Coffee Culture”



Azzan has been produced with a mission to fulfill. This mission is to restore original coffee culture was forgotten and make Vietnamese Chocolate dream come true.

We have been doing the opposite of what is happening for cacao and coffee in Vietnam.

It ranges from seedling selection to plant care, harvesting, raw material processing, roasting and grinding as well as processing and packaging of finished products.

We would like to engage in every step of the process so that we can control and create the best products.

Our dream is to make high-quality products from pure and safe coffee beans and cacao recognized by communities and honored at every place and in every country to which we come.

- For a sustainable Vietnamese agriculture

- For the Vietnamese coffee brand

- For a Vietnamese chocolate dream of world-class quality produced by the Vietnamese people from the domestic cacao.

CORPORATE SOCIAL RESPONSIBILITY

We always actively participate in practical activities aimed at Corporate Social Responsibility. Tere is still much work to be done, but we shall make our best effort to perform our corporate responsibilities to the Community.



Volunteer Program, March in the Central Highlands of Vietnam



Mid-Autumn Festival for poor children in Binh Loi Village - EaSuP



200 gifs given to children on Children's Day (1 June) at the Dak Lak Center of Social Protection



Children's Day gifs given to chil dren in Rang Reh Commune



Charitable activity in Krong Pak



Charitable activity in Ea Soup

Each product consumed shall contribute 5,000 VND to **Operation Smile** (A medical service organization provides free surgeries to repair facial deformities for children in Dak Lak)





ROBUSTA & ARABICA

Arabica coffee and Robusta coffee are the two most common types of coffee and also make up nearly all of the world's coffee production volume.

Compared with Robusta, Arabica requires to be planted in highlands where the climate is cool (about 900m - 2000m above sea level).

Arabica coffee has better flavor but it is more difficult to cultivate and harvest Arabica than Robusta, the time it takes for Armani coffee to ripen is longer. Its yield is lower, but Arabica tastes better. So its price is higher than that of Robusta. Robusta is an easier plant to cultivate, which enjoys warm and dry climates, is grown at an ideal altitude of about 600 meters above sea level. As its name implies, Robusta has strong growth and high tolerances for frost and disease.



The blending between Arabica and Robusta is carried out to create a balance and richness for a cup of coffee. Arabica's Light sour taste and aroma combined with the robustness of Robusta shall create the perfect coffee flavor.

CLOSED PRODUCTION PROCESS



1 Planting and caring: Coffee seeds are generally planted in areas with suitable climates and soil to get specific flavors. Robusta planted in Cu Mgar- Dak Lak and Arabica planted in Cau Dat - Lam Dong are considered as the perfect quality beans.



3 Roasting the coffee: Depending on the characteristics of each kind of coffee beans, each area, the roast shall be properly adjusted to enhance its flavor and aroma. The coffee is roasted completely without chemicals by using Hot Air roasters to heat up the coffee beans evenly and preserve the best aroma and flavor of coffee beans. Do not over-roast or mix different types of coffee beans for roasting.



2 Harvesting and Processing: The ripe and qualified coffee cherries are selected to be processed according to the appropriate methods. Impurities that affect the quality of the coffee are removed.



4 Grinding and packing: Ground coffee and whole bean coffee is packed in one-way valve bags or Craft paper bags to protect the environment. Depending on the purpose of brewing, there are different grind levels of grinding: fine grind, medium grind, etc.

HOT AIR COFFEE ROASTERS MANUFACTURED BY AZZAN

Including 2 types of machine: 2.5 kg and 6kg. Operated by Gas fuel with the most optimal Hot Air technology for high-quality roasted coffee beans.



STATE-OF-THE-ART DESIGN

State-of-the-art design is suitable for displaying and directly roasting at coffee shops

HOT AIR TECHNOLOGY

Using heat to turn green unroasted coffee into brown roasted coffee evenly and adjusting temperature actively

FUEL EFFICIENCY

Using gas to burn and create heat instead of using resistors to save fuel

USE OF HEAT RESISTANT STEEL

The machine body is made of heat-resistant steel painted with high quality heat-resistant coating

TEMPERATURE CONTROL

Counter and Omron wires are attached to the machine.

SUITABLE FOR COFFEE SHOP WITH MODEL OF ROASTING - GRINDING.

The model is beautiful, state-of-the-art and suitable for coffee shops roasting and grinding directly at the shops



COFFEE TERMINOLOGY

Aroma

The fragrance produced by hot, freshly brewed coffee

Caffeine

An odorless, bitter alkaline compound

Finish

The sensory experience of coffee just as it is swallowed

Cupping

A process used by professionals to sample and evaluate coffees

Richness

Richness is the fullness in flavour, the body or acidity

Cherry

The fruit of the coffee tree. Each cherry contains two coffee beans

Body

The perceived thickness, richness, or viscosity of brewed coffee

Mild

An commercial term used to refer to high-quality Arabica coffee

Barista

Italian term for a skilled, experienced espresso bar operator

Balance

A tasting term applied to a coffee for which no single characteristic overwhelms the others

Flavour

Flavor is what distinguishes the sensory experience of coffee once its acidity, body, and aroma have been described.

Crema

Thick, caramel-colored foam that covers the surface of an espresso



COFFEE BREWING METHODS

POUR OVER - DRIP



Using the drip coffee method through filter paper and hopper. Especially in the Pour Over method, coffee used for brewing is among the best coffee beans. Because this method shall give you the scent and flavor almost exactly with the quality of the coffee, so if the coffee is not good, the flavor after brewing shall not be as expected.

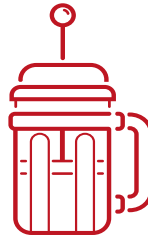
ESPRESSO



Espresso originated in Italy, meaning “QUICK”. It’s so fast that you only need about 20 to 30 seconds to have a hot espresso cup. Espresso also means “DRINK FAST”.

Espresso machines use the high pressure of hot water to flow through a layer of compacted ground coffee with a properly fine grind.

FRENCH PRESS



rench press: this technique is quite famous and also very familiar to many people.

The ground coffee is then placed in a jar and then pressed down with a metal filter, then pour hot water and cover the lid. The hot water will pass through the filter and then into the ground coffee. Because the flow rate of water through the filter is very slow, the coffee will be very dense.

CHEMEX



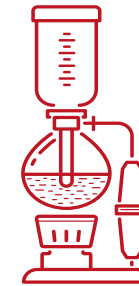
Invented by Peter Schlumbohm in 1941 in the United States. A Chemex coffee maker consists of a narrow glass vase and uses filter paper to brew coffee. Coffee mixed with Chemex shall have a completely different flavor because the Chemex filter can help to get rid of cafestol - a cholesterol compound found in coffee beans.

AERO PRESS



It is a very simple brewing product, using specialized filter paper, so the coffee after filtering is clear and have no sediment. With the special compression mechanism, pure coffee mixed by Aero-Press shall preserve its density and special aroma, although the brewing speed is several times faster than the classical filter.

SYPHON



The first Syphon brewing device was discovered in 1830 in Germany. The basic principle of Syphon is reverse osmosis and the use of a vacuum environment to completely extract the flavor of coffee, turn raw materials into a delicious drinking.

VIETNAMESE PHIN FILTER



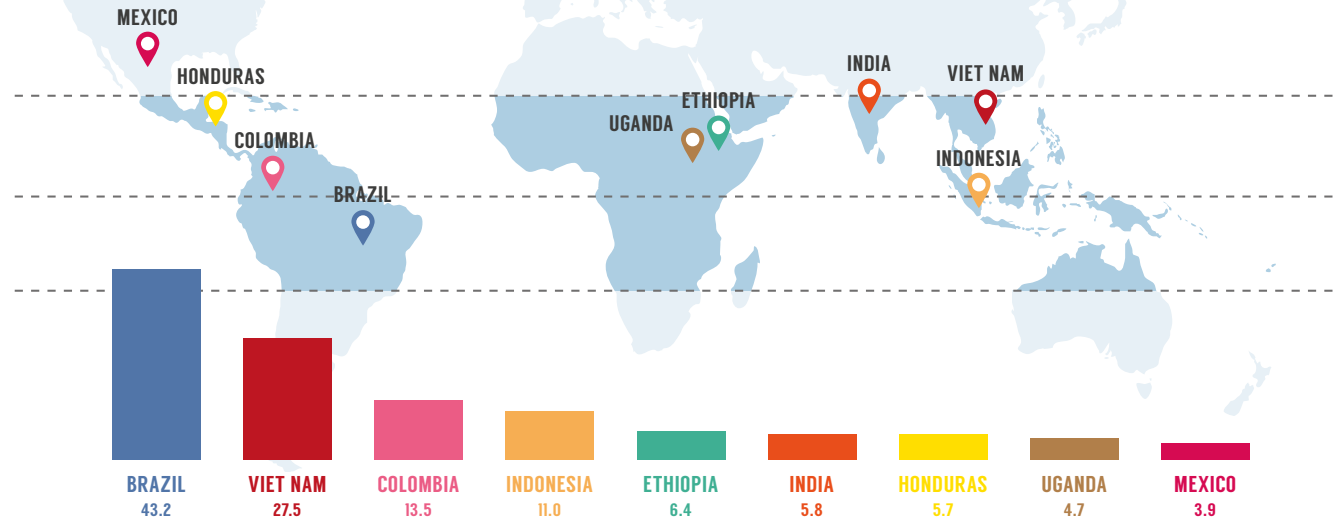
At around the beginning of the 20th century, coffee appeared in Vietnam by following French people, and they themselves imparted how to brew coffee with Phin filter to the Vietnamese people.

This method is relatively simple and does not require complex equipment. The main principle is to water through the coffee. The quality of the coffee depends on many factors such as boiling point of water, coffee fineness, compressive strength when brewing.



TOP 10 COFFEE EXPORTING COUNTRIES IN THE WORLD (UPDATED IN 02/2016)

Unit: 1000 bags (each bags is 60 kg)



Coffee grown throughout the world is concentrated in the tropics and near the equator. Conditions of soil, climate and altitude are factors that influence greatly the growth of coffee trees,

It is no coincidence that Guatemala, Costa Rica, Colombia, Brazil, Ethiopia, Indonesia or Vietnam can produce the most delicious pure coffee in the world. According to experts, each country in question is located in different parts of the world, but they all have one thing in common: All countries are located in a range of tropical regions along the equator, called the "Coffee Belt".

Most of the best quality coffee beans are harvested from plants in high mountains, in the latitude 25oN and 30oS compared to the equator. And, of course, there is a scientific reason to explain why coffee grown in this area has tastes better than coffee grown elsewhere.

Coffee expert: Sam Lewontin said that the coffee plant was rated "picky" and very picky about the best place to grow. The finest coffee beans originated from plants not only in warm, humid tropical environments, but also in high terrain, ideally is 1,300 to 1,400 meters above sea level.

The warm day and cool night are typical of this high mountain environment but still have tropical characteristics, it has caused "shock" for natural chemicals (including: organic acids, aromatic compounds and sugar), and created a delicious taste for coffee beans. Their excellent blend will then be released into your cup of coffee as you prepare the drink. The miraculous combination of temperature, humidity, precipitation, terrain elevation and soil quality affect so much coffee, this coffee plant can own a distinctly different taste compared to other coffee plants that grow a few meters away.

Lands like Central and South America, East Africa, Pacific Ocean and India are famous for owning the perfect conditions in question for coffee plant and that also are places in which produce the finest quality pure coffee in the world.





AZZAN - SINGLE ORIGIN - HAND PICKED (PHA PHIN)

The original coffee beans under purebred line of Robusta (CuM'ga Region) & Arabica (Cau Dat Region) are hand-selected, it has ecstatic and delicious tastes.

Ingredients: 100% Robusta & Arabica / Processing methods: **R** – Natural, **A** – Full Washed / Region: Cau Dat, Lam Dong (**A**), Cu Mgar, Dak Lak (**R**) / Packaging: powder 250g.



ARABICA CATIMOR - SINGLE ORIGIN - HAND PICKED

The sour taste, sweet finish, seductively floral scent and flowers only obtain from the Arabica coffee type (Cau Dat Region).

Ingredients: 100% Arabica / Processing methods: Full Washed / Region: Cau Dat, Lam Dong / Packaging: bean 500g.



AZZAN AROMA - AZA

The perfect combination between passionate aroma of coffee, strong flavor of Robusta with a floral scent and mild sourness of Arabica fruit.

Ingredients: 100% Robusta & Arabica / Processing methods: **R** – Natural, **A** – Full Washed / Region: Cau Dat, Lam Dong (**A**), Cu Mgar, Dak Lak (**R**) / Packaging: powder 250g.



ROBUSTA N01 (PHA PHIN)

The strong and typical aroma of coffee, strong taste, mild bitter finish and then sweet and seductive, which is very suitable for the traditional filter brewing style of Vietnam.

Ingredients: 100% Robusta / Processing methods: Full Washed / Region: Cu Mgar, Dak Lak / Packaging: powder 250g.



ROBUSTA N02

The strong aroma of coffee, strong taste, serious bitter which is very suitable for the traditional filter brewing style of Vietnamese people. Products dedicated to devotees to coffee who like strong style.

Ingredients: 100% Robusta/Processing methods: Natural/Region: Cu Mgar, Dak-Lak / packaging: powder 250g.



AZZAN SPA

Selected from the finest quality coffee beans, 100% ripe. Planted by organic methods (no pesticides, no chemical fertilizers) and processed according to the Azzan closed process.



AZZAN - AZR - HAND PICKED

The perfect combination between passionate aroma of coffee, strong flavor of Robusta with a floral scent and mild sourness of Arabica fruit.

Ingredients: 100% Robusta & Arabica/ Processing methods: **R** – Natural, **A** – Full Washed/ Region: Cau Dat, Lam Dong (**A**), Cu Mgar, Dak Lak (**R**) / Packaging: powder 250g.



AZZAN SPECIAL - SINGLE ORIGIN - HAND PICKED

Azzan's premium coffee type created with purpose to satisfy the devotees to coffee. The original coffee beans Typica/Bourbon are hand-selected and processed with Honey for its ecstatic scent and excellent taste.

Ingredients: 100% Typica or Bourbon, Catimor / Processing methods: Full Washed/Region: Cau Dat, Lam Dong / Packaging: bean 500g.



AZZAN DRIP COFFEE BAG

Pure drip coffee bag is the perfect choice for coffee lovers. This kind of coffee is convenient, quick for preparing, just keep the taste pure nature.

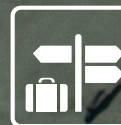
Ingredients: • 100% Robusta • Arabica • Blend / Processing methods: full Washed / Region: Cu Mgar, Dak Lak / Packaging: box of 6 bags x 15g



Home



Office



Travel



Camping

ANYWHERE
ANYTIME





FRANCHISE POLICY

Franchise business (also known as franchise) is a system to expand the network to provide products and services (for franchisor). Is an opportunity to develop your business under a well-known brand (for franchisee)



About construction:

- Design, make deco of restaurant according to the ground.
- Construction supervision.

About materials:

- Provide materials and machinery fully.

About training and recruiting:

- Provide documents of job descriptions of positions.
- Provide operational documentation.
- Train staffs.
- Update professional knowledge periodically.

About marketing:

- Consult marketing strategies in accordance with the business area.
- Use the resources of the System: Web-site, blog, social, etc...

About quality management:

- AZAN has QC team (Quality) of beverage products, and quality of service, ... to ensure stable business operation and brand name.



AZZAN
chocolate





Cacao was discovered about 3,000 years ago. In Greek, cacao means “food of the gods”. In the early 20th century, cacao and chocolate drinks became a typical culinary culture of Europe and spread throughout the world.

The cocoa variety grown in Vietnam is Trinitario hybrid, which are high quality varieties in the top 10% of “flavor” nut in the world.

Currently, in Vietnam it accounts for only 0,1% of cacao production worldwide, but cacao nuts in Vietnam are highly valued by the world for its unique flavor, which is very different from cacao nuts grown in Africa. In October 2013 at the Salon du Chocolat competition held in Paris capital, France, the Vietnamese cacao nuts were voted as the best cacao nuts in Asia-Pacific. And the International Cocoa Organization (ICCO) has put Vietnam on the list of the best cacao producing countries in the world.

Currently, in Vietnam, Ministry of Agriculture and Rural Development has approved cacao varieties that are allowed to be used nationwide. That are asexual lines TD1, TD2, TD3, TD5, TD6, TD8, TD10, TD14 selected by Ho Chi Minh City University of Agriculture and Forestry. These are asexual lines with a potential yield of 2 to 5 tons/ha.



Cacao is a year-round green tree, small woody, 4-8m height, if it lives in natural conditions it can be 10-20m height. Cacao is usually big, the shape changes. Cacao has 3 main varieties:

- **Forastero**: this is the most widely cultivated variety and also resistant to insects and pests and has the highest yield. However, this variety produces cacao nuts with little taste, and it is considered a poor quality nuts. Sadly, more than 90% of chocolate worldwide is made from this cacao nut.

Cacao of this genus has a smooth surface, no grooves. The nut is flat shape. Cacao nut is usually yellow.

- **Criollo**: This is a very special variety with a white kernel, taste is extremely gentle, pure. The nuts of this variety are judged as the best taste. However, cacao trees of this va-

riety have the very low resistance of pest and disease, low productivity. Less than 1% of world cacao output belongs to this variety.

Cacao of this genus has a rough surface, deep grooves. The nut is round shape, quite large. Cacao nut is usually yellow or red.

- **Trinitario**: this is the hybrid between Criollo and Forastero. It has the characteristics of both varieties in question: good resistance to pests, moderate yield, and taste good seeds. Along with Criollo, it is considered to be of high quality and is the starting point for making premium chocolates.



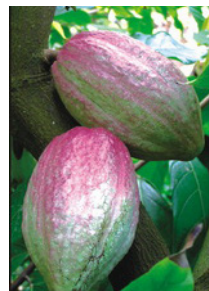
TD1 genus



TD2 genus



TD3 genus



TD5 genus



AZZAN - FARM TO PRODUCTS



Cacao nut



Fermentation



Sun bath



check after
fermentation



roast



Shelling



Cacao nibs



Pure cocoa powder



Pressing cacao butter



cacao butter



Mill

+ cacao butter
+ Sugar cane



Adjustment
of temperature



Casting



AZZAN CHOCOLATE

Azzan Dark chocolate is handmade from the best organic cacao fruits reached UTZ standards of Dak Lak material region.



Cocoa beans



Cane sugar



Cocoa butter

Our Azzan Chocolate are manually produced under a closed production process from bean to bars to obtain a uniform quality.



Dark Chocolate 70%



Dark Chocolate 85%



Dark Chocolate 100%



White Chocolate



Dark Chocolate
70% - 6gr



Dark Chocolate
70%, 85% - 1kg, 2kg



CACAO POWDER

From fresh cacao fruits and the best productivity of Dak Lak area with a separate fermentation of butter separating and roasting process. Pure natural products, do not mix any ingredients, do not add sugar, sweeteners, additives or preservatives which are harmful to health, taste and passionate and ecstatic scent.



CACAO NIBS

The pure roasted cacao nuts made from the finest dried cacao nuts. Used to eat immediately or prepare beverages, baking, providing high nutrition, it is suitable for vegetarians.



COCOA BUTTER

Cocoa butter, also called theobroma oil, is a pale-yellow, edible vegetable fat extracted from the whole cocoa beans, which are fermented, roasted, and then separated from their hulls. It is used to make chocolate, as well as some ointments, toiletries, and pharmaceuticals. Cocoa butter has a cocoa flavor and aroma.





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