

# Perdanis Group Sdn Bhd

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## Coffee in Malaysia

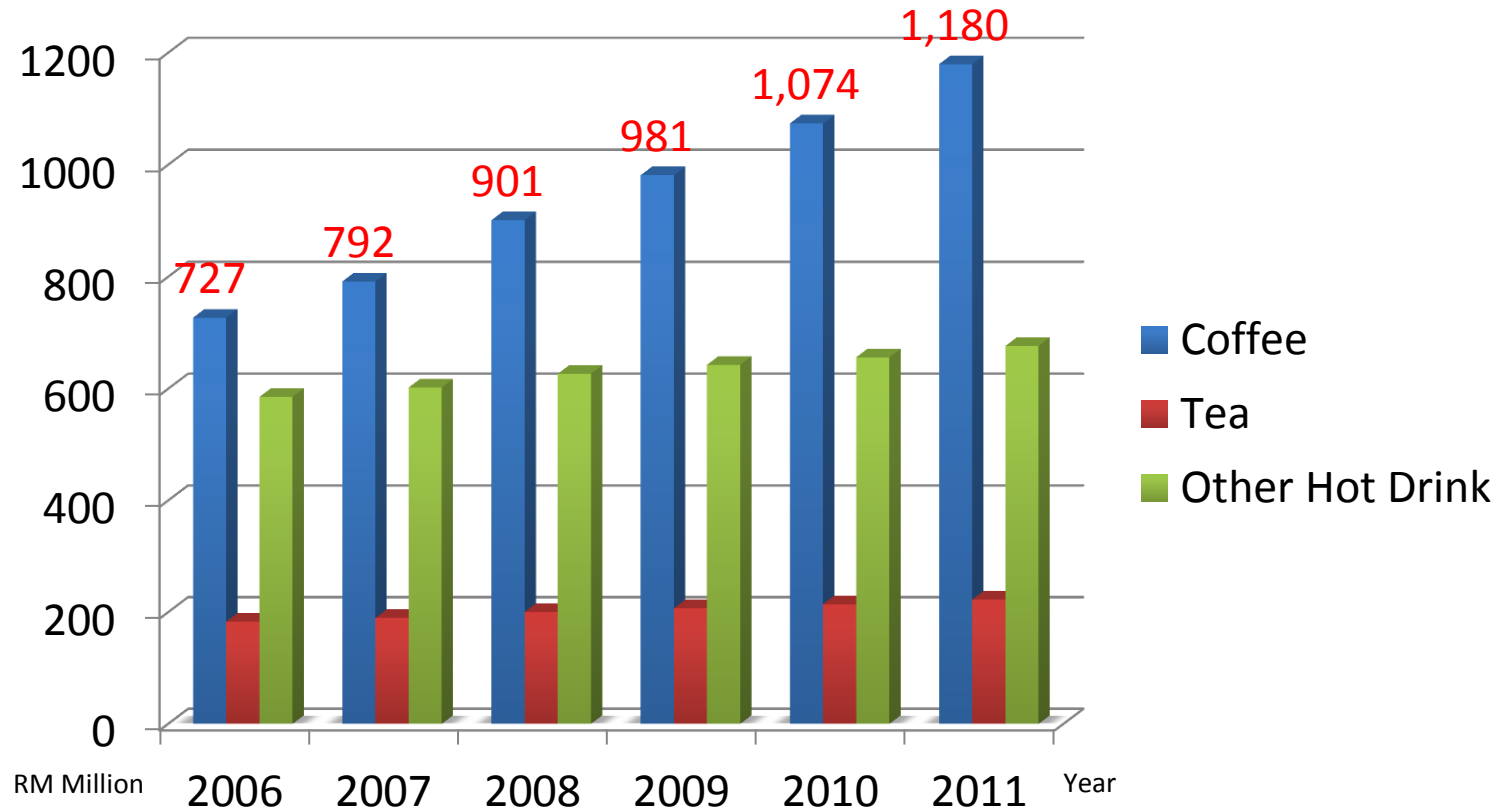
- Coffee sees growth which is largely driven greater consumption among Malaysian and extended its segmentation to not only adults. With coffee being established in the everyday diet of most Malaysian consumers, new products coupled with the convenience of instant coffee contributed to the growth of the coffee sales
- Coffee recorded the strongest value sales within hot drinks in Malaysia



New Slide will show the chart of Retail Sales of Hot Drinks by Category: Value 2006-2011



# Retail Sales of Hot Drinks by Category: Value 2006-2011



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

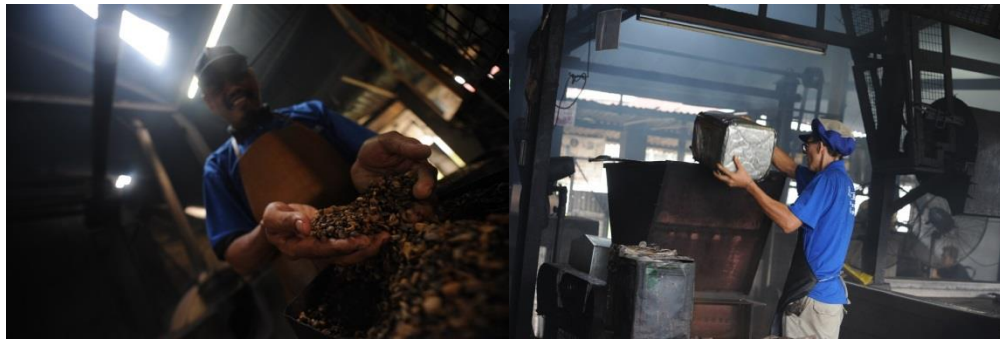
# History of Antongcafe

- Founded in 1933 in Taiping Perak, Malaysia
- 80 years of experience in the coffee industry with continuous perfection of coffee roasting
- Antong coffee was and still in a popular drink among the locals, originated by its founder, Mr Tiah Ee Mooi. It has passed three generation to the newest owner, Mr David Thian
- Antong Coffee Beans are roasted by hand. This tradition is being passed down and continuing to ensure that the taste of the coffee stays similar from 1933.
- Beans are roasted in light, medium and dark with different temperature and time depend of country to obtain different taste.
- Exported to China



# Antong Coffee Bean

- Our coffee beans are specially picked and roasted by the experienced owners and worker to produce the best taste and aroma for the customers.



- Roasted by hand
- Traditional fire wood roasting



# Product Items

5 flavors



- 3 in 1 White Coffee



- Kopi O Kao



- 2 in 1 White Coffee



- Mocha



- Roasted White Coffee

~ Above flavors in single pouch or box packing is also available now

## 3 in 1 White Coffee



	Box	Pouch
<b>Packing</b>	40g x 3 sticks	40g x 15 sticks
<b>Package Size</b>	85 (L) x 30 (W) x 17 (D) mm	300 (L) x 210 (W) x 90 (D) mm
<b>Weight</b>	120g	600g
<b>Carton</b>	48 boxes	30 packs
<b>20ft Container</b>	375 carton	360 carton
<b>Product Shelf Period</b>	18 months	18 months

~ 5sticks and 10 sticks in box packing is also available



## 2 in 1 White Coffee



	Box	Pouch
<b>Packing</b>	30g x 3 sticks	30g x 15 sticks
<b>Package Size</b>	85 (L) x 30 (W) x 17 (D) mm	300 (L) x 210 (W) x 90 (D) mm
<b>Weight</b>	90g	450g
<b>Carton</b>	48 boxes	30 packs
<b>20ft Container</b>	375 carton	360 carton
<b>Product Shelf Period</b>	18 months	18 months

~ 5sticks and 10 sticks in box packing is also available

# Roasted White Coffee



	Box	Pouch
Packing	46g x 3 sticks	46g x 15 sticks
Package Size	130 (L) x 50 (W) x 98 (H) mm	300 (L) x 210 (W) x 90 (D) mm
Weight	138g	690g
Carton	24 boxes	18 packs
20ft Container	324 carton	360 carton
Product Shelf Period	18 months	18 months

~ 5sticks and 10 sticks in box packing is also available

**\* Antongcafe special separated packing for coffee, sugar and creamer**

# Kopi O Kao



	Box	Pouch
Packing	25g x 3 sticks	25g x 15 sticks
Package Size	130 (L) x 50 (W) x 98 (H) mm	300 (L) x 210 (W) x 90 (D) mm
Weight	75g	375g
Carton	24 boxes	20 packs
20ft Container	324 carton	360 carton
Product Shelf Period	18 months	18 months

~ 5sticks and 10 sticks in box packing is also available

**\* Antongcafe special separated packing for coffee and sugar**

# Mocha



	Box	Pouch
<b>Packing</b>	40g x 3 sticks	40g x 15 sticks
<b>Package Size</b>	85 (L) x 30 (W) x 17 (D) mm	300 (L) x 210 (W) x 90 (D) mm
<b>Weight</b>	120g	600g
<b>Carton</b>	48 boxes	30 packs
<b>20ft Container</b>	375 carton	360 carton
<b>Product Shelf Period</b>	18 months	18 months

~ 5sticks and 10 sticks in box packing is also available



## Certifications by Malaysian Authorities



\* GMP and HACCP in process

# New Products coming to market

- Yin Yong Coffee Tea Mix

the idea of mixing coffee and tea, know as Kopi Cham in Malaysia (cham from the Malay word campur/mix) and also is a popular beverage in Hong Kong, mixture of the coffee and milk tea

- White Teh Tarik or Milk Tea

Teh Tarik is actually a thick bubble milk tea, origin from the Indians immigrated to Malaysia, ingredient of Teh tarik is only tea powder, condensed milk and water

- Antongcafe Cookies – Wheat Fiber Coffee

- Antongcafe Cookies – Durian Flavor

- Antongcafe Cookies – Coffee Flavor

# Marketing and Publicity Exposures

- Antongcafe coffee mill is frequently visited by tourists, both local and overseas
- It carries the fame of being the most historical coffee mill in Malaysia
- Antongcafe has been approached and reported in numerous television and newspapers interviews



Miss HongKong Toby Chan



Visitors from overseas

TV3 JOM JALAN - KILANG KOPI AUN TONG BERSAMA SHARIFAH SHAHIRA DAN KELUARGA



TV3 JOM JALAN - KILANG KOPI AUN TONG BERSAMA SHARIFAH SHAHIRA DAN KELUARGA



TV3 JOM JALAN - KILANG KOPI AUN TONG BERSAMA SHARIFAH SHAHIRA DAN KELUARGA



TV channel interview@ TV3 Jom Jalan – Kilang/Factory Kopi Aun Tong bersama Sharifah Shahira dan keluarga

VISITOR FROM SCHOOL



VISITOR FROM SCHOOL



Visitors from school/charity society



# Opportunities

- Malaysia Distributors
- Restaurant, hotels, cafes and other
- Oversea distributors
- Oversea marketing opportunities