



micken
coffee

SPECIAL AIR ROASTED
COFFEE BEANS



sales deck | micken coffee ventures



micken coffee | tasty and convenient, anytime, anywhere

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WHO IS MICKEN COFFEE

we are a coffee roastery that is based in Old Klang Road, Petaling Jaya
we were founded on our mutual love for all things coffee, operating with the below in mind

mission & vision

we aim to provide great tasting coffee to the Malaysian masses at an affordable price,
make them easy to buy, and expand their coffee palette at the same time



THE MAGIC OF AIR ROASTING

technically called “fluidized-bed roasting”, our roasting methodology differs from that of traditional drum roasters, namely using primarily hot air to roast

convection vs. conduction

throughout the whole roasting process, our coffee beans are levitated in the the hot air stream; they roll and dance in super-heated air

this results in uniform roasting of every individual coffee bean, ensuring roasting consistency, higher speed, scalability and reduction of unwanted by-products (e.g. husk)



QUALITY OVER QUANTITY

we provide coffee beans with an emphasis on **quality and consistency** beginning from the sourcing of the unroasted green beans to the roasting process itself, down to the packing and delivery to the end consumer

we achieve the above by following a few tenets such as

roasting to order | we only roast upon request to ensure freshness

art and science entwined | taste is subjective but quality is not, consequently we meticulously track each roast batch with carefully curated output parameters

genesis of great tasting coffee | we carefully choose the source of the green beans evaluating factors such as the grade, process type, defects etc.

mark 1 eyeball | we visually inspect every single roast batch, pre and post-roast to ensure that no non-desirables (e.g. stones) intrude the final packaging

emphasis on proper degassing | we seal our coffee beans in one-way valve bags in varying sizes, depending on dictated requirements



FRESHLY ROASTED COFFEE BEANS

we offer an ever-growing choice of coffee bean varieties, encompassing beans from various regions, each with their own unique type of processing, resulting in differing tasting notes and characteristics

different strokes for different folks

we then define roast profiles best suited to each individual variety and roast them accordingly, utilizing our unique method of roasting via hot air

bringing them to their savory maximum potential

here are some of the single origin coffee bean varieties that we currently offer

colombia | EXCELSO HUILA
arabica

roast profile process
medium roast **natural**

tasting notes

CREAMY, MILKY & CHOCOLATELY
WITH HINTS OF CARAMEL & NUTS

vietnam | WET POLISHED
robusta

roast profile process
dark roast **wet polished**

tasting notes

DEEP, BOLD AND EARTHY
WITH A RICH MOUTHFEEL

ethiopia | YIRGACHEFFE
arabica

roast profile process
medium roast **natural**

tasting notes

STRONG FLORAL NOTES, BERRY-LIKE
WITH HINTS OF CITRUS

ethiopia | SIDAMO G2
arabica

roast profile process
medium roast **washed**

tasting notes

BRIGHT, SMOOTH BODY & SPICE-LIKE
WITH HINTS OF ORANGE

brazil | CERRADO
arabica

roast profile process
medium-dark roast **natural**

tasting notes

NUTTY, CARAMELLY & CHOCOLATY
WITH A RICH MOUTHFEEL

el salvador | HONEY LAS BRUMAS
arabica

roast profile process
medium roast **natural**

tasting notes

SMOKY WITH BRIGHT ACIDITY
WITH A HINT OF HONEY

list is non-exhaustive | kindly contact us for the latest pricing & product list (updated monthly)



DRIP BAG COFFEE

we believe that everyone should have access to great tasting coffee, no matter the circumstances

*frequenting the outdoors
e.g. camping or hiking?*

*café inaccessible or
inconvenient to access?*

*no access to any coffee
making equipment?*

*not wanting the fuss to
hand brew coffee?*

always on the move?

no fret

just add hot water to the our drip bags
enjoy fresh and great tasting coffee in various varieties

anytime, anywhere

each packet contains freshly roasted coffee grounds within a drip bag, which is then hermetically sealed in its final packaging to ensure freshness



COLD BREW COFFEE

*sometimes good things come when they are unrushed
and it holds true for coffee as well*

cold brew coffee is not merely hot coffee
put in ice to cool it down

*the coffee goodness is extracted
with time instead of temperature*

resulting in a unique taste that is pleasantly different
compared to extraction via heat (e.g. espresso, drip,
pourover etc.)

*enjoy coffee that has
higher caffeine content, less bitterness,
enhanced tasting notes and sweetness*

and hey, convenient yet healthy as well!
just pop open the cap and enjoy great tasting coffee
without added sweeteners (e.g. sugar syrup) nor
preservatives of any kind

also available as cold brew coffee concentrate
as an ingredient for your new/existing beverage option (e.g. mocktail)

*our cold brew coffee is brewed for a minimum of 16 hours
available in any kind of coffee bean variety we currently offer*



COLD BREW TEA

we understand that coffee sometimes isn't everyone's cup of tea

no worries, we have that covered as well

enjoy cold brew tea specifically catered for each part of your lovely day

our tea is made only with natural ingredients and do not contain neither sugar nor preservatives, and has been brewed for at least 12 hours for your drinking convenience and pleasure

energize | BOOST GINGER, PEPPERMINT & LEMON

revitalize your senses with our invigorating tea blend; packed with vibrant flavors and natural energy boosters, our special blend will surely give you the boost to help kickstart your day

nourish | HERBAL RED DATES, GOJI BERRIES, CHRYSANTHEMUM & LONGANS

savor the wholesome goodness of our nourishing tea blend; a harmonious blend of nutrient-rich herbs, specially formulated to support your well-being and inner balance

unwind | CALM CHAMOMILE & LAVENDER

calm your nerves & anxiety; the natural soothing qualities of this tea can help you relax while assisting you in achieving the peaceful slumber that you so deserve

cold brew tea | list is non-exhaustive kindly contact us for the latest pricing & product list (updated monthly)





















WORK WITH MICKEN COFFEE

we understand the various challenges that you may encounter during the course of running your establishment

we therefore would love to work with you and understand your requirements for all things coffee (even tea!)

small initial MOQs for all SKUs

thanks to the scalability of our roasting ops, we are happy to offer MOQs for your first few orders per below

coffee beans : 1000g per variety

cold brew coffee : 5 bottles per variety

drip bag coffee : 10 packets per variety

cold brew tea : 5 bottles per variety

provision of samples for testing purposes

we are able to provide samples of the below SKUs, commitment-free, upon request

coffee beans : 100g pack per variety

cold brew coffee : 180ml glass bottle per variety

drip bag coffee : 10g packet per variety

cold brew tea : 300ml bottle per variety

standard mass/volume of our SKUs

<i>coffee beans :</i>	<i>cold brew coffee :</i>
<i>available in</i>	<i>180ml and 220ml glass</i>
<i>250g, 500g and</i>	<i>bottles (for B2C)</i>
<i>1kg bags</i>	<i>1000ml (for B2B)</i>

<i>drip bag coffee :</i>	<i>cold brew tea :</i>
<i>standard 10g packet</i>	<i>standard 300ml</i>
<i>per variety, available</i>	<i>bottle per variety</i>
<i>in 5x each or 10x</i>	<i>(B2C variant only)</i>
<i>each box size</i>	

consignment terms for direct consumables

we understand the need for risk management, therefore we can offer consignment terms for the below SKUs, with our standard B2C labelling

cold brew coffee, cold brew tea and drip bag coffee : terms and quantities to be set

OEM and/or customization of branding and labelling for certain SKUs

whether you are hosting an event or prefer your own branding on our great tasting products, we are happy to discuss OEM options with your designs that differ from our standard B2B and/or B2C SKUs

on-site fact-finding at your establishment

we do not believe in a one-size fit all solution, therefore we are happy to be present at your establishment and query your existing customer base to better understand their coffee preferences

customization of coffee bean blends

we are happy to assist you in creating your house blend, unique to your establishment, with coffee bean varieties, roast levels, ratios etc. customized per your needs

complementary creative media capture

hooray! when it is time to inform the world about your collaboration with us, we are happy to provide complementary assistance in regards to your media needs, be it menu design for our coffee products, photo/video capture of the new offerings in your establishment, social media postings, etc.



Thank you

we would love to hear from you, should you think our products are potentially of value to you and your establishment

we are coffee lovers at heart, do ring us up even without an expectation of doing business together, we welcome and enjoy talking about our requited love for all things coffee!

Sincerely,

Michelle & Ken

C O N T A C T U S

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kindly scan the QR code above to contact us