

COMPANY PROFILE

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# realsa

COFFEE PRODUCTS

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NATURAL QUALITY,  
GLOBAL TASTE.



PREMIUM COFFEE  
FROM INDONESIA

## Coffee has turned into an essential part of people's lives around the world.

There is no moment complete without coffee, a statement that resonates with those who make coffee a meaningful part of their everyday.



### **Essential.**

Coffee is more than a drink; it's a daily necessity for millions.



### **Connects.**

It brings people together and builds meaningful moments



### **Inspires.**

Coffee fuels energy, creativity, and a better everyday.



# ABOUT US



**REALSA** is a coffee processor, trader, and exporter based in Semarang, Central Java, Indonesia. Established in 2018, the company began as a small business focused on supplying commercial-grade coffee beans to leading domestic roasters and traders. We are committed to supporting Indonesian coffee farmers by sourcing directly from them and by delivering high-quality Indonesian green beans and roasted beans for both local and international markets.



# WHY CHOOSE US?



One of the main challenges faced by coffee farmers is their limited ability to sell coffee directly to customers.

Even when farmers try to sell their coffee independently, buyers often offer low prices. This happens because coffee purchased directly from farmers is usually not yet ready for consumption and must go through several processing stages first. Many farmers face difficulties processing their coffee because of limited equipment, costs, and technical knowledge. To gain better value from their harvest, farmers often work hand in hand with one another in selling their coffee.

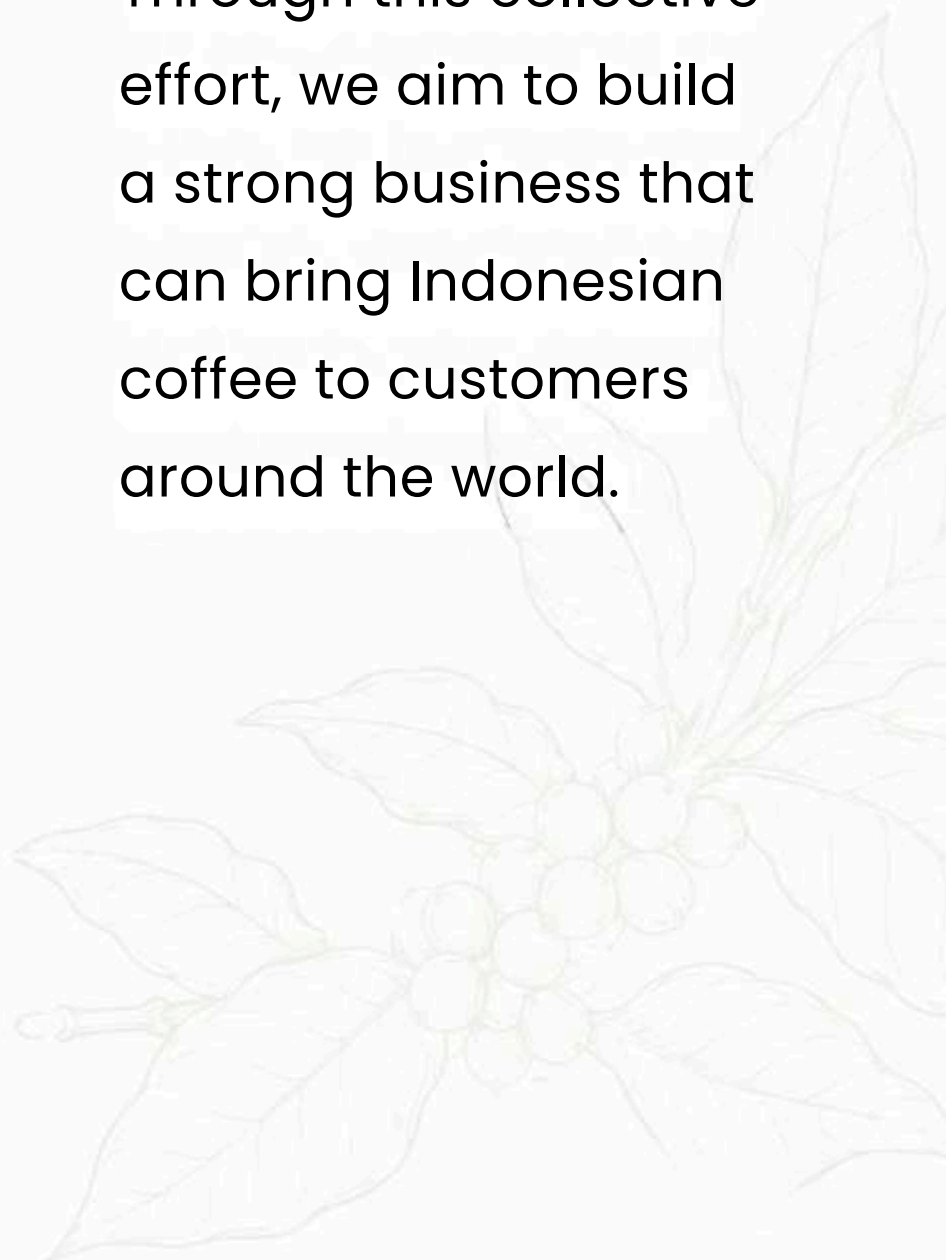


By establishing a shared place or a formal business entity, farmers can collaborate in production, processing, and marketing. Through this legal organization, they can build their own coffee business and officially offer their coffee to the global market.



At REALSA, we are a business platform built together with coffee farmers who share one vision: to create their own coffee trading enterprise and grow it beyond local markets.

Through this collective effort, we aim to build a strong business that can bring Indonesian coffee to customers around the world.





OUR

## VISION

To become a leading multinational coffee company, recognized for the outstanding quality of its products and processes, while staying committed to continuous improvement.

OUR

## MISSION

To market and export premium Indonesian green coffee beans and roasted coffee beans to customers around the world, contribute to the nation's foreign exchange earnings, and provide strong returns for both shareholders and farmers.



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**REALSA Coffee is recognized as a coffee bean exporter serving customers across the globe. Our green coffee beans are entirely natural and are harvested through a 100% chemical-free process.**

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Through this approach, we strive to deliver the wholesome benefits of carefully washed coffee to our customers. To ensure our coffee reaches the highest quality standards, we also use grading equipment to separate the beans into different grades.



### **Our traditional approach has been refined over the years:**

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We carefully select red cherries and avoid overripe fruit to prepare well-managed sun-dried coffee.



The coffee is then washed and pulped through a natural fermentation process lasting about 72 hours to remove the mucilage.



After harvesting, the cherries are spread on drying beds and left under the morning and afternoon sun for 9 to 11 days until the moisture content reaches 12% to 13%.



Finally, the pulped coffee is dried naturally under the sun and stored in a clean, dry warehouse protected from contamination.

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# ROASTED COFFEE BEANS

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In addition to Arabica and Robusta green coffee beans, we are also able to supply roasted coffee beans in a variety of roast levels according to customer requirements, including light-medium, medium, medium-dark, and dark roast. As a micro-roasting company, REALSA Roasting focuses on presenting the remarkable diversity of Indonesian Arabica and Robusta coffees found across the archipelago. Our goal as a coffee roaster is not only to deliver authentic Indonesian coffee to our clients, but also to help create the ideal coffee experience in every cup.

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**WE PROVIDE  
CUSTOMERS WITH  
THE PERFECT CUP  
OF COFFEE,  
WHETHER IT'S  
MORNING,  
AFTERNOON,  
OR NIGHT.**

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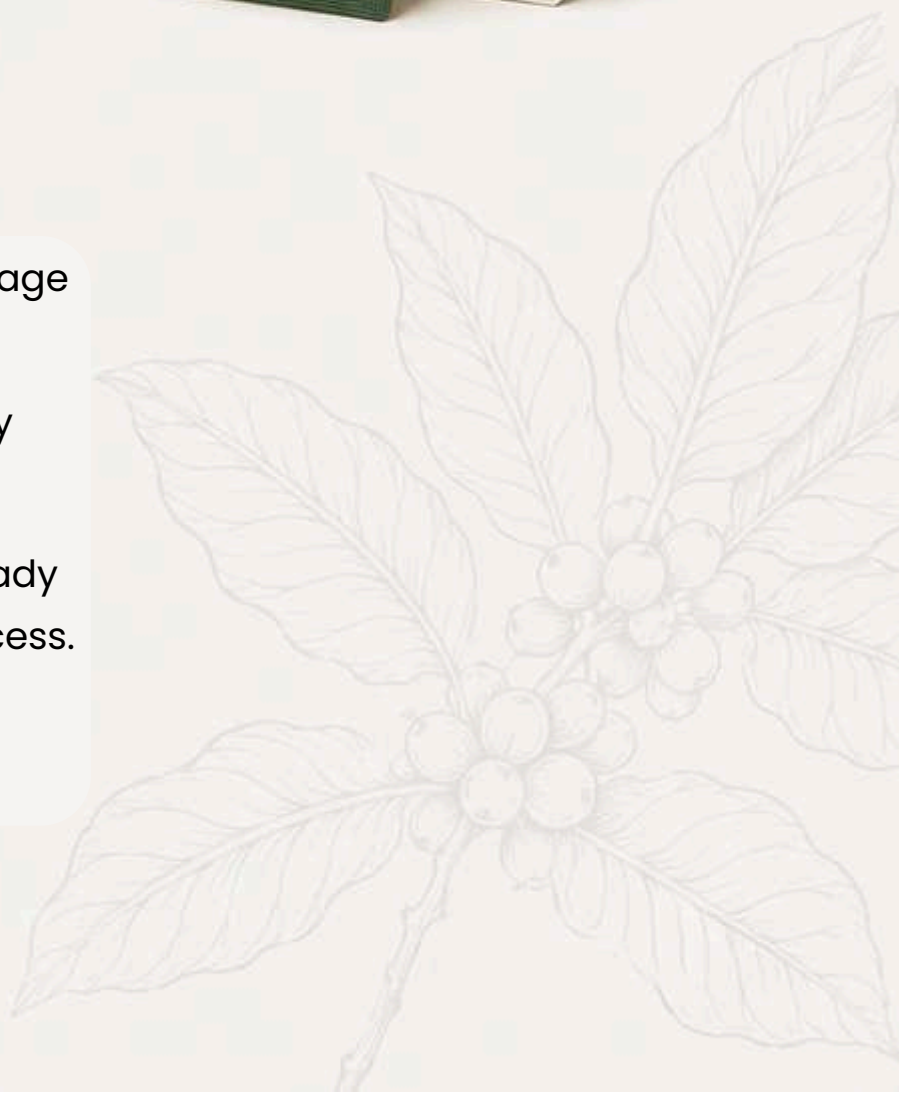
Our roasted coffee beans are also available through our **REALSA PRIVATE LABEL SERVICE.**

Select the coffee, make it your own, and sell or distribute it under your own brand label. If you prefer an easier option, we can also place your logo and coffee name onto our REALSA roasters label.



#### BENEFITS OF PRIVATE LABEL COFFEE

- 01 Easy wholesale purchasing without the need to manage manufacturing we handle the production for you.
- 02 Because the branding is yours, you have the flexibility to modify it whenever you choose.
- 03 You start with quality coffee products that have already been tested in the market, helping support your success.
- 04 Offer excellent coffee under your own branding as a strong way to promote your business.



We focus on multi-origin green coffee beans and bring deep expertise in various processing techniques to match our buyers' requirements. Our processing methods include:



**Semi-Wash Process**

Wet & Fermented



**Full-Wash Process**

Wet & Fermented



**Natural-Dry Process**

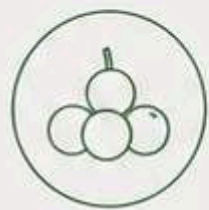


REALSA supplies carefully selected Indonesian green coffee beans from distinct origins and processing styles to meet diverse customer preferences.



### We offer a selection of Arabica beans sourced from:

- ☉ **Sumatra Arabica G1**  
(Aceh Gayo, Mandheling, Lintong)
- ☉ **Java Arabica G1**  
(Java Preanger, Java Ijen)
- ☉ **Bali & NTT Arabica G1**  
(Bali Kintamani, Flores)
- ☉ **Sulawesi Arabica G1**  
(Toraja, Kalosi)



### Our Robusta selection includes:

- ☉ **Temanggung G1, G2, G3**  
- Central Java
- ☉ **Flores G1, G2**  
- NTT
- ☉ **Lampung G2, G3, G4**  
- Sumatra
- ☉ **Sidikalang G2, G3, G4**  
- Sumatra



# OUR VALUES



## Customer Focus

We strive to understand our customers' needs and continuously increase the value we provide to them.



## Partnership

We build lasting relationships with customers and suppliers as equal partners working toward shared success.



## Integrity

With openness and sincerity, we work with colleagues and business partners in a spirit of humility, honesty, and enthusiasm.



## Quality

We are dedicated to delivering dependable products and services with consistently high quality.

# GET IN TOUCH

We would be pleased to discuss your coffee needs and export inquiries.



## Address

Jl. Dewi Sartika 9, Semarang  
50221, Central Java, Indonesia



## Phone

+62 811-2792-340



## Email

info@realsanatural.com



## Website

www.realsanatural.com



## Instagram

@realsanatural



## Export & Partnership Inquiries

We welcome opportunities to collaborate and grow together.



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[www.realsanatural.com](http://www.realsanatural.com)

*Premium Coffee from Indonesia*