

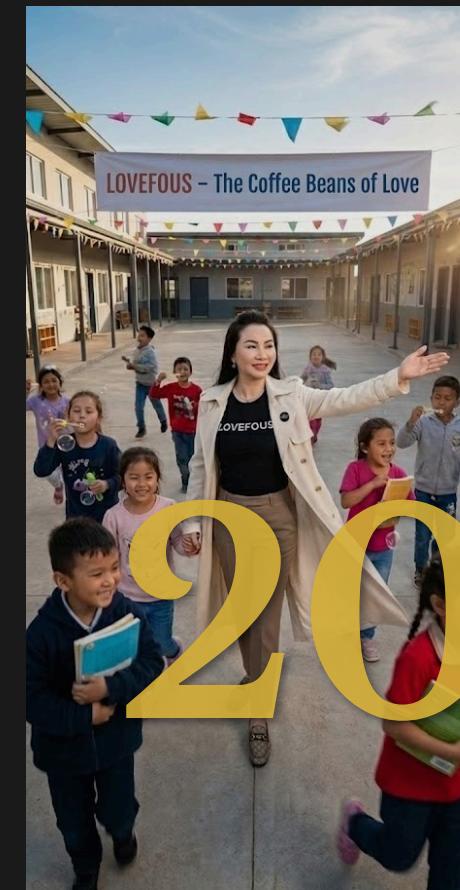
# LOVEFOUS COFFEE AUSTRALIA

*Lovefous – The Coffee  
Beans of Love*



Premium Coffee Solutions

[Lovefous.com](http://Lovefous.com)



2026



# Brand Story

At Lovefous Coffee Australia, we curate some of the world's most exquisite coffees from the highlands of the heritage coffee regions of Indonesia and Vietnam and craft them for cafés that demand true distinction.

Our philosophy is simple: every bean must deliver a cup worthy of the world's finest coffee bars.

[Lovefous.com](http://Lovefous.com)

**"LOVEFOUS COFFEE AUSTRALIA"**

Curated from Vietnam & Indonesia Highlands



Lovefous Coffee Australia | 2025



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# Crafted with Precision



Sourced from elite, sustainably cultivated micro-lots, our beans are roasted with meticulous precision to honour their terroir, character, and natural sweetness.

Each batch embodies a refined harmony of aroma, depth, and elegance tailored for premium cafés seeking an elevated and memorable menu experience.

[Lovefous.com](http://Lovefous.com)



## LOVEFOUS – Special Program Night

# Coffee Supply Australia

Buy Coffee • Loan the Machine

Lovefous Coffee Australia | 2025

ed leads



# Luxury with Purpose

But luxury at Lovefous extends far beyond taste. With every purchase, we support long-term educational and welfare programs for orphaned children, ensuring that each cup carries not only excellence, but purpose and humanity.



# Why Premium Cafés Partner With Us

[Lovefous.com](https://Lovefous.com)

01

## World-Class Origins

Indonesian & Vietnam Arabica, and signature blends crafted for exceptional flavour and balance.

02

## Precision Roasting

Consistent, expertly developed profiles for espresso, filter, and contemporary specialty offerings.

03

## Ethical Prestige

Luxury with intent; every cup contributes to sustainable, long-term child welfare initiatives.

# Brand Mission and Philosophy

Lovefous Coffee Australia's mission is to curate some of the world's most exquisite coffees from the heritage highlands of Indonesia and craft them for discerning cafés and businesses.

Our guiding philosophy is simple: **"every bean must deliver a cup worthy of the world's finest coffee bars."**

We promise to deliver not just coffee, but an experience of **craftsmanship, culture, and compassion**.





# Sourcing and Roasting Excellence

## World-Class Origins

Coffee beans are sourced from elite, sustainably cultivated micro-lots in the heritage highlands of Indonesia and Vietnam.

## Meticulous Roasting

Each batch is roasted with precision to honor its specific terroir, character, and natural sweetness, creating a refined harmony of aroma, depth, and elegance.

## Tailored Profiles

Roasting profiles are specifically engineered and calibrated to suit Australian espresso preferences.



LOVEFOUS COFFEE | 2025



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# Ethical Commitment: Luxury with Intent

A core component of our brand identity is its social impact. With every purchase, Lovefous supports long-term educational and welfare programs for orphaned children. This is framed as "Ethical Prestige," ensuring that each cup of coffee carries purpose and humanity alongside its premium quality.

[Lovefous.com](http://Lovefous.com)





# Visual Identity



The company's logo, presented in a 3D bronze effect on a marble background, visually encapsulates its brand identity. It features a stylized, heart-shaped coffee cup with a coffee bean at its center, directly referencing the name "LOVEFOUS" and its core philosophy.

 [Lovefous.com](http://Lovefous.com)

LOVEFOUS  
COFFEE

2025



**Better Coffee at Work**  
Premium coffee supply for your team

Request a Sample

Request a Sample

lovefous.com

# Business Coffee Solution

Lovefous delivers a business coffee solution built for real operational environments: stable, consistent, and easy to implement. We focus on three core values:

- **Tailored Profiles:** Coffee roasting profiles specifically tailored to Australian espresso preferences.
- **Quality Control:** Ongoing quality control and scheduled calibration to keep every cup consistent.
- **Zero-Capex Model:** Upgrades your coffee experience without requiring major upfront equipment investment.



# Operational Partner

Rather than simply selling coffee, Lovefous acts as an operational partner: we provide the right machine setup for your capacity, establish recipes, train your team, maintain equipment on schedule, and support technical needs.

We ensure you can focus on running your business, while we ensure your coffee stays great and service never gets interrupted.

Lovefous.com





# GEMILAI *Master One*



## No Barista Needed Still Café-Quality Coffee

### Premium Bean-to-Cup Service

Our all-in-one service package is specifically designed for offices, factories, and hotels across major CBD areas including Sydney, Melbourne, Perth, and Brisbane.

### One-Touch Automation

Staff simply tap one button, and the machine automatically fine-tunes grinding, dosing, tamping, and extraction using a proven preset recipe.

### Consistent Excellence

Experience consistent flavor, rich crema, and clear aroma in every cup thanks to an automated system that optimizes the entire process —no barista required.



# Phase 1: 3-Month Trial

*Start your journey with no conditions attached.*

## ✓ Full Installation & Operation

Experience the complete setup for 3 months with professional installation included.

## ✓ No Minimum Volume

Zero commitment pressure during the trial period. Pay only for what you use.

## ✓ Comprehensive Support

Includes recipe programming, basic staff training, and an optimization visit once stabilized.

[Lovefous.com](http://Lovefous.com)

The advertisement features a woman in a dark blue dress standing behind a black marble counter. She is pointing at a black coffee machine. On the counter, there are several bags of Lovefous coffee beans and ground coffee, along with some coffee cups. The background is a dark blue with a map of Australia and the text 'LOVEFOUS - Special Program Night'. The Lovefous logo is at the top right, and a 'Book a Demo' button is visible. The overall theme is professional and modern.

# Phase 2: 24-Month Agreement

- Minimum 2-Year Contract: Activated immediately after the successful completion of the trial period.
- Volume Requirement: ~20 kg per week per machine recommended consumption to maintain free-on-loan status (can be converted to 4-week cycle).
- Flexibility: If minimums aren't met, options switch to bag-only + rental fee, or a make-up volume mechanism.





# Coffee Supply Australia

**Buy Coffee • Loan the Machine**

A special program for qualified leads

## LOVEFOUS – Special Program Night

**Book a Demo**



# Service Coverage & How to Join

## Service Coverage

- **Scope:** Delivery & onsite support within 100 km of CBD.
- **Included:** Installation, machine/grinder calibration, maintenance schedule, basic troubleshooting, and training.
- **Excluded:** Wear-and-tear parts, misuse damage, out-of-scope requests, or special upgrades.

## How to Join (3 Steps)

- 1 **Needs Assessment:** Quick check of cups/day to choose the right setup (Fully Auto ~\$3,500 / Espresso+Grinder ~\$7,000).
- 2 **Selection:** Choose a main blend + optional secondary blend, then set recipes & programming.
- 3 **Installation:** Setup in the first week to start your 3-month trial.

# Lovefous Product Portfolio

[Lovefous.com](http://Lovefous.com)

## Flagship & Core

### 01 Specialty Blend

100% Arabica. The "wow cup" and upsell tier. Ideal for hotels, resorts, VIP meeting rooms, and premium differentiation.

### 02 Signature Blend

Your main contract driver (~70% of accounts). Perfect for large offices, corporate pantries, and 3-4 star hotels.

## Seasonal & Intensity

### 03 Natural Blend

100% Arabica. A marketing lever for origin stories and seasonal offerings. Focus on "story & experience".

### 04 Premium Blend

High body, strong, bold, crema. Robusta-Arabica mix for a stronger "wake-up" cup. Ideal for factories and canteens.

## Versatile & Specialty

### 05 Classic Blend

Balanced, easy-drinking, versatile. The default choice for small-to-mid offices. Smooth with a "kick".

### 06 Decaf Blend

100% Arabica with 90-100% caffeine removed. Retains original aroma for health-conscious coffee lovers.



# Quality Standardization

## Precision Roasting

Medium roast tailored for espresso to prioritize sweetness & balance. We rigorously test two specific profiles:

- **Profile A:** Optimized for milk-based drinks
- **Profile B:** Optimized for black/espresso

## Quality Assurance (QA)

Every batch is released with a standard brew recipe (dose / yield / time) and undergoes a strict checklist for crema integrity, body, and aftertaste consistency.

## Operational Excellence

Ensuring the "wow cup" experience is replicable across all high-end venues through standardized protocols.

## Elevate Guest Experience

Premium coffee solutions for hospitality

[Schedule a Consultation](#)



lovefous.com

# Specialty Blend — Pricing & Loan Terms

Lovefous.com

01

## Pricing Strategy

### Online/Retail RRP:

\$59.99

### Wholesale:

\$48.99

### Free-on-loan:

Highest B2B price point in the range, inclusive of service bundle, training, and strict quality KPIs.

02

## Machine Loan Terms

- Free trial machine included.
- Agreement term: 24–36 months.
- **Volume Threshold:** If volume drops below agreed limits for 2 consecutive months, switch to either:
  - Option A: Bag-only pricing + rental fee.
  - Option B: Make-up volume plan (carry-forward).

03

## Service & Quality Audit

- **Sales Approach:** Position as a "Signature experience" for VIP clients.
- **Quality Audits:** Scheduled every 4–6 weeks.
- **Audit Tasks:** Adjust grinder settings, update recipes, and calibrate shots for perfection.
- **Purpose:** Maintain premium consistency & identify the flaws in the system.



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# How to Sell & Upgrade



## ★ How to sell

Position as a "Signature experience" supported by scheduled quality audits every 4-6 weeks. This includes grinder adjustments, recipe updates, and shot calibration to ensure perfection.

## ↑ Upgrade path

If a customer is currently on the Signature plan, offer "Specialty Friday / VIP meetings" (3-5 kg/month) as a premium upsell without increasing inventory risk.



# Signature Blend

## Main Contract Driver

**Role:** Your primary driver for volume, accounting for ~70% of accounts. Ideal for large offices, corporate pantries, and 3-4 star hotels.

### Operational Standardization:

- ☕ **Roast:** Medium to Medium-Dark. Optimized for consistency and milk-based drinks.
- 📄 **Documentation:** Includes a one-page "brew card" detailing dose, yield, time, temperature, and cleaning basics.



# Signature Blend Pricing & Terms

Retail RRP	\$48.99
Wholesale	\$39.99

## Free-on-Loan Strategy

The product you should sell the most—priced in the mid band (below Specialty, above Classic/Premium) because you carry machine + service costs.

## Suggested Terms

- First trial machine setup included
- 12–24 months agreement duration
- Typically the easiest close for corporate clients



# The Washed Arabica Green Coffee Defect Poster



**Specialty Grade**

Green Coffee Defect Count (350 gram sample)  
0 category 1 defects allowed,  
≤ 5 category 2 defects allowed



**Quaker**

Roasted Coffee Defect Count (100 gram sample)  
0 quakers allowed



**Full Black Bean**  
1 bean ≥ ½ black = 1 full defect

**Standard Method of Classification**

**Sample Weights:**  
Green Coffee - 350 grams | Roasted Coffee - 100 grams.

**Green Coffee Moisture Standard:**  
Specialty grade washed arabica green coffee shall be ≥ 10% and ≤ 12% moisture upon import.

**Green Coffee Water Activity Standard:**  
Specialty grade washed arabica green coffee shall be ≤ 0.70 Aw.

**Sample Weights for Classification Analysis:**  
Representative homogenized product samples shall be used for analysis.  
Green Coffee - 350 grams, Roasted Coffee - 100 grams.

**Bean Size:**  
For buyer's reference and not part of the SCA specialty grade specification. No more than 5% variance from purchase contracted specification, measured by retention on traditional round-holed grading screens.

Table of Defect Equivalents:			
Category 1 Defects	Full Defect Equivalents	Category 2 Defects	Full Defect Equivalents
Full Black	1	Partial Black	3
Full Sour	1	Partial Sour	3
Dried Cherry/Pod	1	Parchment/Pergamino	5
Fungus Damaged Bean	1	Floater	5
Foreign Matter	1	Immature/Unripe	5
Severe Insect Damage	5	Withered	5
		Shell	5
		Broken/Chipped/Cut	5
		Hull/Husk	5
		Slight Insect Damage Bean	10

**Roasted Coffee Quaker Count Standard:**  
Specialty Grade - No quakers allowed

**Green Coffee Defect Classification:**  
When two defects are found simultaneously in one coffee bean, the defect that most impacts the quality of the cup takes precedent over others. Each defect type is counted individually, the grade shall not combine defect counts from different types to calculate a combined defect equivalent. Malformed or misshapen beans are not defects, only the defects presented in this guide are categorized as category 1 or category 2 defects.

**Flavor Characteristics:**  
Cupping is a professional technique for evaluating coffee. When cupping specialty coffee, sample must exhibit distinctive attributes in the areas of Fragrance/Aroma, Flavor, Acidity, Body and Aftertaste, as determined between buyer and seller. Coffee must be free from odors, faults and taints.

**Green Coffee Color**

Visual inspection of green coffee is for buyer's reference only and not part of the SCA specialty grade specification. Unroasted coffee's color ranges from Blue-Green to Brownish depending upon origin, or age.



Blue-Green Blush-Green Green Greenish Yellow-Green Pale Yellow Yellowish Brownish

# Service & Upsell Strategy

- ➡ **Service Bundle:** 7-day onboarding including installation, setup, and initial training. Followed by a Month 1 check-up and scheduled maintenance.
- ➡ **Closing Angle:** Emphasize the Zero Capex model ensuring a consistent, high-quality cup across the entire team without upfront investment.
- ★ **Upsell Path:** Introduce seasonal Specialty/Natural blends as a "feature menu" or add a secondary option for executive meetings.



# Natural Blend Pricing & Terms

## Pricing Strategy

Retail RRP	\$59.00 / kg
Wholesale	\$48.99 / kg

Best used for customers with a strong black/espresso audience or as a featured secondary blend alongside Signature.

## Machine Loan Terms

- **If Main Blend:** Negotiate for loan coffee machine based on volume.
- **If Secondary Blend:** 8-15 kg/month target.

(No specific machine commitment, or tied to Signature volume requirements)





# Natural Blend — Rollout & Cross-sell

[Lovefous.com](http://Lovefous.com)

01

## Pilot Phase

Months 1-2: pilot with 3-5 customers, collect feedback, lock recipes.

02

## Launch Phase

Month 3+: launch a “Seasonal Natural Program” (quarterly rotation + a 20-minute internal tasting session).

03

## Cross-sell Path

Natural + drip bags for meeting rooms, or limited holiday runs to lift revenue without adding machines.



FLAGSHIP PRODUCT

# Specialty Blend 100% Arabica

**Role:** Your flagship product designed to secure partnerships with hotels, resorts, VIP meeting rooms, and high-end offices. It serves as a tool for premium differentiation and customer retention.





# Natural Blend 100% Arabica

## Seasonal Feature — "Story & Experience"

**Role:** A marketing and experience lever for hotels/resorts, showrooms, or companies that love origin stories and seasonal offerings.

- ☑ **Quality Control:** Naturals can vary by crop/lot, requiring critical attention.
- ☒ **Guardrails:** We set strict parameters for sweetness and clean cup profile, ensuring no harsh ferment notes.
- ⚠ **Supply Security:** We maintain backup lots/sources to prevent any supply gaps.





# Premium Blend

## High Body — Strong, Bold, Crema

### IDEAL ROLE

Perfect for factories, warehouses, canteens, or teams needing a strong "wake-up" cup. Robusta brings body and crema, while Arabica maintains aroma and sweetness.

### PRODUCT SPECS

- **Roast:** Medium-Dark (Robusta-friendly)
- **Recipe:** Optimized for ristretto/short milk drinks
- **Target:** Rich crema + strong body

### LOAN TERMS

Free trial machine, 12-24 months. Multiple machines allowed for multi-zone sites due to high volume.

### UPSELL & RETENTION

**Retention KPIs:** Machine uptime, stable consumption, fewer "watery" complaints.

**Upsell Path:** Add Signature Blend for meeting rooms/guests after 2-3 months.

### PRICING STRATEGY

- ◆ **Retail RRP:** \$48.99
- ◆ **Wholesale:** \$39.99
- ✓ Price below Signature to encourage volume.

### SERVICE FOCUS

Simple and fast: cleaning, scheduled checks, basic breakdown handling. Training emphasizes hygiene.



# Classic Blend

## Balanced & Versatile



### Role & Profile

The default choice for small-to-mid offices. Aromatic with a "kick," yet smoother than Premium. Medium to medium-dark roast optimized for milk drinks.

### Pricing Strategy

**Retail RRP:** \$48.99 | **Wholesale:** \$39.99

### Machine Loan Terms

Free trial machine, 12-24 months agreement. Priced at Premium level or slightly above.

### Implementation Workflow

**Week 1:** Audit + Install. **Week 2:** Recipe refinement. **Months 1-2:** Lock cleaning SOP to reduce breakdowns.

### Upsell Path

Upgrade to **Signature** for experience, or split Classic + Premium by department.





# Decaf Blend

## 100% Arabica



### PRICING STRATEGY

Retail RRP: \$59.00  
Wholesale: \$48.99

### MACHINE LOAN TERMS

Main Blend: Negotiable for machine  
Secondary: 8-15 kg/month (no commitment)

### RECOMMENDED FOR

Black espresso, latte/cappuccino, and Vietnamese phin for a smoother cup.

### ROLLOUT & CROSS-SELL

Pilot (1-2 months) → Seasonal Program.  
Cross-sell with drip bags for meeting rooms.



# Capsule Products Overview

[Lovefous.com](http://Lovefous.com)



01

## Premium Blend Capsule

80% Arabica / 20% Robusta blend.  
Crafted for a balanced yet bold  
experience, perfect for those who  
enjoy depth and character.



## Signature Blend Capsule

100% Arabica sourced from Indonesia.  
Processed using semi-wash and full  
wash methods to keep a rich regional  
character.



02

## Specialty Blend Capsule

100% Premium Arabica from Gayo,  
Toraja, Java. Specially processed and  
selected from the best beans with up  
to 93% fully ripe cherries.

03



# Premium Blend Capsule

## Blend Composition & Profile

A harmonious blend of **80% Arabica** (Indonesia/Sumatra/Gayo) providing cacao, wood, herb, and spice notes, and **20% Robusta** offering strength, rich crema, and dark chocolate undertones. Roasted Medium-Dark to balance smoothness with body without burnt flavors.

## Pricing Strategy

Size	Retail RRP	Wholesale
10 Caps	\$8.99	\$6.99
30 Caps	\$24.99	\$20.99
60 Caps	\$50.99	\$44.99

## Usage Recommendations

Optimized for ristretto or short milk drinks. Ideal for black espresso, latte, cappuccino, and Vietnamese phin styles seeking a smoother cup. Note: Small dose (~5-6g) is designed for extraction efficiency.

[Lovefous.com](http://Lovefous.com)





# Signature Blend Capsule

Crafted from **100% premium Arabica** sourced from Indonesian coffee regions. Processed using semi-wash and full wash methods to preserve the rich, authentic regional character.

## Product Standardization

**Roast:** Medium-dark (Arabica-friendly without tasting burnt).

**Recipe:** Optimized for ristretto/short milk drinks targeting crema + body.

## Pricing Strategy

Size	Retail RRP	Wholesale RRP
10 Caps	\$8.99	\$6.99
30 Caps	\$24.99	\$20.99
60 Caps	\$50.99	\$44.99

**i** Recommended for black espresso, latte/cappuccino, and Vietnamese phin for a smoother cup.

[Lovefous.com](http://Lovefous.com)





# Specialty Blend Capsule

Ground coffee capsules made from 100% Arabica from Indonesian regions such as Gayo, Toraja, and Java. Specially processed and selected from the best beans, with up to 93% fully ripe cherries for exceptional quality.

**Standardization:** Medium-dark roast (Arabica-friendly without tasting burnt). Optimized for ristretto and short milk drinks to target perfect crema and body.

Retail RRP		Wholesale RRP
10 Caps	\$12.99	10 Caps
30 Caps	\$30.99	30 Caps
60 Caps	\$56.99	60 Caps



# Capsule Pricing Strategy

Comparative Overview: Premium, Signature & Specialty Blends



## Premium Blend

80% Arabica / 20% Robusta



## Signature Blend

100% Arabica



## Specialty Blend

100% Premium Arabica

### RETAIL RRP

10 Capsules	\$8.99
30 Capsules	\$24.99
60 Capsules	\$50.99

### RETAIL RRP

10 Capsules	\$8.99
30 Capsules	\$24.99
60 Capsules	\$50.99

### RETAIL RRP

10 Capsules	\$12.99
30 Capsules	\$30.99
60 Capsules	\$56.99

### WHOLESALE

10 Capsules	\$6.99
30 Capsules	\$20.99
60 Capsules	\$44.99

### WHOLESALE

10 Capsules	\$6.99
30 Capsules	\$20.99
60 Capsules	\$44.99

### WHOLESALE

10 Capsules	\$9.99
30 Capsules	\$25.99
60 Capsules	\$50.99



# Capsule Usage & Notes →

Our premium capsules are designed for versatility and consistent quality. They are highly recommended for creating rich black espresso, creamy lattes, frothy cappuccinos, and even traditional Vietnamese phin style coffee when you desire a smoother cup profile.



Espresso



Latte



Cappuccino



Phin Style

i *Note: Due to the smaller coffee dose in capsules (especially Nespresso Original formats, usually ~5-6g), it may be harder to achieve the same thickness and heavy body found in a traditional 18g portafilter shot.*



# Drip Coffee Products

[Lovefous.com](https://Lovefous.com)



## Delicate & Clear

Drip coffee is described as delicate, clear, and balanced, with a light bitterness. It creates a gentle, smooth, and cleaner feel than other brewing methods.



## Flavor Profile

Characterized by bright acidity, a sweet aftertaste, and distinct aromas of fruit or chocolate that emerge through the careful brewing process.



## Slow Extraction

Achieved thanks to slow extraction through paper filtration, allowing careful control of the process to extract the perfect balance of flavors.



80% ARABICA / 20% ROBUSTA

# Classic Blend Drip

Roasted coffee made from 100% whole beans, finely ground and packed into paper filter bags. This method extracts the coffee's flavor into the cup while keeping grounds inside, delivering a clean, pure taste with a gentle aroma and medium strength. Ideal for people on the go, offering the convenience of brewing anytime, anywhere.

## STANDARDIZATION

Medium Roast  
Target: Crema + Body

## IDEAL FOR

Ristretto / Short Milk Drinks  
Everyday Drinking

## RETAIL RRP

10 Pods: \$19.99

20 Pods: \$34.99

## WHOLESALE RRP

10 Pods: \$15.99

20 Pods: \$28.99

✉ Rustic paper box (13 x 13 x 7 cm) • Includes sugar packet

[Lovefous.com](http://Lovefous.com)



# Signature Dripping

Made from 100% Arabica green coffee beans, carefully roasted and finely ground. The coffee is packed into a paper filter bag that holds the grounds securely inside. When you pour hot water through the filter, the water slowly seeps through the coffee, extracting the aroma and flavor directly into your cup.

- ✓ **Standardization:** Medium roast (Arabica-friendly without tasting burnt).
- ✓ **Recipe:** Optimize for ristretto/short milk drinks; target crema + body.

## RETAIL PRICING (RRP)

10 pods	\$19.99
20 pods	\$34.99

## WHOLESALE PRICING (RRP)

10 pods	\$15.99
20 pods	\$28.99





# Premium Blend Drip

Made from 100% whole-bean coffee, roasted and ground fresh for a clean extraction. Each serving is packed in a paper drip filter bag that delivers a pure, smooth cup with a soft aroma and balanced strength.

- 80% Arabica / 20% Robusta Blend
- Roast: Medium (Arabica-friendly)
- Rustic paper gift box (13 x 13 x 7 cm)

Perfect for daily drinking and on-the-go brewing. Enjoy real coffee taste anytime, anywhere—home, office, travel, or hotel.

## Retail RRP

10 pods: \$19.99

20 pods: \$34.99

## Wholesale RRP

10 pods: \$15.99

20 pods: \$28.99





# — Drip Coffee Benefits



Thanks to the paper filtration, the brew tastes clean and refined, with a soft, pleasant fragrance and a balanced, medium body—not too light, not too strong.

- ✓ Ideal for everyday coffee, especially for people who travel or move around often.
- ✓ Offers the convenience of making coffee anytime, anywhere.
- ✓ Keeps the natural character and true taste of Arabica coffee.

# Instant Blend Coffee

Our premium instant coffee is 100% roasted coffee made from green coffee beans with no additives and no artificial flavorings—just pure, refined coffee.

[Lovefous.com](https://Lovefous.com)



## Pure Ingredients

Crafted exclusively from 100% roasted green coffee beans. We commit to a pure product with absolutely zero additives or artificial flavorings.



## Freeze-Dried Process

Water is removed through vacuum sublimation, preserving the delicate aroma better than spray-drying and creating porous granules.



## Refined Experience

The porous structure allows granules to dissolve quickly, delivering a clean taste, balanced body, and smooth finish ideal for travel or office use.



# Classic Blend Instant

Experience the purity of 100% roasted coffee with no additives or artificial flavorings. Our **Classic Blend** combines 70% Arabica and 30% Robusta to create a refined aroma, balanced taste, and a smooth, medium-bodied finish.

## THE FREEZE-DRIED ADVANTAGE

Unlike spray-dried coffee, our water is removed through sublimation under vacuum. This creates a porous granule structure that dissolves instantly while preserving the authentic "clean" coffee aroma and eliminating burnt flavors.

## PRICING STRATEGY

100g      **R: \$19.99** | W: \$15.99    200g      **R: \$34.99** | W: \$28.99

400g      **R: \$48.99** | W: \$40.99    1kg      **R: \$70.99** | W: \$56.99



# Tropical Blend Instant

**Pure & Balanced:** 100% roasted coffee made from green coffee beans with no additives or artificial flavorings.

A bold **50% Arabica / 50% Robusta** blend, freeze-dried via vacuum sublimation to preserve aroma. This process creates porous granules that dissolve instantly, delivering a refined aroma and a clean taste.

**Experience:** A rich, full-bodied cup with deep chocolatey notes and a long, satisfying finish.

## Pricing Strategy

Size	Retail RRP	Wholesale RRP
100g	\$19.99	\$15.99
200g	\$34.99	\$28.99
400g	\$48.99	\$40.99
1kg	\$70.99	\$56.99





# Premium Blend Instant Coffee

Crafted for those who appreciate a stronger, more expressive cup, this **70% Robusta / 30% Arabica** blend combines bold intensity with aromatic smoothness.

- 100% roasted coffee beans, no additives or artificial flavorings.
- Advanced processing retains natural aroma and low acidity.
- **Profile:** Deep chocolatey notes, full body, long finish.
- Perfect for busy mornings, offices, travel, or hotel use.

## PRICING STRATEGY

Size	Retail RRP	Wholesale
100g	\$19.99	\$15.99
200g	\$34.99	\$28.99
400g	\$48.99	\$40.99
1kg	\$70.99	\$56.99





Lovefous Coffee Australia

# Keep Connected with Us

*"Lovefous delivers more than coffee — we deliver an experience of craftsmanship, culture, and compassion. For cafés that value excellence with impact, Lovefous is your signature choice."*



## HEAD OF PARTNERSHIP

Tam Le



## WHATSAPP SUPPORT

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