



ROAST LAB
COFFEE ROASTER

COMPANY PROFILE & PITCH DECK PRESENTATION



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WELCOME TO ROAST LAB

SINGLE-ORIGIN SPECIALTY COFFEE OF
MANGGARAI

Roast Lab are more than coffee specialists; we are artisans dedicated to the craft of roasting. Our focus is a single, profound origin: the rich, volcanic soils of *Manggarai, Flores Island, Indonesia.*



Our Vision

- SUSTAINABILITY
- CONSISTENCY
- TRUSTWORTHINESS

Our Mission

- QUALITY CONSISTENCY
- ROASTING PRECISION
- FINEST BEANS

Our Main Goal

To Be Indonesia's Premier Specialty Coffee Provider, Prioritizing
Quality, Service, & Relationships
through **Visioncy Global Nusantara**



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OUR ROASTERY PHILOSOPHY



Robusta Beans

★★★★★ 4.5/5

- FINE ROBUSTA UWU



Arabica beans

★★★★★ 5/5

- UWU NATURAL PROCESS
- MBOHANG NATURAL PROCESS
- MBOHANG RED HONEY PROCESS
- MBOHANG BLACK HONEY PROCESS
- MBOHANG YELLOW HONEY PROCESS

INSPIRED BY THE BEST

Inspired by world-leading roasters like **Stumptown, Square Mile, and The Barn**, our philosophy is simple: **PRECISION, TRANSPARENCY, and INNOVATION.**

Every batch is roasted in small lots by our master roasters, honoring the bean's origin while unlocking its fullest flavor potential.





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WHY **ROAST** LAB



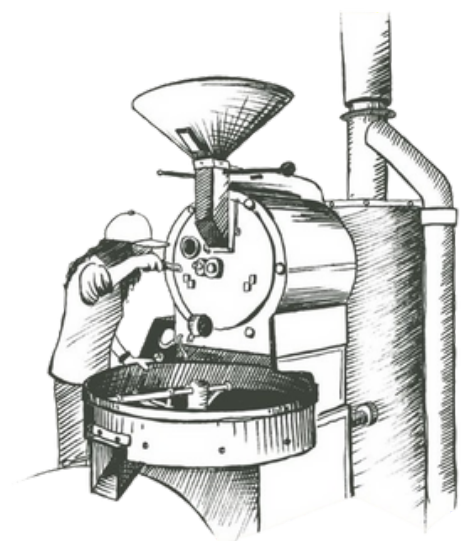
THE SOURCE ★★★★★

The Land - Volcanic Soil: Our coffee thrives in nutrient-rich volcanic soil, which naturally imparts a deep, earthy complexity to every bean. A Wild, **Organic Ecosystem**: Our farms are a part of a native forest ecosystem. The coffee grows in harmony with **wild herbs** and **native flora**, enriching the authenticity and quality of every bean.



THE CRAFT ★★★★★

In **ROAST LAB**, every batch is handled by a **Master Roaster** who employs data-driven precision and sensory expertise. This dual commitment ensures that the unique flavor profile of **Manggarai coffee** is unlocked and delivered with the exact same **excellence**, cup after cup.





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WHY **ROAST** LAB



THE SUSTAINABILITY ★★★★★

Direct Source - Unlike traditional sourcing models, we don't just buy from the region—we **own** and **maintain** our own estates in **Manggarai, Flores**. This direct source allows us to implement rigorous **sustainable farming practices at the root level**, from soil regeneration to water conservation. Because we manage the land ourselves, we can guarantee that every bean is grown in harmony with the **local ecosystem**, ensuring a **consistent, high-quality** harvest that respects both the earth and the future of Indonesian coffee farmers.



HELP YOU GROW ★★★★★

Choosing us means more than just buying beans; it's an investment in a **transparent, farm-to-cup supply chain** that helps your business thrive.

- **Direct Ownership:** Because we own and maintain our estates in Manggarai, Flores, we guarantee 100% traceability and consistent, high-tier quality that middlemen simply cannot match.
- **Radical Transparency:** We eliminate unnecessary layers, ensuring your investment goes directly into the coffee and the land. You get a cleaner price and an honest story to share with your customers.
- **Built-In Integrity:** Our "nature-first" farming practices in Indonesia ensure your brand is backed by true environmental stewardship and ethical labor.
- **Scalable Growth:** By streamlining the supply chain, we offer you the price stability and reliability you need to scale your coffee program with total confidence.



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ROAST LAB AS YOUR SOLUTION

Through **unwavering transparency**, we stand behind every bean, from its origin in **Manggarai** to its **careful preparation** in our lab. We **guarantee** that when you choose **ROAST LAB**, you are receiving an **honest, premium product** with **quality** you can rely on and a story you can believe in, every single time.





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OUR **RETAIL** PRODUCTS

K.expresso

ROASTED BEANS

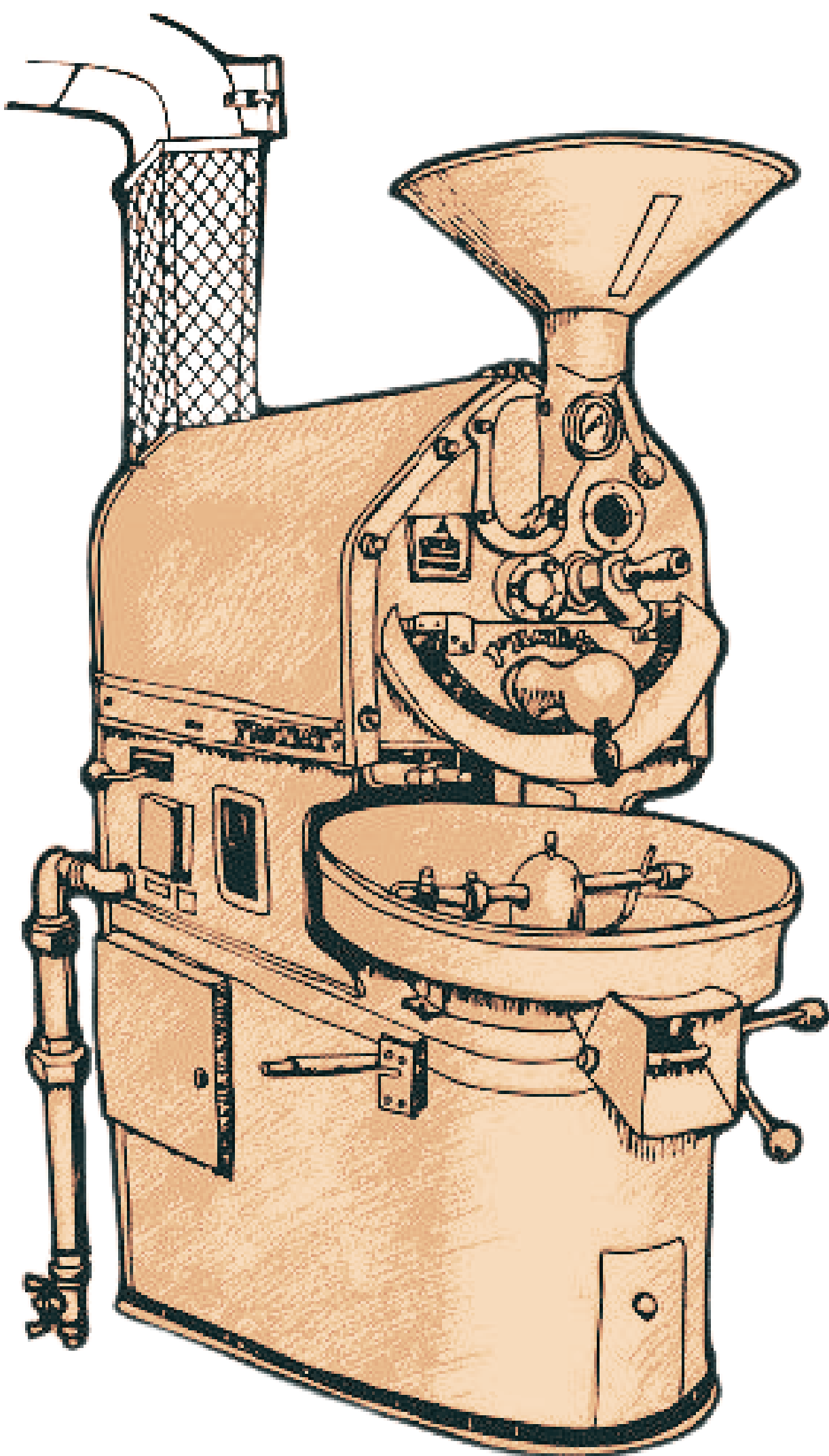
Roasted Beans (250g / 500g): Experience the vibrant profiles of Manggarai. Our conveniently packaged bags are perfect for home brewing or for professional baristas.



CAPSULE

Nespresso-Compatible Single-Origin Capsules: For connoisseurs who demand convenience without compromise. Our capsules bring Manggarai's intricate flavors right to your Nespresso machine, representing a breakthrough in preserving specialty coffee quality.





**“Even the best barista is nothing
without good coffee beans”**



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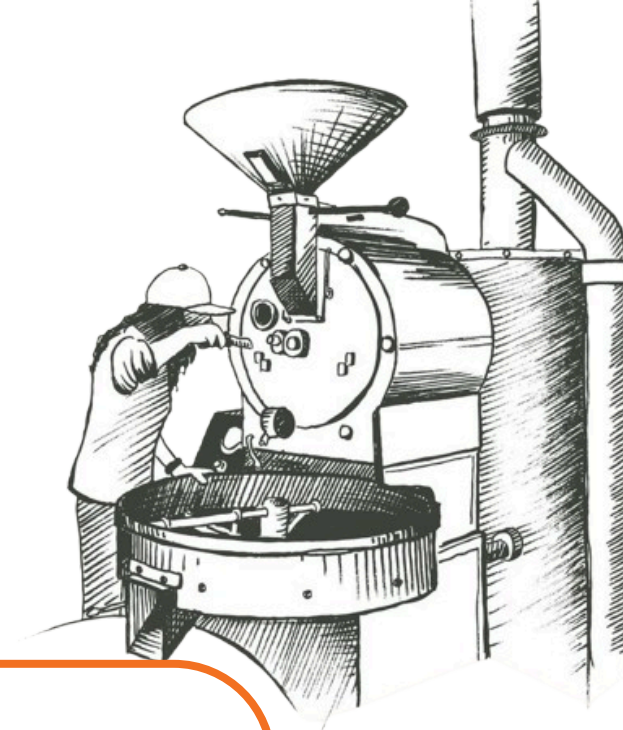




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OUR PARTNERSHIP PROGRAM



THE ART OF ROASTING

We provide **exclusive, single-origin** Arabica and Robusta beans from the rich soil of Manggarai, Indonesia. Our master roasters meticulously craft the perfect roast profile for your specific needs, whether for espresso, V60, or cappuccino. This commitment to precision guarantees a **consistent** and **superior** cup every time.

YOUR COMPETITIVE ADVANTAGE

In a crowded market, values and quality are your greatest strengths. We don't just offer coffee; we offer a **unique selling point**. Serving an exclusive single-origin coffee from a specific, renowned region gives your business a powerful competitive edge. You'll be selling a **premium experience** that sets you apart from the competition. We look forward to helping you deliver **excellence**. Let's discuss how we can partner to elevate your business.

UMKM (Low to Medium Scale)

- Under 15Kg order quantity
- Full Fine Robusta / House Blend / Full Arabica (Optional)
- Suitable for you who just started Coffee Shop business

Corporate (Medium to Large Scale)

- 15Kg \pm order quantity
- Full Fine Robusta / House Blend / Full Arabica (Optional)
- Suitable for you who run a large Coffee Shop company or want to expanding your beans supply

TELL US WHAT YOU NEED





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LET'S GET CONNECTED

Contact Information

+62 851-1762-5946



Email

roastlab.kdf@gmail.com

Website

www.theroastlab.com

Address

Ruko, Jl. Aristoteles Sel. No.9, Medang,
Pagedangan, Tangerang Regency,
Banten 15334



THANK YOU

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