

# ONE OF THE WORLD'S LARGEST PRIVATE LABEL COFFEE MANUFACTURERS

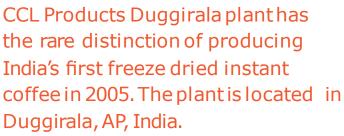


# BREWING SUCCESS IN INDIA AND ACROSS THE WORLD

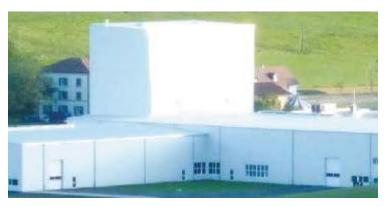
We have been periodically increasing our manufacturing capacity and innovative products backed by our R&D team are been launched by the company.



With an emerging demand for our freeze dried coffee, one more freeze dried unit has been established at Kuvvakoli, AP, India. This unit has the ability to double its capacity in the near future.







Ngon coffee is a state-of-the-art coffee manufacturing plant located in Dak Lak province, which is the coffee capital of Vietnam.

Continental Coffee S.Alocated in Switzerland specializes in agglomeration of coffee and packaging of instant coffee.





# 90 COUNTRIES





### SPRAY DRIED COFFEE POWDER

Our pure soluble coffee is processed from the carefully selected Robusta and Arabica coffee beans and then blended in varying proportions to create distinct tastes that cater to a multitude of customers from around the world.

We offer the following types of spray dried coffee powder:

- 100% Pure
- Coffee Chicory Blend
- Cold Brew
- Microground
- Flavoured
- Functional
- Decaffeinated
- Certified (Fairtrade, Organic, Rainforest, UTZ)





### FREEZE DRIED COFFEE

Our freeze drying process, where coffee is processed at -60°C, preserves all the essential compounds of the coffee extract, retaining all the quality parameters, including product color, bulk density and solubility.

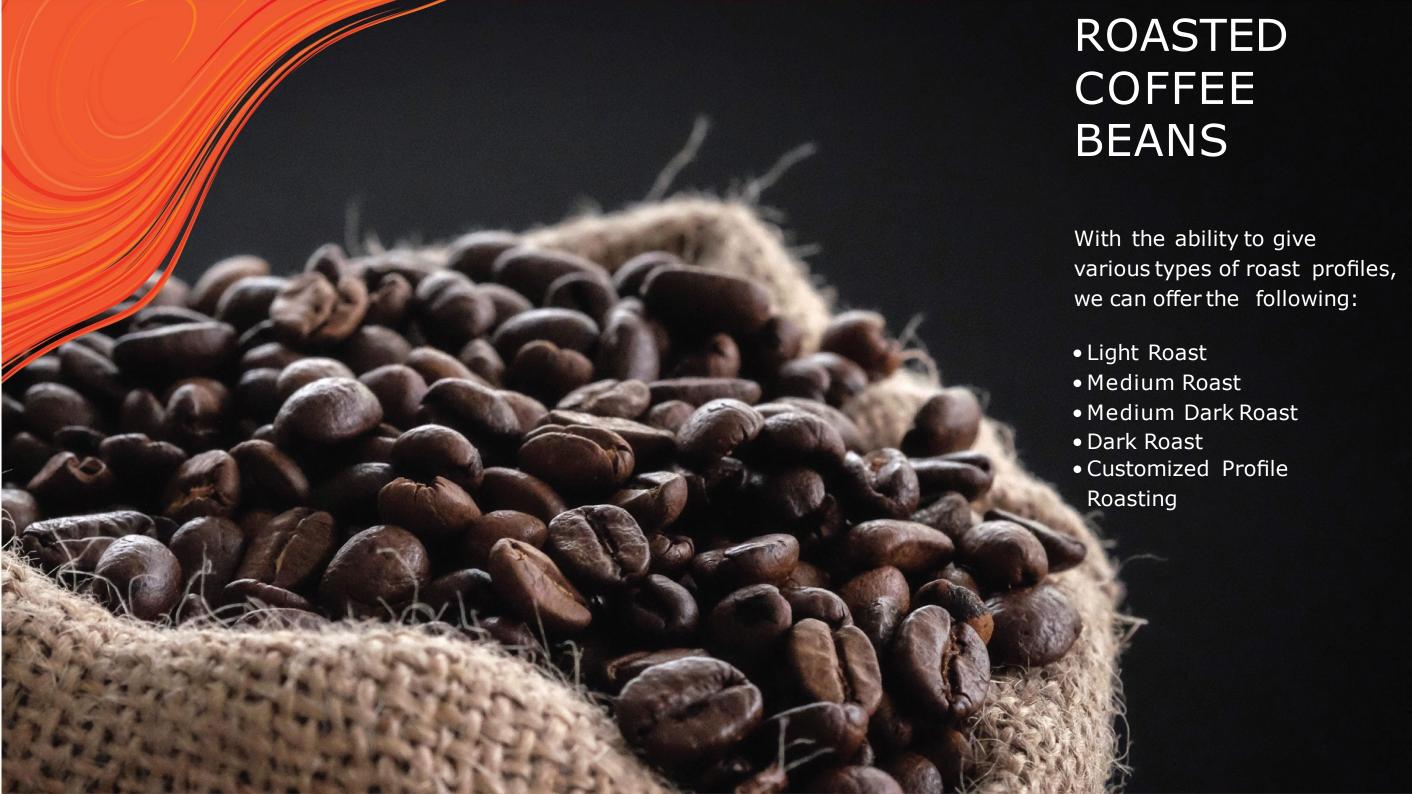
- Cold Brew
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Freeze Concentration technology ensures optimal product quality. As a result of operation at sub-zero temperatures, it also eliminates vapour/liquid interfaces. There is no loss of aroma or other volatile components, no thermal degradation, no oxidation, and on top of that, the sensory properties of the original feed is also fully retained.

- Cold Brew
- 100% Pure
- Microground
- Flavoured
- Functional
- Decaffeinated
- Certified (Fairtrade, Organic, Rainforest, UTZ)





We have the capacity to offer the following types of Roast & Ground Coffee:

- Multiple Roast Profiles
- Multiple Origins
- Coffee-Chicory Blend

### PREMIX COFEE & TEA

Catering to the current predominant lifestyle and tastes, we have introduced a premium mix that includes instant coffee, creamer and sugar. This just needs to be mixed with hot or cold water for the perfect cup of coffee.

- 3 in 1Premix, 2 in 1Premix
- Flavored premixcappuccino, vanilla, hazelnut caramel and mocha to name a few
- Functional Premix



#### RETAILPACKAGING

### **BULK PACKAGING**



#### **JARS**

CCL Products can offer coffee jars ranging from 25g to 200g. The labels can be customised and printed as per customer requirement.



### **DRUMS**

CCL Products can supply freeze concentrated liquid coffee in drums loaded in refrigerated containers, depending on customer requirement.



### **CANS**

CCL Products can offer coffee in can sizes ranging from 50g to 1kg. The labels on the cans can be custom printed as per customer requirement.



### **BULK BOX**

CCL Products can supply freeze dried and spray dried coffee in bulk, in corrugated boxes, which can optionally be palletized as per customer requirement.



### **BIG BAGS**

#### **BIG BAGS**

We can offer coffee in big bags which are suitable for transport in bigger volumes



### POUCHES/ **SACHETS**

CCL Products can offer coffee in sachets/pouches of various sizes, ranging from 0.7g to 1kg. They can be printed as per customer requirement.



#### **Advantages:**

Apt for Big volumes • Requires less manpower to handle the big bags •Can be easily transported using forklifts •Economical & easily loadable •SIZES: 230 – 600 kg (This can be customized based on the requirement)

### CERTIFICATIONS

Best coffee exporter for more than a decade by Coffee Board (Govt of India)























- BRC Version 7 Certified
- IFS Certified
- Kosher Certified
- Halal Certified
- Fairtrade Certified

- Organic Certified
- Rainforest Certified
- SA 8000 Certified
- ICS Compliant
- UTZ Certified



# SPREADING THE GOODNESS SUSTAINABLE LIVING









- Providing the required infrastructure and facilities in schools in the surrounding villages of Duggirala, where the factory is located.
- Donations to several recognized organizations for feeding underprivileged children and senior citizens.
- Sponsoring sports events in rural schools.
- Electrification initiatives in the surrounding villages of Duggirala.
- Improvement of sanitation and other facilities in orphanages and old age homes.
- Provision of support for the educational needs of underprivileged students.
- Provision of clean drinking water by constructing RO plants in the villages near the factory.
- Provision of support to the victims of the Hudhud cyclone in the state of Andhra Pradesh.

### Continental Brands In Indian Market

After being successful in the B2B coffee space, CCL decided to launch its own brands of coffee in the B2C coffee space. Starting with its Indian operation almost 3 years ago it has quickly achieved a strong footing in the market. Led by aggressive marketing strategy Continental coffee has been able to gain significant market share in a difficult category.

Continental's vision is not only to gain market share in the coffee market but also to aggressively grow the market. Its with this vision that it has launched single serve premixes in 4 variants. The product is fast gaining acceptance and is likely to provide a new impetus to coffee consumption.

Apart from foraying into consumer segment, Continental Coffee has also set up an institutional division and vending division. Today Continental Coffee is being served in airlines like Indigo, Air Asia, and is being served at large hotel chains like Club Mahindra, Ibis, Radisson, Sarovar, Sterling Resorts, to name few. Continental's Coffee vending machines are finding its way into many corporates and cafes. Going forward Continental's plan is to take forward the vending division quite aggressively.

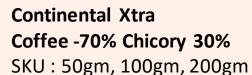
The four major brands that are in play:

- Instant coffee (Spray dried)
   Continental Xtra, Continental Speciale
- Premix coffee (3 in 1)
   Continental THIS
- Instant Coffee (Freeze Dried coffee)
   Continental Black Edition/Premium
- Roast & Ground
   Continental Malgudi



## Branded - Instant Range of Coffee











Continental Speciale Coffee -100%

SKU: 50gm, 100gm, 200gm

### Branded - Instant Freeze Dried Coffee



Continental Freeze Dried Coffee -100%

SKU: 50gm, 100gm, 200gm



### Branded – New Launches is Flavoured Coffee



**DECAF COFFEE** 



**Continental Hazelnut** 

SKU: 50gm Jar

**Continental Coconut** 

SKU: 50gm Jar

**Continental Lemon** 

SKU: 50gm Jar

**Continental Spice** 

SKU: 50gm Jar

Continental Decaf SKU: 50gm Jar

# Branded – Roast & Ground Range of Coffee

### Coffee & Chicory Mixture



Continental Malgudi
Coffee -60% Chicory 40%
SKU: 50gm, 100gm, 200gm





Continental Malgudi
Coffee -80% Chicory 20%
SKU: 50gm, 100gm, 200gm



### Branded – New Launches is Premix



THIS Creamy Coffee 3 in 1 Premix

SKU: 18gm Sachet (Pack of 10 sticks)



THIS Creamy Coffee 2 in 1 Premix

SKU: 16gm Sachet (Pack of 10 sticks)

### Branded –Premix in Flavours







THIS CAPPUCCINO
3 in 1 premix

SKU: 22gm Sachet Pack of 6

THIS HAZELNUT
3 in 1 premix

SKU: 22gm Sachet Pack of 6

THIS CARAMEL
3 in 1 premix
SKILL: 22gm Sach

SKU: 22gm Sachet Pack of 6

THIS MOCHA
3 in 1 premix

SKU: 22gm Sachet

Pack of 6

# Branded – Turmeric Latte



Continental 3 in 1 premix

SKU: 22gm Sachet

Pack of 6

# Branded – Europe Launch Products



Continental Xtra
Coffee -70% Chicory
30%

SKU: 100gm/200gm Jar



Continental Speciale SKU: 100gm/200gm Jar



Continental Premium
Freeze Dried
SKLL: 100gm/200gm

SKU: 100gm/200gm Jar



Continental Premium Freeze Dried Decaf SKU: 100gm/200gm

Jar



Continental Premium Freeze Dried Cold Brew

SKU: 100gm/200gm

Jar



Continental Malgudi Roast & Ground

SKU: 100gm/200gm

Pouch

# New Product -Roast and Ground Coffee in a Pour Over format





- Single use roast and ground coffee bag
- Bag has pull-out handles that can be mounted on a coffee cup
- Each bag has about 10 g to make 100 ml of coffee
- Rip open the bag, mount it onto the cup, pour hot water and let it rest for 5 minutes
- Add hot water/ milk and sugar as per the taste to the decoction
- Will be sold in a multipack of 5 bags

### Type of Packing-Sachets, Pouches & Cans



0.8gm to 2.3 gm Sachet



50/100/200/250/500/70 0/750gm RLT Cans



**2gms Stick Packs** 



50gm /100gm Easy Peal off Cans



25-50gms Pillow pouch



50/100/200/500gm Easy Open Cans

### **Type of Packing-Jars**



100gm Round Jar



200gm Round Jar



100gm UK Square Jar



100gm UK Square Jar



100gm Square Jar



200gm Square Jar

