



COMPANY PROFILE

## PARADAYA COFFEE

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2026

**LASICO AGRO SENTOSA, PT**

Sentra Kopi Banyorang Jl Kemakmuran  
Kel. Banyorang Kec. Tompobulu, Kab. Bantaeng  
SOUTH SULAWESI INDONESIA - 92461

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

*"When we combine the best quality with the best services, we offer buyers the best products for their needs."*

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# A LETTER FOR BUYER

Dear Prospective Buyers

Thank you for the opportunity and privilege to introduce the services offered. We are proud to be one of the local coffee processors located in Tompobulu Subdistrict, Bantaeng Regency, South Sulawesi, Indonesia (Index Geographic: Minister of Agriculture).

We provide the best quality products and are eager to give our buyers the best product and service as much as possible locally and internationally with honest dealing.

By giving the best products in consistent quality and quantity is part of our integrity. Therefore, we can meet our customer's expectations for sustainable supply.

You might be aware that Indonesia itself is one of the biggest coffee producers in the world. We are open to your requests for further negotiations.

Thank you, Sir/Madam.

Mr. Hendri Murdani  
Chief Executive Officer/Founder



# ABOUT US

At Paradaya Coffee, we are more than just coffee processors; we are artisans dedicated to perfecting the craft of coffee. With a passion for quality and an unwavering commitment to excellence, we stand at the forefront of the coffee industry.

Established in 2019, Paradaya Coffee has been a driving force in the coffee processing sector, continually innovating and setting new standards for quality and sustainability. From sourcing the finest coffee beans from around Mount Lompobattang South Sulawesi to employing cutting-edge processing techniques, we ensure that every cup of coffee bearing our name is an embodiment of unparalleled unique taste and freshness.

Our state-of-the-art facilities and meticulous attention to detail enable us to maintain the integrity of each coffee bean throughout every stage of the processing journey.

With a deep-rooted commitment to sustainability, we work hand in hand with coffee growers and communities to promote ethical practices, protect the environment, and empower local economies to strive for a positive impact.

Join us on a journey of discovery of the rich flavors, aromas, and traditions of coffee from around Mount Lompobattang South Sulawesi. Experience the difference with Paradaya Coffee – where excellence meets passion, and every cup tells a story. where coffee is not just a beverage, but a way of life.



# OUR VALUES

We are committed to Quality of working and bring contributions to Local Economic.  
"The buyers and producers are our partners, quality and collaboration is our work"

We embrace our Responsibility (as individuals and a company) to act now for society.  
"As individuals, we demand total responsibility from ourselves; as Associates, we support the responsibilities of others"

We base decisions on Mutuality of benefit to our stakeholders and partners  
"A mutual benefit is a shared benefit; a shared benefit will endure relationship"

We bring the power of Efficiency to use our resources and networks to maximize the process.

"We use resources to the full and do only what we can do best"

## QUALITY ASSURANCE

Quality Assurance Standard SNI and Indonesian National Standardization Agency (BSNI) for Domestic and International Specialty Coffee Association (SCAA)

Health Standards from BPOM and Halal Certification

Quality assurance for coffee is demonstrated by:

- Certificate of Quality
- Certificate of Origin
- Certificate of Cup Tester

Assurance of the best service is demonstrated by:

1. Accurate Quantity
2. Accurate Quality
3. Accurate Taste
4. Excellent Service



# COFFEE GEOGRAPHICAL INDEX

Geographical Indication (GI) Bantaeng Arabica Coffee officially obtained rights on August 16th, 2022, with the ID number G 000000093. The GI certificate was directly handed over by the Minister of Law and Human Rights, Mr. Yasonna H Laoly.

Encompassing Tompobulu District in Bantaeng Regency, South Sulawesi, Indonesia.

## Mount Lompobattang

Mount Lompobattang is located in Bantaeng Regency, South Sulawesi, Indonesia. Its coordinate location is 119°56'13"E - 05°21'25"S. Lompobattang means "Pot Belly". Mount Lompobattang is a mountain in Indonesia with an elevation of 2,874 m. It is ranked 116th in the world by topographic prominence. The area of this mountain is 82.77 km<sup>2</sup>. The average rainfall on Mount Lompobattang is 78.7mm with a minimum temperature around 14° Celsius to a maximum of 16° Celsius. Mount Lompobattang is an inactive stratovolcano or cone-type volcano. The cone of Mount Lompobattang is composed of Pleistocene volcanic rocks.



# OUR PRODUCTS

## Arabica Specialty

Mosto Washed Aerobic  
Profile notes: Jasmine, Vanilla, Papaya



Mosto Natural Anaerobic  
Profile notes: Jasmine



Honey Lactic Anaerobic  
Profile notes: Strawberry



## Robusta Fine

- Washed Aerobic  
Profile notes: Washed Classic
- Natural Anaerobic  
Profile notes: Natural Classic

## Commercial Coffee

- Arabica Commercial Grade 1
- Robusta Commercial Grade 1

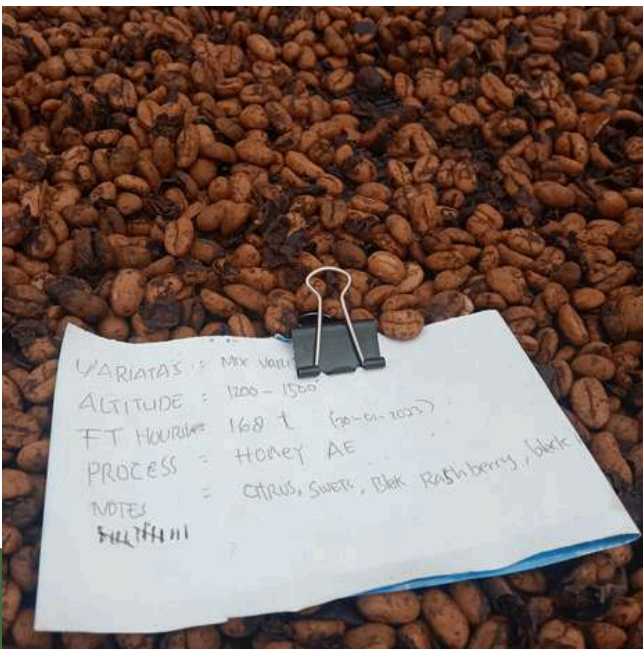
## Coffee Varieties

- Arabica Bourbon
- Arabica Typica
- Arabica Heirloom
- Arabica Timtim/Catimor
- Arabica Ateng
- Robusta



# PROCESSING





# FARM



# PACKAGING



1 bag 30kg and 1 bag 60kg  
Ziplock Bag (for Sample User 300gr only)

# CONTACT US

## MR. HENDRI MURDANI

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## Website

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

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