

COMPANY PROFILE

PT. NAWASENA BHUMI BARAKA

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**“DELIVERING THE ESSENCE
OF INDONESIAN COFFEE.”**



www.hanara.site



hanarahq.official@gmail.com



[hanaraa.id](https://www.instagram.com/hanaraa.id)



[+62 813-3040-0129](https://wa.me/6281330400129)

LEGALITY

PT. NAWASENA BHUMI BARAKA

PT. Nawasena Bhumi Baraka is a company engaged in the export and import of coffee, with a strong focus on delivering high-quality Indonesian coffee to the international market. We are committed to becoming a trusted bridge between Indonesia's rich natural resources and the evolving demands of the global market.

Supported by a network of experienced farmers and suppliers, we ensure that every product we distribute undergoes careful selection and processing in accordance with high-quality standards. We understand that quality is the foundation of the coffee industry, which is why we consistently maintain the authenticity, flavor, and aroma of every bean we deliver.

As a company oriented toward long-term growth, **PT. Nawasena Bhumi Baraka** upholds the principles of professionalism, transparency, and sustainability in all aspects of our operations. We are not only focused on trade, but also on building mutually beneficial relationships with both local and international partners.

Driven by a spirit of continuous growth, we strive to expand our market reach, enhance our service quality, and contribute positively to the global recognition of Indonesian coffee.



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COMPANY



HANARA is a brand we have built as a reflection of our commitment to bringing Indonesian products to the global market in a professional yet approachable and trustworthy manner. Backed by an experienced team and a continuously expanding international network, we are able to understand market demands while consistently maintaining product quality.

Through **HANARA**, we aim to establish long-term, mutually beneficial relationships while showcasing the finest potential of Indonesia to the world in a more meaningful way.

The **HANARA** logo represents the spirit of growth, professionalism, and global connectivity. Every element within the logo is thoughtfully designed to reflect the company's identity as a dynamic and reliable export-driven business.

The shapes and lines within the logo symbolize continuous movement and progress, aligning with the company's vision to grow and evolve in the international market. These elements also illustrate the strong connection between Indonesia and the global landscape, positioning **HANARA** as a bridge that links local potential with global demand.



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VISI & MISI

VISION

We aspire to become a leading exporter in the industry, recognized for our product excellence and reliable service. Our goal is to enhance global trust in Indonesian products while fostering strong and sustainable international business relationships.

MISSION

To achieve this vision, we are committed to delivering high-quality products that meet international standards. We continuously expand our market reach and progressively increase our export capacity.

Supported by a professional and dedicated team, we develop effective marketing strategies to strengthen the global presence of Indonesian products. In addition, we actively build strong collaborations with various stakeholders—from government institutions to business partners—to drive sustainable growth.



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KEY ADVANTAGES

At **HANARA**, we deliver the finest Indonesian coffee directly from its origin by working closely with farmers—without intermediaries. The result? Consistent quality, full transparency, and greater value for you.

Every batch is carefully selected through a rigorous internal grading and cupping process conducted by our professional team, ensuring that only the best coffee reaches your hands.

We understand that every partner has unique needs. That's why **HANARA** offers flexible volumes, from exclusive micro-lots to large-scale shipments. Supported by an experienced, bilingual team fluent in both Indonesian and English, we ensure seamless and responsive communication at every stage.

With a comprehensive traceability system, a wide range of certification options, and full end-to-end support covering export, logistics, and documentation, **HANARA** ensures a smooth and reliable experience from start to finish.



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ACTIVITIES

HANARA is a company engaged in the trading of coffee and agricultural products, serving both international and domestic markets. Our business activities include export and import, inter-island trade, as well as local distribution and sales.

In addition, **HANARA** provides agency services and agricultural product sourcing tailored to meet the specific needs of our partners. All operations are supported by a professional, well-structured, and efficient system to ensure smooth and reliable execution.

Backed by an extensive network and solid industry experience, **HANARA** is committed to delivering dependable, transparent, and sustainable services to support the trading needs of our business partners.



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OUR SERVICE

Large-Scale Coffee Export (FCL & LCL)

We facilitate coffee shipments across various scales, from Full Container Load (FCL) to Less than Container Load (LCL). Flexible and efficient, we are ready to support your global supply needs with reliability and precision.

Custom Roasting & Private Label

Bring your brand to life with our custom roasting services, tailored to your desired flavor profile. Complete with exclusive packaging under your own brand, we help you create a distinctive identity in the market.

Sample Provision for Buyers

We provide selected coffee samples to support your quality evaluation before committing to bulk orders—giving you confidence in every purchasing decision.

Complete Export Documentation & Certification

All export processes are supported by comprehensive documentation (Invoice, Packing List, COO, etc.) along with certification options such as Organic, Halal, and Fair Trade—ensuring smooth and compliant international transactions.

OEM & White Label Services

Develop coffee products tailored to your business through our OEM (Original Equipment Manufacturer) services, or opt for White Label solutions to gain greater flexibility in branding and marketing.

Comprehensive Quality Control & Traceability

Every product undergoes strict quality control processes, including professional cupping and grading. Supported by a full traceability system from origin to delivery, we ensure consistency, transparency, and trust in every shipment.



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OUR PRODUCT

Our Coffee Selection

We present a curated selection of premium Indonesian coffee sourced from the finest regions across the archipelago. Each bean is carefully selected to ensure a distinctive, consistent, and well-balanced flavor profile—meeting the demands of both local and international markets.

Gayo Arabica – Aceh

Species: Arabica (*Coffea arabica*)

Altitude: 1,200 – 1,600 masl

Processing Method: Semi-washed / Wet Hulled (Giling Basah)

Moisture Content: 11 – 12.5%

Defect Count (Grade): Grade 1 (max. 11 defects/300g) or Grade 2

Screen Size: 15 – 18

Bean Density: High

Fermentation Time: 12 – 36 hours

Cupping Score: 82 – 85 (Specialty lots >85)

Notes: Emphasis on clean cup, balanced acidity, and consistency

Mandheling Arabica – North Sumatra

Species: Arabica (*Coffea arabica*)

Altitude: 900 – 1,500 masl

Processing Method: Wet Hulled (Giling Basah)

Moisture Content: 12 – 13%

Defect Count (Grade): Grade 1 / Grade 2

Screen Size: 16 – 19

Bean Density: Medium to High

Post-Drying: Often applied for stabilization

Cupping Score: 80 – 84

Notes: Typically lower acidity with heavy body and earthy profile

Toraja Arabica – Sulawesi

Species: Arabica (*Coffea arabica*)

Altitude: 1,200 – 1,800 masl

Processing Method: Semi-washed / Wet Hulled

Moisture Content: 11 – 12.5%

Defect Count (Grade): Grade 1 (premium)

Screen Size: 16 – 18

Bean Density: High



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OUR PRODUCT

Lampung Robusta – South Sumatra

Species: Robusta (*Coffea canephora*)

Altitude: 400 – 800 masl

Processing Method: Natural (Dry Process)

Moisture Content: 12 – 13%

Defect Count (Grade): Grade 1 – 4 (export typically Grade 2 or 3)

Screen Size: 14 – 16

Bean Density: Medium

Cupping Score: 75 – 80 (Fine Robusta can exceed 80)

Notes: Focus on strong body, bold intensity, and minimal off-flavors

Specialty Coffee (Custom Lots)

Species: Primarily Arabica

Processing Method: Fully Washed / Honey / Natural / Experimental

Moisture Content: 10.5 – 12%

Water Activity (Aw): < 0.70

Defect Count (Grade): Specialty Grade (max. 5 defects/350g, SCA standard)

Screen Size: Typically 16+

Cupping Score: ≥ 84 (SCA standard)

Traceability: Single origin / single farm / micro lot

Processing Details: Fully documented (fermentation, drying, etc.)

Notes: Must be free from primary defects and pass SCA cupping protocol

By Request (Custom Specifications Available)

We can customize coffee specifications based on buyer requirements, including:

Specific processing methods (Fully Washed, Honey, Natural, Wine, Anaerobic, etc.)

Customized moisture content and water activity levels

Tailored screen size grading and bean selection

Higher cupping score targets (specialty & premium grades)

Roast profiles (light, medium, dark) for roasted beans

Grinding size for ground coffee (espresso, filter, French press, etc.)

Private labeling & packaging design

Compliance with international standards (SCA, EU, USDA, JAS, etc.)

Traceability documentation (farm, cooperative, or region-specific)



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CERTIFICATE

Quality Assurance & Certifications

To succeed in the global market, we understand that quality alone is not enough—trust is essential. That is why every coffee product we deliver complies with strict national and international certification standards. We are fully committed to ensuring food safety, environmental sustainability, and fair trade practices throughout our entire supply chain.

Our Certifications

We ensure that every process, from origin to delivery, meets the highest standards:

Organic – Naturally cultivated without synthetic chemicals

Fair Trade – Supporting ethical and equitable trade practices for farmers

Halal (MUI Certified) – Processed in accordance with Indonesian halal standards

ISO 22000 – International food safety management system

Rainforest Alliance (by request) – Commitment to environmental sustainability and social responsibility

Global Export Compliance

We are fully prepared to be your trusted export partner by ensuring all products comply with destination country regulations, including:

FDA (United States), **EU Organic** (Europe), **JAS** (Japan), and other international standards.

All processes are supported by complete documentation and transparent audit systems. We also implement a comprehensive traceability system, allowing every product to be tracked from its origin at the farm all the way to your hands.



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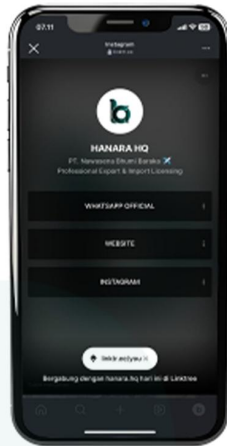
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TAKE ORDER



1

**CHOOSE MARKETING
PLATFORM**



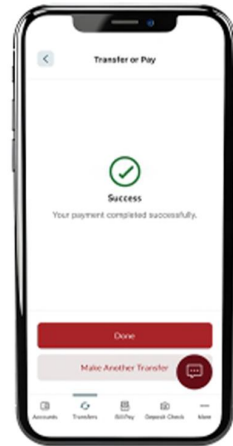
2

**REDIRECT TO CHAT
WHATSAP OFFICIAL**



3

**START FREE
CONSULTATION**



4

**DEALING METHODE
AND PAYMENT**

1. Discover Us on Social Media

Start by visiting our Instagram at @hanaraa.id.

There, we share insights about our coffee products, processing methods, as well as our activities and services—giving you a closer look at what we offer.

2. Get in Touch (Easily)

In our Instagram bio, you'll find a direct link to our official WhatsApp. With just one click, you can instantly connect with our team.

3. Free Consultation

Once connected, feel free to ask questions or discuss your needs with our team—completely free of charge.

We're here to assist you with:

Selecting the most suitable coffee for your needs

Explaining product details and quality

Providing pricing information

Discussing business or partnership opportunities

4. Order & Secure Payment Process

You will receive clear order details along with payment instructions.

Once payment is confirmed, your order will be promptly processed according to our agreement.



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MARKET REACH

HANARA brings Indonesian coffee to the global stage with uncompromising quality standards and a commitment to excellence. Every bean we deliver is more than a commodity—it is a reflection of Indonesia's rich natural heritage and authentic coffee craftsmanship.

The trust of our international partners forms the foundation of our journey. Today, **HANARA** has expanded into key global markets, including the United States, Japan, South Korea, Germany, Australia, and the Middle East—such as Saudi Arabia and the United Arab Emirates—regions known for their strong demand for premium-quality coffee.

We uphold consistency, traceability, and global standards in every step of our process, ensuring that every product you receive carries distinctive flavor, reliable quality, and lasting value.

More than just distribution, **HANARA** is dedicated to building long-term partnerships with those who value quality, integrity, and sustainability. We believe that the strongest collaborations are built on trust and a shared vision.

As part of our continued growth, **HANARA** welcomes exclusive collaborations with international buyers who seek premium quality and aim to bring the finest Indonesian coffee to their markets.



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THANK YOU

We sincerely thank you for your time and consideration in getting to know **HANARA**. For us, every connection marks the beginning of a meaningful and valuable relationship.

We hope **HANARA** can become your trusted partner in fulfilling your premium coffee needs—not only today, but throughout a long-term journey ahead. With a strong commitment to quality, consistency, and integrity, we are ready to grow alongside you in bringing the finest Indonesian coffee to the global market.

We believe that partnerships built on trust create lasting value.

We look forward to the opportunity to collaborate and set new standards in the world of premium coffee—together with you.



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We Globally

EXPORT

Our products
with world-class
solutions in
export / import commodity



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