

ASEAN Coffee

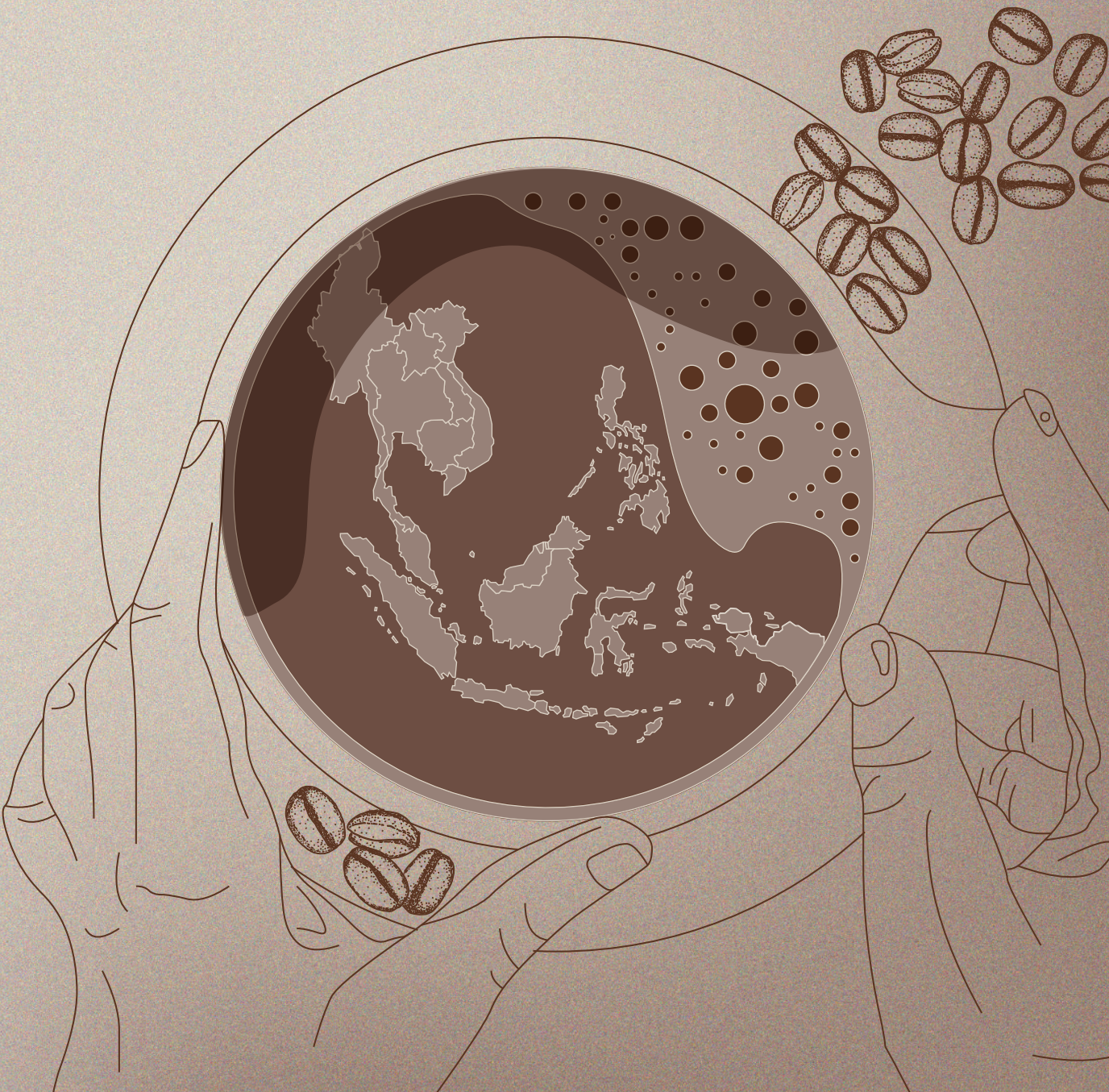
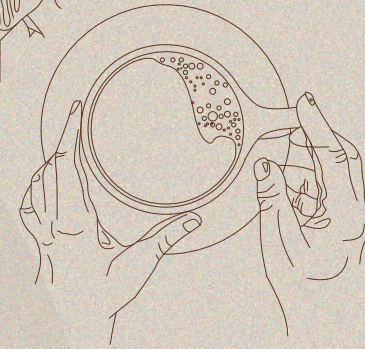
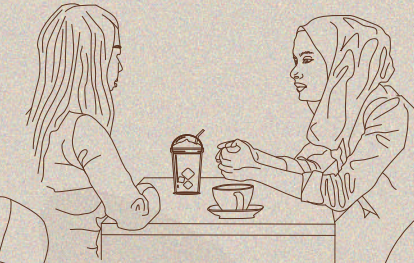
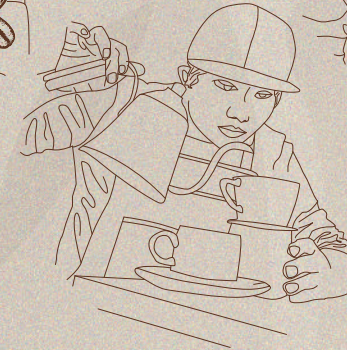


Table of Contents



Welcome to ASEAN Coffee

p. 4-5

ASEAN Coffee Map

p. 6-7

ASEAN Coffee in Japan

p. 8-9

Brunei

p. 10-11

Cambodia

p. 12-13

Indonesia

p. 14-15

Lao PDR

p. 16-17

Malaysia

p. 18-19

Myanmar

p. 20-21

Philippines

p. 22-23

Singapore

p. 24-25

Thailand

p. 26-27

Viet Nam

p. 28-29

References

p. 30-31

About ASEAN

p. 32-33

Welcome to ASEAN Coffee

Thank you for picking up this Coffee Map of Association of Southeast Asian Nations (ASEAN). Did you know that about 32%* of coffee imported to Japan is from ASEAN countries? This booklet will introduce you to the ASEAN coffee and coffee producers. Turn the page to start your ASEAN coffee journey!

*UNComtrade (2021)

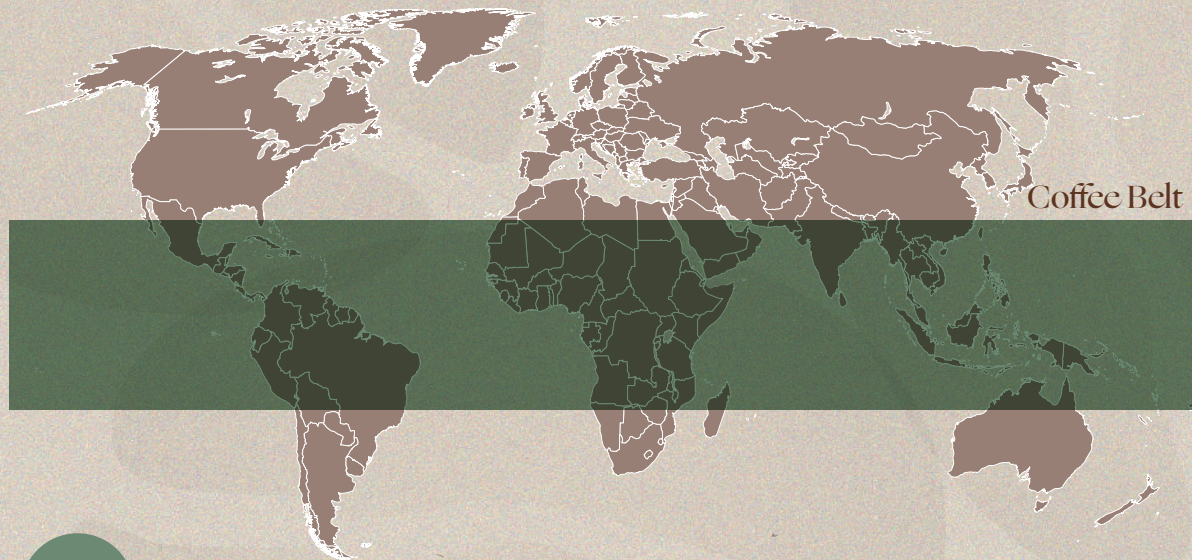


Coffee marketplace

The global coffee market is growing each year. Currently, the coffee revenue is \$474 billion.¹ With social distancing due to the COVID-19 pandemic, more people in Japan resort to buy take-away coffee from cafes, which unexpectedly contributed to fostering "cafe culture" especially among young people. And in recent years the spotlight has been on coffee products and distribution that considers the Sustainable Development Goals (SDGs). Today the specialty coffee market is worth \$35 million, but with growing interest in the SDGs, it is expected to grow to \$83 million by 2025.²

Where is the coffee belt?

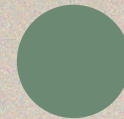
Coffee is grown in places that meet the following five conditions: rainfall, temperature, sunlight, soil, and elevation. Coffee is grown in places that meet these conditions. The "Coffee Belt" is a tropical and subtropical region between 25 degrees north of the equator and 25 degrees south, which meets the above conditions. ASEAN and other Southeast Asian nations are situated in the Coffee Belt, and many of them produce coffee.³



Coffee classification

Coffee can be divided into three classifications:

- Specialty coffee
- Premium coffee
- Commodity coffee



Types of Coffee beans

Coffee beans can be divided broadly into three types. The first is robusta. Robusta is easy to grow, produces a high yield, and has a strong bitter taste. The second is arabica. Arabica has a rich aroma and higher acidity. It is grown in fewer places and tends to be susceptible to disease and pests. The last is liberica, known for its strong bitterness. Tough against rain and pests, liberica is consumed in Europe but has the lowest distribution worldwide.⁴



Robusta



Arabica



Liberica

As you can see from the diagram "Coffee classification", specialty coffee is the highest quality coffee. Most specialty coffee is arabica, but it also includes high-quality fine robusta.

What makes specialty coffee special? There are three things that make it special:



Flavor assessment

The flavor of specialty coffee is objectively evaluated. First the green coffee beans are graded, and then a taste evaluation called "cupping" is conducted.



Traceability

Traceability refers to the ability to trace the coffee plantation in which the coffee was produced. The taste of coffee differs by where it is grown, indicating that the region where it comes from adds value.



Sustainability

Coffee is considered sustainable when production is economically sustainable for the local farmers and can be continuously cultivated on the farmland.⁵

Specialty Coffee Associations

The following specialty coffee associations are in ASEAN countries.

- Specialty Coffee Association of the Philippines (SCAP)
- Specialty Coffee Association of Indonesia (SCAI)
- Viet Nam Specialty Coffee Association (VSCA)
- Malaysia Specialty Coffee Association (MSCA)

The following are specialty coffee associations outside ASEAN countries.

- Specialty Coffee Association of America (SCAA) [Merged with SCAE to form SCA in 2017]
- Specialty Coffee Association of Europe (SCAE) [Merged with SCAA to form SCA in 2017]
- Specialty Coffee Association (SCA)

Certification of specialty coffee is carried out by specialty coffee associations. Japan also has the Specialty Coffee Association of Japan (SCAJ), which works to promote specialty coffee and contribute to the communities that produce it.⁵ There are also specialty coffee associations in some ASEAN countries (Philippines, Indonesia, Viet Nam, and Malaysia) that work to promote specialty coffee.

Let's take a look at the characteristics of 10 ASEAN countries to discover the kind of coffee and coffee culture, and where you can drink their unique coffee in Japan.

ASEAN Coffee Map

Here is a list of some of the best coffee produced in ASEAN countries. Each one is made with the dedicational commitment of its farmers.

Cambodia

② Chay Mao Mondulkiri Coffee

Senmonorom, Mondulkiri Province
Blend of arabica and robusta beans



Brunei

① Labi Coffee

Yong Kihan Fook Labi
Blend of arabica and robusta beans



Indonesia

③ Mandheling True Blue

Indonesia
Arabica beans



④ Mandheling Coffee

Sumatra, Indonesia
Arabica beans



⑤ Tatora Sapan

Sapan Village, Tana Toraja, Sulawesi
Arabica beans



Lao PDR

⑥ Lao Coffee from Asia

Jhai Coffee Farmers Cooperative
Paksong, Champasak Province (Bolaven Plateau)
Arabica beans (typica)



Malaysia

⑦ Malaysia Liberica Elephant

Many small farms
Johor, Malaysia
Liberica beans



Myanmar

⑧ Ywangan Chauxunpin Natural

Ywangan, Shan State
Arabica beans



Thailand

⑫ Akha Ama Coffee

The Akha people in the mountains of Chiang Rai in northern Thailand
Doi Chaang Village, Chiang Rai
Arabica beans



⑬ Doi Tung Coffee

Doi Tung region, Chiang Rai
Arabica beans (catimor/typica)



Viet Nam

⑭ Fine robusta (Winey Honey)

Future Coffee Farm
Bao Loc region, Lam Dong Province
Robusta beans



Philippines

⑨ Mindanao Coffee

Farmers on Mt. Kitanglad, Mindanao
Mt. Kitanglad, Mindanao
Arabica beans (typica)



⑩ Mindanao Coffee

Farmers around Mt. Apo
Philippines



⑪ Mindanao Catimor Natural

Mindanao, Philippines
Arabica beans (catimor)



(*) The purpose of this map is only to illustrate the general locations of the farmers. It is not to express the legal status of borders of countries and regions or the standpoint of the ASEAN-Japan Centre.

ASEAN Coffee in Japan

Below are some of the selected major cafes and online websites where you can get ASEAN coffee. Check it out to find the one near you.

Online sales only



Viet Nam

- ① Big Smile Coffee by Felissimo's CCP (a project that works with the disabled)
https://www.felissimo.co.jp/ccp/wk87756/cd632467/?iid=p_ccp_20210705_CAFFEE



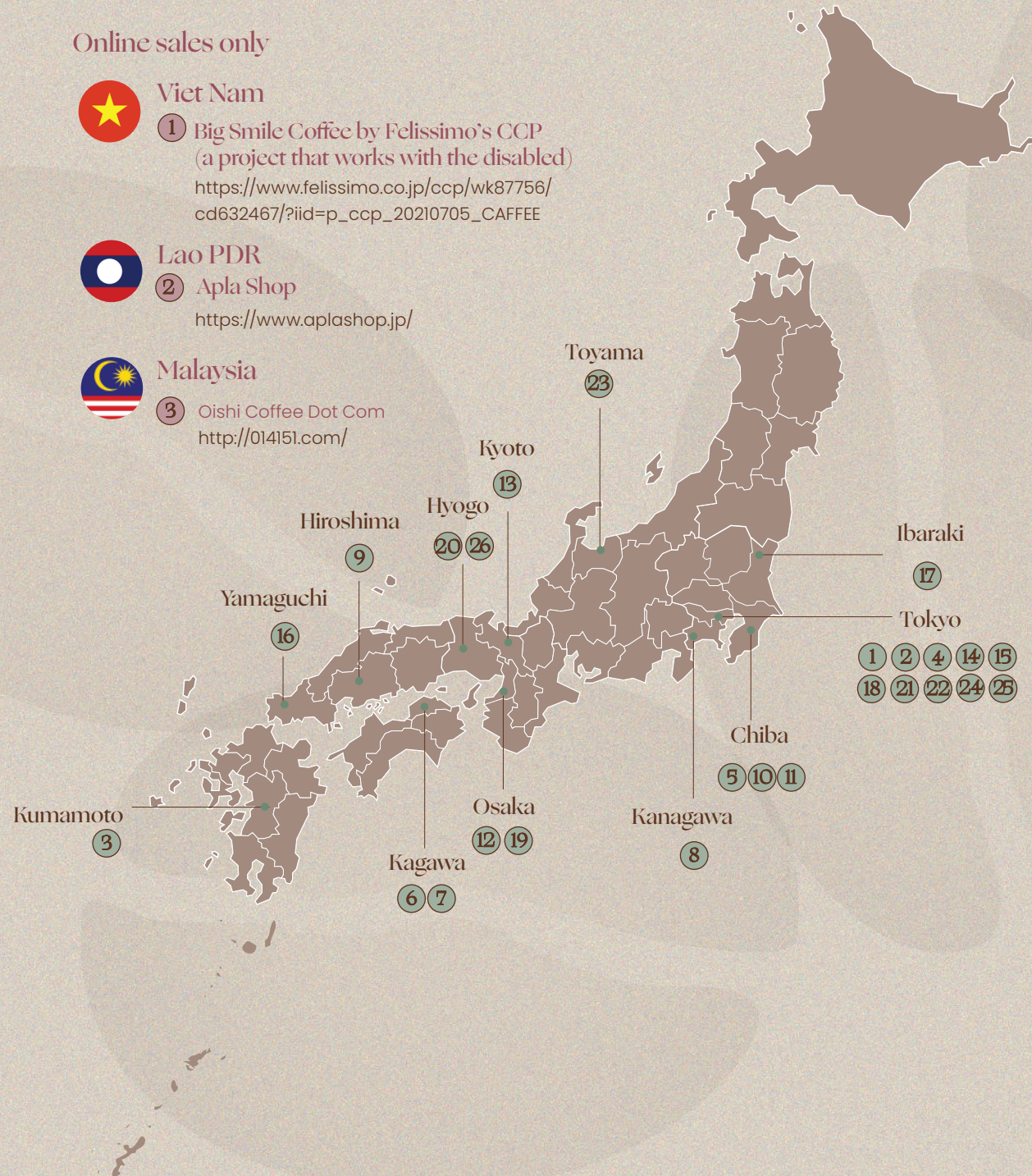
Lao PDR

- ② Apla Shop
<https://www.aplashop.jp/>



Malaysia

- ③ Oishi Coffee Dot Com
<http://014151.com/>



Cambodia

- ① Baiyon (Tokyo)
Morita Mansion 1F, 26 Fukuro-machi, Shinjuku-ku, Tokyo



Indonesia

- ② Kopikalyan (Tokyo)
Garden Square Harajuku 1F, 6-15-14 Jingumae, Shibuya-ku, Tokyo
- ③ Iwashita coffee (Kumamoto)
7-52-3 Hikarinomori, Kikuyo-machi, Kikuchi-gun, Kumamoto
- ④ Plan B (Tokyo)
<https://planbjapan.thebase.in/>
- ⑤ MAHAMERU COFFEE (Chiba)
1F & 2F, Hirano Building, 6-8 Honmachi, Matsudo-shi, Chiba
- ⑥ Jalak coffee (Kagawa)
YUMEX CUBE, 2537-10 Hayashi-cho, Takamatsu-shi, Kagawa
- ⑦ Sunnyside fields (Kagawa)
2237 Nagao, Manno-cho, Nakatado-gun, Kagawa
- ⑧ Kadatuan Koffie (Kanagawa)
2-2-3-1 Suwa, Takatsu-ku, Kawasaki-shi, Kanagawa
- ⑨ SUIREN + Coffee Roaster (Hiroshima)
230 Boji, Ekiya-cho, Fukuyama-shi, Hiroshima
- ⑩ Philocoffea (Chiba)
Takiguchi Bldg. 2F, 2-2-13 Honcho, Funabashi-shi, Chiba
- ⑪ Coco cafe (Chiba)
Ocean Court 1, 1968-15 Shirako, Minamiboso-shi, Chiba
- ⑫ Lilo Coffee (Osaka)
Shinsaibashi M Bldg. 1F, 1-10-28 Nishi Shinsaibashi, Chuo-ku, Osaka-shi, Osaka



Lao PDR

- ⑬ Saka No Tochu (Kyoto)
56 Kamitoba-takahata-cho, Minami-ku, Kyoto
- ⑭ FAVORITE THINGS (TOKYO)
Sigma AG Bldg. 1F, 2-3-2 Shibuya, Shibuya-ku, Tokyo
- ⑮ HARETEMARI CAFE (Tokyo)
2-5-14 Senjuazuma, Adachi-ku, Tokyo
- ⑯ PORTO from Murozumi Share Kitchen (Yamaguchi)
3-2-1 Murozumi, Hikari-shi, Yamaguchi



Malaysia

- ⑰ Mame Pot Roastery (Ibaraki)
3-2-6 Kasuga, Tsukuba-shi, Ibaraki



Philippines

- ⑱ Cafe Chant Roastery (Tokyo)
Honkomagome Y's Bldg. 1F, 3-32-4 Honkomagome, Bunkyo-ku, Tokyo
- ⑳ ARiSE COFFEE ROASTERS (Tokyo)
1-13-8 Hirano, Koto-ku, Tokyo
- ㉑ Masucaffe, Kureha Roastery (Toyama)
3918-102 Kureha-machi, Toyama-shi, Toyama



Myanmar

- ⑲ AUNG COFFEE (Tokyo)
2-7-6 Hara-machi, Shinjuku-ku, Tokyo
- ㉒ Lilo Coffee (Osaka)
Shinsaibashi M Bldg. 1F, 1-10-28 Nishi Shinsaibashi, Chuo-ku, Osaka-shi, Osaka
- ㉓ Café Suirate (Hyogo)
7-1-24 Kitanagasadori, Chuo-ku, Kobe-shi, Hyogo



Thailand

- ㉔ AKHA AMA COFFEE (Tokyo)
1-25 Akagimoto-machi, Shinjuku-ku, Tokyo
- ㉕ MI CAFETO (Tokyo)
Tokyo atre Kichijoji 1F, 1-1-24 Kichijoji-Minami-cho, Musashino-shi, Tokyo



Viet Nam

- ㉖ 8 Coffee Roast (Hyogo)
1-17-14 Akuraminami, Takarazuka-shi, Hyogo

Brunei

As one of the top fossil fuel producers in Southeast Asia, Brunei has among the highest income in the region thanks to its abundant natural resources. Japan imports a large amount of liquefied natural gas from Brunei. In fact, 5% of the liquefied natural gas in Japan is from Brunei.¹

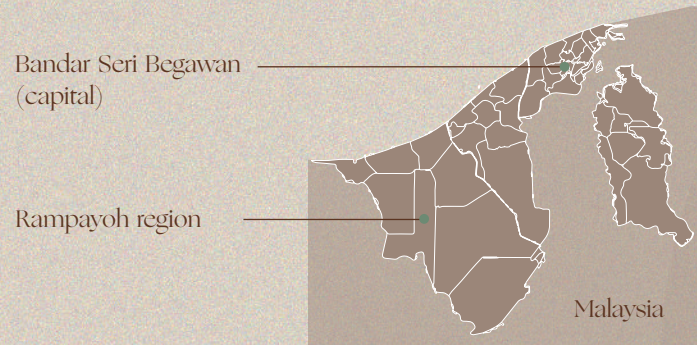
Brunei also has a well-developed coffee culture and, in fact, cultivates coffee.



Kopitiam Trivia

Traditional coffee shops called kopitiam are common in Southeast Asian countries such as Malaysia, Singapore, and Brunei where Malay is the official language. A popular item on kopitiam menu is a type of coffee beverage called kopi. Kopi is made from robusta beans roasted with sugar and margarine, and then brewing the ground beans with a cloth filter. There are many variations of kopi, with different strengths, with or without sugar or condensed milk, and so on.

(See the Singapore page for more details.)

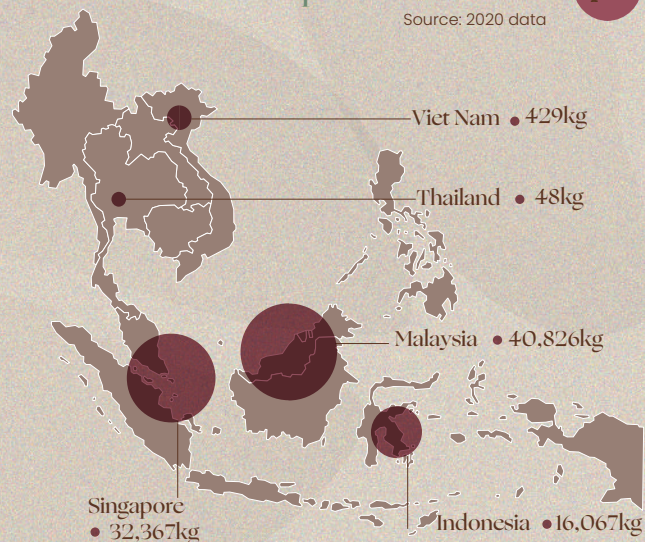


Coffee Culture

Since it is located in the Coffee Belt, Brunei is suited for coffee cultivation, but the country does not have a thriving coffee production industry. In Brunei, there are traditional coffee shops called kopitiam, which are also found in Singapore and Malaysia. Besides coffee, sweet black tea and juice are also popular drinks among Bruneians. In addition to traditional kopitiam, recently there has been an increase in trendy instagrammable cafes in the country. Until 2012, all coffee in Brunei was imported.

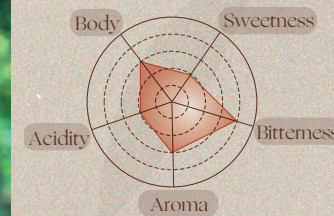
Import from ASEAN Imports

Source: 2020 data



(*1) The size of the circles representing ASEAN import and export trends is not to indicate comparison with

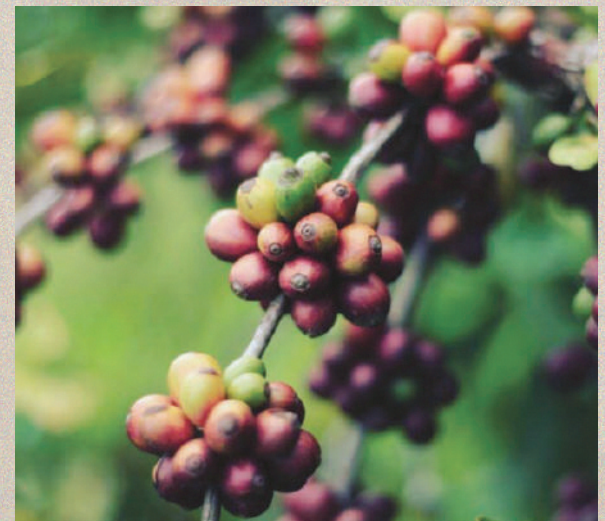
Labi Coffee



In 2012, one farmer in Brunei started cultivating coffee. The name of that coffee is "Labi Coffee." Located in Labi, a mukim (sub-district) in the northwestern part of Brunei, Labi Coffee Farm grows a mix of two kinds of beans: arabica and robusta. The taste of Labi Coffee is closer to Vietnamese coffee than South American or Italian.

The farmer who produces Labi Coffee, Yong Kihan Fook, is the farm's second-generation owner. He is an experienced coffee grower who has worked there since his teenage. Today, Labi Coffee Farm cultivates 15,000 coffee trees over 19 hectares. The farm handles every aspect of the production process — from drying and roasting the harvested beans to packaging. With his ambition to start exporting his coffee in addition to domestic sale, Mr. Yong showcased Labi Coffee at the 14th China-ASEAN Expo (in Nanning, China) in 2017.

We hope that you will be able to experience Bruneian coffee in Japan soon.

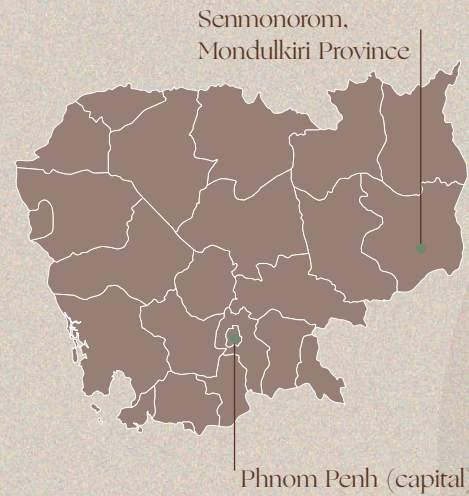


(*2) The photos above were provided by cafes and shops.

Cambodia

The first thing that comes to mind when you hear the word Cambodia is probably “Angkor Wat”, the famous World Heritage Site. But did you know Cambodia is also a coffee producer? Cambodian coffee culture can be traced back to the 19th century when it was a French colony. Today there is a thriving coffee production industry in the mountains of eastern Cambodia, where mainly robusta beans are cultivated.¹

Grown in the country’s all-year-round hot climate, Cambodian coffee is dark-roasted and has little acidity, with a flavor similar to chocolate. A popular coffee beverage in the country is sweet iced coffee made with strong coffee, sugar, ice, and condensed milk. The traditional Cambodian way to drink it is to mix in some lotus or jasmine tea after you drink the coffee a little, allowing some space in the glass. The blending of coffee, condensed milk, and tea results in a mild flavor that is similar to milk tea.²



Coffee Culture

Coffee made from robusta beans is generally enjoyed sweet and iced with condensed milk or condensed coconut milk. When drinking arabica coffee, Cambodians usually grind the beans and drink it black and hot.

Related Businesses

In addition to coffee bean shops, souvenir shops, cafes, catering businesses, and coffee stands, there are also chain stores such as Starbucks, Hard Rock Cafe, and Café Amazon.

7,000 Cafes

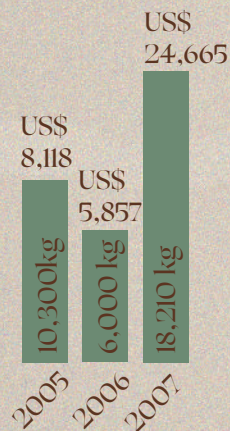
Shops

There are 7,000 cafes and shops in Phnom Penh alone.

1~2 Cups

Consumption

One cup in the morning and another in the afternoon.

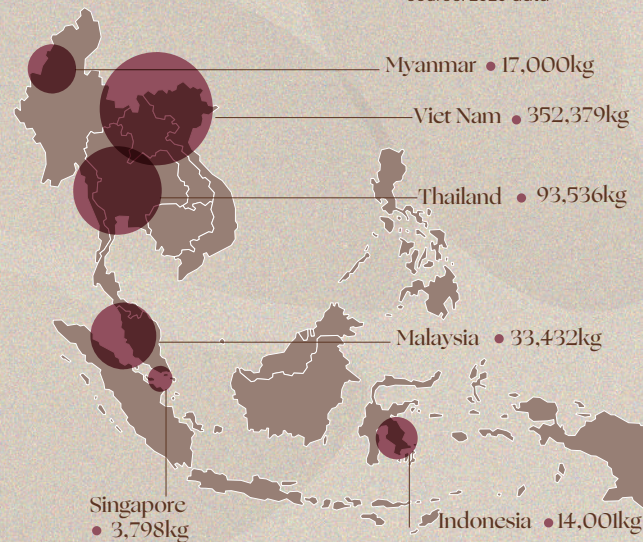


Export to Japan

* There is no data for exports to Japan after

Import from ASEAN Imports

Source: 2020 data



(*1) The size of the circles representing ASEAN import and export trends is not to indicate comparison with other countries.

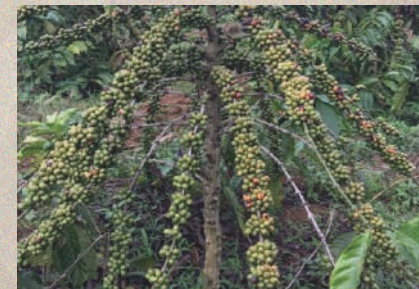
Coffee in Cambodia



Chay Mao Mondulkiri Coffee

- Farm location** Senmonorom, Mondulkiri Province
- Coffee type** Produces both arabica (20%) and robusta (80%)
- Products** Offers a wide variety of products: Instant robusta coffee, Pour-over coffee (robusta and arabica blend)

Chay Mao Mondulkiri Coffee started as a 10-hectare coffee farm in 2010. At first, it faced some challenges with the production process and market development, but after receiving an investment from the Asian Development Bank in 2013, the farm was able to improve in some aspects, such as enhancing their production process and building a market network. Today it also operates a coffee shop in Mondulkiri Province.



Cambodian Coffee in Japan

Where you can have Cambodian coffee selected in Japan



Kagurazaka Baiyon

Cafe Kagurazaka Baiyon 26 Fukuro-machi, Shinjuku-ku, Tokyo, 162-0828

Baiyon is one of the few restaurants in Japan that serves authentic Cambodian cuisine. The restaurant’s name “Baiyon” comes from the Bayon temple, located in the famous Buddhist archeological site Angkor Thom.

The restaurant offers not only traditional Cambodian cuisine, but also Cambodian coffee, which can be hardly found in the Japanese market. You can enjoy iced coffee, coffee with plenty of condensed milk, and regular hot coffee in the restaurant’s cozy atmosphere.

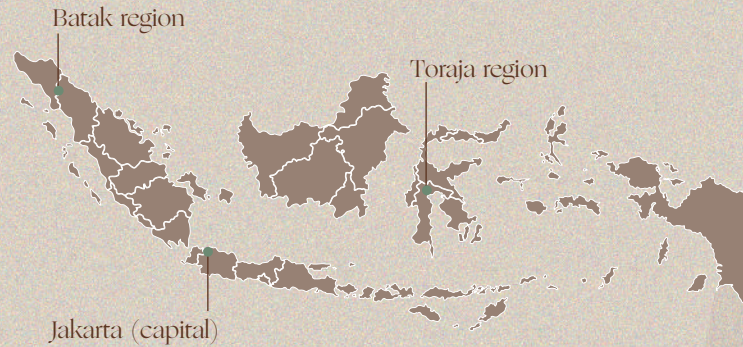
The traditional way to make a cup of coffee in Cambodia is to take a spoonful of finely ground coffee (one per person), place it in a cloth filter, pour hot water over, and let it steep for one minute. While you wait, pour some amount of condensed milk to your liking in the cup and then pour the coffee over it when it is finished steeping. Brewing with the cloth is said to bring out the aroma and taste more than other methods.



Head over to Baiyon if you want to try Cambodian coffee – it’s an experience you can rarely have elsewhere. The restaurant’s easy-going chef speaks Japanese and will even teach you how to make an authentic cup of delicious Cambodian coffee.

Indonesia

Have you ever heard of Mandheling or Toraja? They are actually types of coffee produced in Indonesia. Indonesia is the fourth largest coffee producing country in the world. Coffee is grown on several of its numerous islands, so there is a wide variety of coffee produced in the country. Since many Indonesians are Muslim, many do not drink alcohol. Coffee has thus become essential as a social beverage. Mornings in Indonesia typically start with a newspaper and a piping-hot cup of coffee. In the afternoon, people go to their local cafes to chat over a cup. Usually taken with milk, it is enjoyed by a wide range of people, men and women, and young and old alike.



1.16kg per person
Consumption

Indonesians consume 301,230 tonnes of coffee beans per year, equivalent to 1.16 kg per person annually.

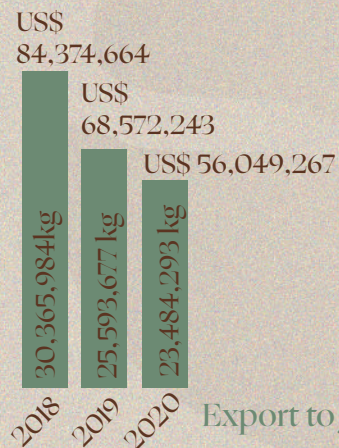
Trivia on Coffee quality

We may always check the altitude of coffee farms when it comes to coffee quality, but according to the literature on metabolite profile of Indonesian coffee green beans, it is found that the dominant factor affecting coffee metabolite composition is, in fact, postharvest processing, followed by geographical origin and altitude.⁴

Related Businesses

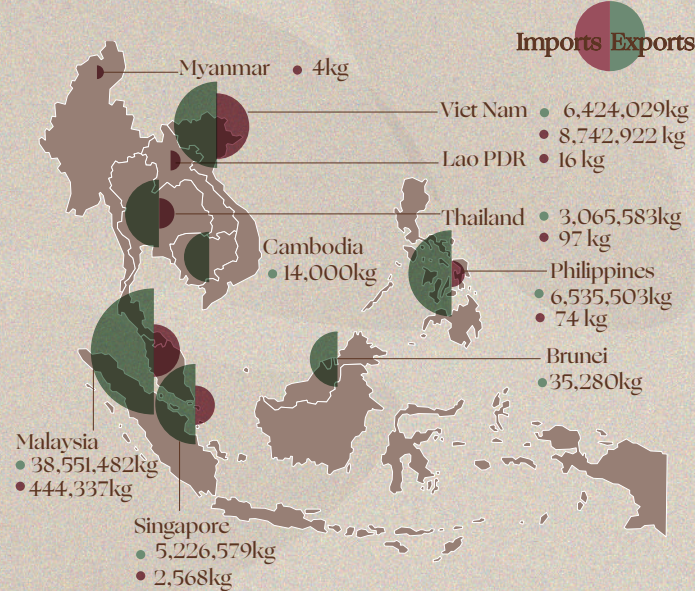
Restaurants, bars, coffee shop chains, retailers, and manufacturers (e.g. instant coffee)

2,950 Cafes Shops



Import & Export in ASEAN

Source: 2020 data



Indonesian Coffee in Japan

Where you can have Indonesian coffee selected in Japan

Sumatra Mandheling Coffee

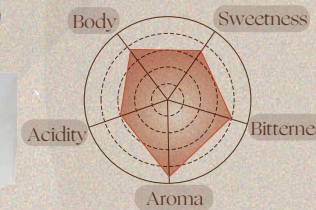
Mandheling coffee is a type of arabica, initially cultivated by the Mandheling people of Sumatra. A rare coffee with limited production, it is popular among dark-roasted coffee enthusiasts in Japan. It is generally said that light roasting brings out the unique flavors of coffee more than dark, but Mandheling is well-suited to dark roasting as it maintains its full body and cinnamon-like aroma even when dark roasted. Mandheling will fit for you if you prefer bitter coffee to acidic coffee.¹



Where to get Mandheling coffee:

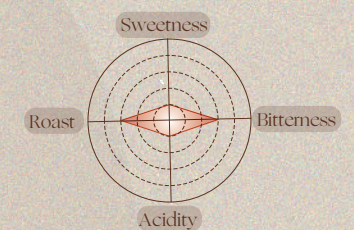
① Mandheling True Blue from Plan B

<https://planbjapan.thebase.in/>



② Mandheling from Mahameru coffee

Cafe address 1&2F, Mirano building, 6-8 Honmachi, Matsudo-shi Chiba 271-0091
mahamerucoffee2016@gmail.com



Plan B offers a luxury of coffee brewed by basistas who take time to pour over one by one. Here you can drink Mandheling True Blue, an Indonesian coffee with distinctive spicy acidity and clean bitterness. You can buy it online too, so you can savor it at home, in the office, or while strolling through the Nakameguro area.

Featured on TV, Mahameru Coffee is a cafe owned by Rino Senlewa, who carefully selects only the best beans from individual farmers in Indonesia and roasts them in-house. He suggests beans according to customers' tastes and brews each cup in a pour-over style. The Mandheling coffee served here is made from Sumatra GI beans. Among the best coffee beans in Indonesia, they have low acidity and sweetness, with a pronounced body and bitterness. It is also sold online, so you can enjoy it at home as well.

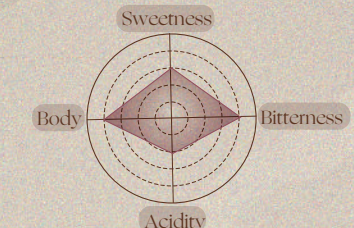
Toraja coffee

Toraja coffee is cultivated in the Toraja region on Indonesia's island of Sulawesi. It vanished at the time when coffee farms were devastated by World War II, earning the name of "illusory coffee" in Japan. Coffee cultivation in the Toraja region was resumed by a Japanese company afterwards, leading to revive the "illusory coffee". Since only the fully ripe coffee cherries are hand-picked, it is valued as a very rare kind and has a high-quality robust aroma.²³ Why don't you try this rare coffee revived, a result of joint effort between Japan and Indonesia?

Where to get Toraja coffee:

① Tatora Sapan at Iwashita Coffee

Cafe address 7-52-3 Hikarinomori, Kikuyo-machi, Kikuchi-gun, Kumamoto, 869-1108 Tel: 096-284-171



"Tatora Sapan"-Toraja coffee as one of the best coffee beans of Indonesia, is available at Iwashita Coffee. Tatora Sapan beans gained popularity for their bitter yet sweet taste that is sure to satisfy even the most discerning coffee connoisseur. Iwashita Coffee directly purchases fully ripe beans that are hand-picked one by one by farmers in Indonesia. Tatora Sapan offers the pinnacle of luxurious flavor, also available online. It's a must-try.

Lao PDR

Coffee Culture

In recent years, more cafes are opened by foreign companies in Lao PDR, where you can enjoy cafe latte, pour-over coffee, and other coffee beverages. On the other hand, many Laotians across the country like to drink strong coffee brewed with a nel drip filter over ice and condensed milk at coffee stalls. Most coffee in Lao PDR is from easy-to-grow robusta beans, but its arabica coffee has also received high acclaim from Japanese due to its mild acidity and smooth flavor.¹

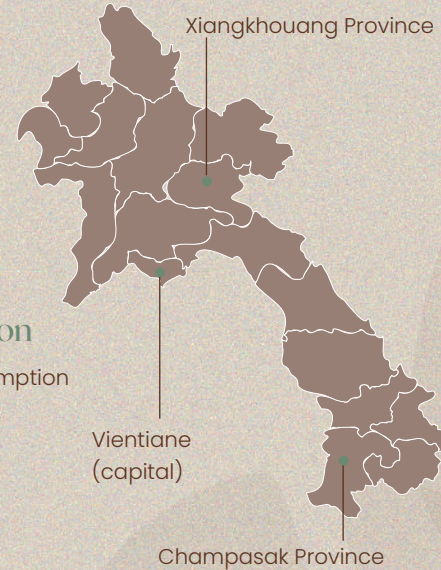
150,000 Cups Consumption

Average consumption per day
Source: 2022 data

756 Cafes Shops

50,000 tonnes of coffee beans are consumed every year (40% robusta and 60% arabica)

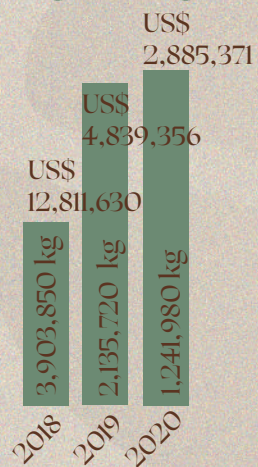
Source: data as of February 4, 2022



76 Members Businesses

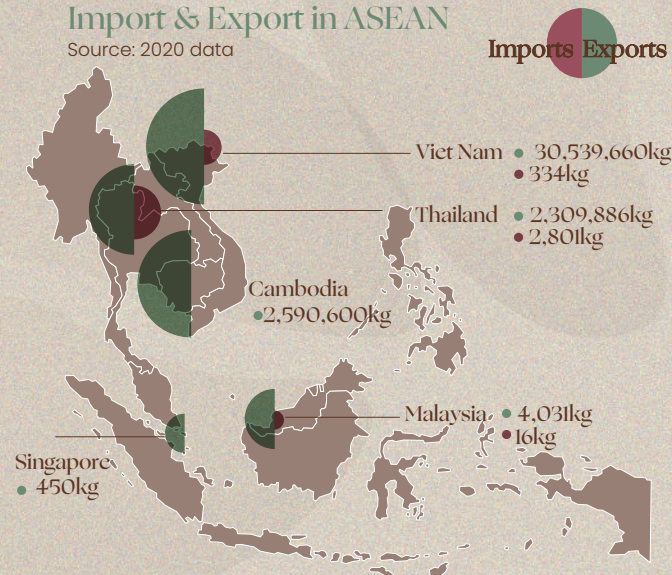
The Lao Coffee Association has 76 members (66 companies, 6 cooperatives, and 4 farms)

Export to Japan



Import & Export in ASEAN

Source: 2020 data



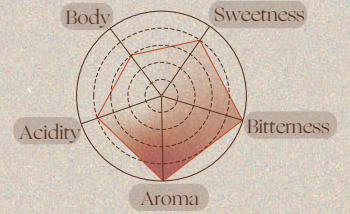
Lao Coffee in Japan

Where you can have Lao coffee selected in Japan

① “Lao Coffee from Asia” from Alter Trade Japan, Inc. (ATJ)



Farm location Paksong, Champasak Province (Bolaven Plateau)
Type of beans Arabica beans (typica)
Story The producers in the Jhai Coffee Farmers Cooperative (JCFC) cultivate a variety of coffee beans, including typica, of which they ship large quantities to ATJ, as well as catimor, a more widespread type. Although impacted regularly by the weather and other factors, they continue to invest considerable time and meticulous effort to cultivate coffee year after year. Lao typica has mild sweetness and gentle bitterness.

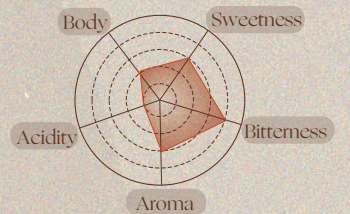


The Bolaven Plateau features ideal conditions for cultivating coffee, including volcanic soil and a pronounced difference between night and day temperatures. JCFC strives to make coffee even better through great care from removing defective beans to sorting harvested coffee beans. Experience the gentle flavor of rare arabica typica from Lao PDR!

② Lao Forest Coffee from the Uminomuko Coffee brand of Saka No Tochu Inc.



This coffee offers light acidity and just the right amount of chocolate-like bitterness, with hints of sweet cane sugar. To feel the bitterness and sweetness, pour hot water gently and slowly over a pour-over filter. We also recommend adding milk to make a cafe au lait.

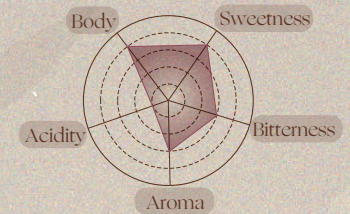


Flavors Dark chocolate, cane sugar

The people of Luang Prabang in northern Laos have lived in harmony with the forest for a long time. But the impact of recent economic development has made it difficult for them to continue with their traditional farming methods. Uminomuko Coffee proposes the idea of cultivating coffee with fruit “shade trees”. Growing coffee in the shade of fruit trees protects them from the sun, and shipping the harvests of fruit and coffee beans together provides farmers with the revenue from both. Enjoy the forest Coffee with Lao farmers in your mind.

③ Salt-roasted Coffee

Salt-roasted coffee is one of a kind. The Lao coffee beans are roasted with “spring salt from seabed of Ushima Island” in Yamaguchi prefecture. It has little acidity and bitterness with a clean finish with almost no hint of saltiness.



Flavors Marriage between dark chocolate and roasted green tea
To order contact jameelcoffee@alj-japan.com
 Abdul Latif Jameel General Trading Co. Ltd.

Where you can buy and drink salt-roasted coffee

① FAVORITE THINGS



Cafe Sigma AG Bldg. 1F, 2-3-2 Shibuya, Shibuya-ku, Tokyo Tel: 03-6820-2724

FAVORITE THINGS opened in December 2021. It is a buzz worthy cafe where you can enjoy premium coffee and incredibly tasty cake made by the owner, a former patissier who worked at a well recognised hotel.



② PORTO from Murozumi Share Kitchen



Cafe 3-2-1 Murozumi, Hikari-shi, Yamaguchi 743-0007 Tel: 0833-48-9630

Murozumi Share Kitchen is a shared restaurant with a trendy ambience that helps attract customers and revitalize the community. Besides salt-roasted coffee, PORTO also serves an amazing “salted soft-serve” also made from Ushima Salt.

* Salt-roasted coffee may not always be available depending on the stock on the day.

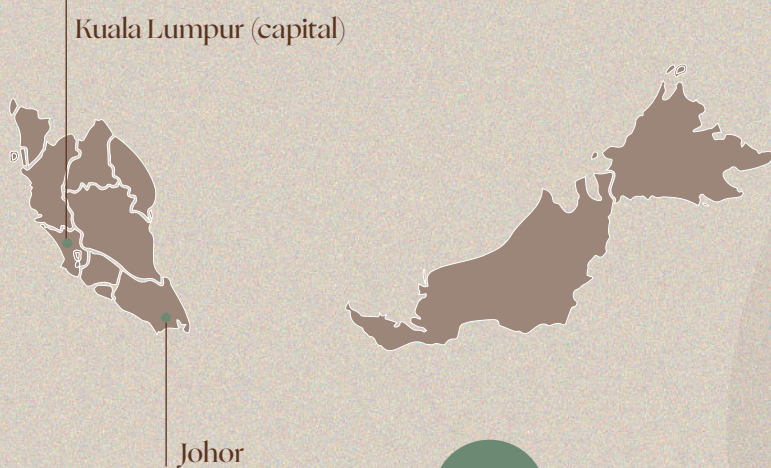
Malaysia

Coffee Culture

The traditional coffee shops called kopitiam in Brunei and Singapore are also found in Malaysia.

There is also a custom of taking a coffee break at 10am and 3pm. During these breaks, people chat with friends and colleagues over a light meal and coffee or tea. This explains the high coffee consumption in Malaysia among ASEAN nations – an average of two to three cups a day per person.

Recently, there are more cafes that serve full-fledged coffee ground in-house in addition to kopi.



In Malaysia, people drink coffee on a daily basis, but the country produces only a small amount. The main coffee produced in Malaysia is liberica, a rare coffee known for its floral and woody flavor. Liberica is mainly for domestic consumption.¹

2-3 cups /day

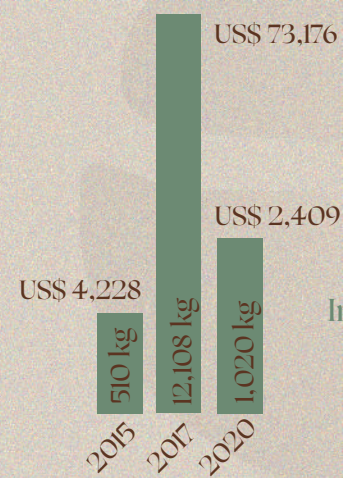
Consumption

Annual consumption of coffee beans

Trivia

Featuring a distinctive strong bitter taste, liberica beans have yet to gain much traction. The Malaysian brand My Liberica was used by Hugh Kelly from Australia in the 2021 World Barista Championship, where he came in the third. His blend of liberica and eugenoides showed people the value and significance of liberica.²

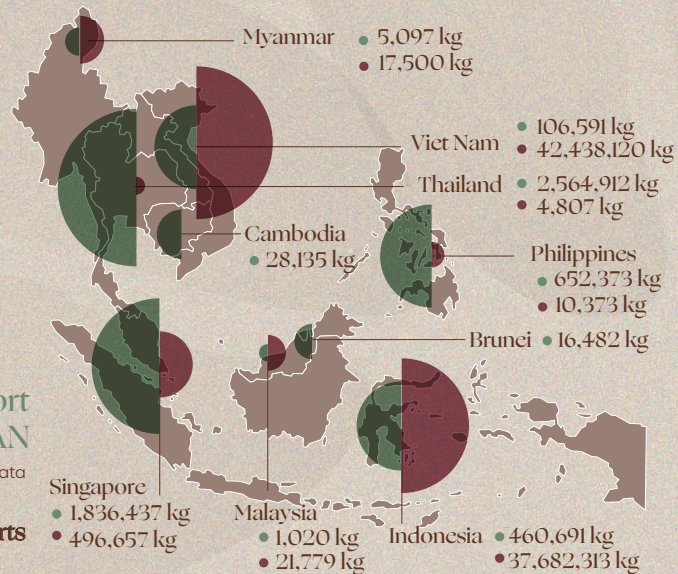
Export to Japan



Import & Export in ASEAN

Source: 2020 data

Imports Exports



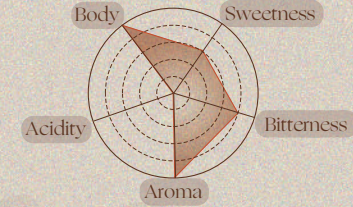
Malaysian Coffee in Japan

Where you can have Malaysian coffee selected in Japan



Malaysia Liberica Elephant from Oishi Coffee Dot Com

Farm Location	Johor, Malaysia
Farm	Many smallholder farms
Type	Liberica beans
Elevation	0-100m
Screen size	18 up 80%
Refining process	cracked natural (harvested from May to July)
Where to buy	Online: Oishi Coffee Dot Com http://014151.com/



Coffee farmers of Johor, Malaysia, and the staff from Malaysian Agricultural Research and Development Institute (MARDI)

Liberica is extremely rare. The Liberica cherries take longer to mature than others, and the trees grow tall (nine meters in 15 years). Liberica produces a very small yield, and it is difficult to naturalize. Due to its low productivity, it makes up only 1% of the global supply. The beans are very large and have unique, robust aroma and body. As the name implies, Malaysia Liberica Elephant has a body as robust as an elephant, and an aroma reminiscent of pre-roasted cocoa beans. Malaysians love this coffee ever since it was brought from Indonesia in the 15th-16th centuries. Try Malaysia Liberica Elephant for a floral and woody flavor that is quite unlike the arabica coffee you may be used to.

Liberica Origin from Mame Pot Roastery



Flavors	Unique strong aroma reminiscent of chocolate and a sweet, rich taste
Type	Liberica beans
Where to buy	Online or in-store: Mame Pot house-roasted coffee 3-2-6 Kasuga, Tsukuba-shi, Ibaraki, 305-0821

Liberica is known for low productivity. However, farmers are now growing and shipping Liberica Origin for the Japanese market, despite the considerable amount of time to ripen



~ About Mame Pot Roastery ~

Mame Pot is an in-house roastery in Tsukuba, Ibaraki established in 1993. The shop sells high quality coffee beans that can also be ordered in bulk and for commercial use. Beans are shipped within four business days to ensure they arrive fresh. Enjoy a highly aromatic coffee that has been carefully roasted over a direct flame!

Myanmar

Have you ever had Myanmar coffee? It has gained worldwide attention ever since the spotlight given at the Specialty Coffee Expo in 2016.¹

Let's take a look at types of coffee and specialty coffee produced in Myanmar.

Coffee Culture

There are two ways people in Myanmar drink coffee. One is with condensed milk like other ASEAN countries.

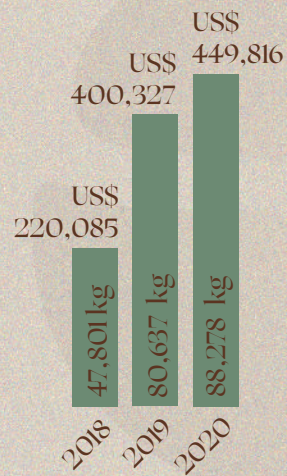
The other is with slices of lemon or lime. This way of drinking is mainly seen only in rural areas now, but if you order coffee at a cafe or restaurant, it comes with a slice of lemon or lime just like it served with tea.²



200 cafes Shops

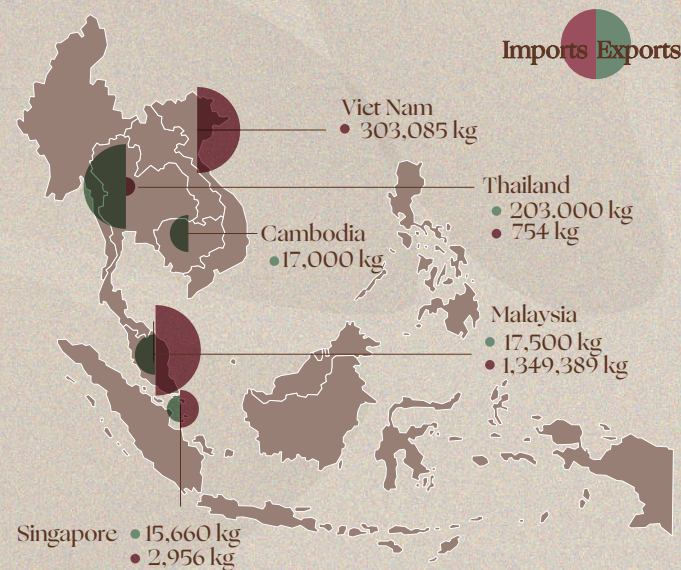
0.14kg per person Consumption Annual coffee consumption per person

Export to Japan



Import & Export in ASEAN

Source: 2020 data



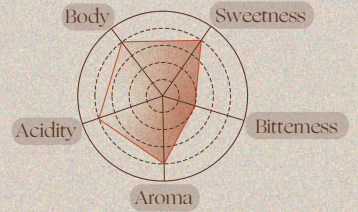
Myanmar Specialty Coffee in Japan

Where you can have Myanmar specialty coffee selected in Japan



Ywangan Chauxunpin Natural from Aung Coffee

- Farm location** Ywangan, Myanmar
- Product name** Ywangan Chauxunpin Natural
- Flavors** Apple, cranberry, dark chocolate, caramel, strawberry
- Address in Japan** Aung Coffee Myanmar Coffee Lab
2-7-6 Hara-machi, Shinjuku-ku, Tokyo



Ywangan in Myanmar has become world-renowned as a producer of specialty coffee. Located high above the sea level nestled in the mountains, the town has an ideal environment for cultivating high-quality coffee. Ywangan has many coffee communities that bring premium coffee produced by the farmers. Well received for its juicy flavor and smooth feel, Ywangan Chauxunpin Natural has little bitterness, so it is sweet and full-bodied even when taken black. It has light, bright acidity with notes of apple and raspberry, and a lingering aftertaste reminiscent of sweet chocolate.

Aung Coffee is a shop in Japan specialized in specialty coffee from Myanmar. They visit the farms in Myanmar to communicate directly with the farmers and purchases only the highest quality coffee. In September 2020, it opened its first store "Aung Coffee Myanmar Coffee Lab" in Ushigome-yanagi-cho, Tokyo. They roast the carefully selected green coffee beans in-house, so you know the coffee is fresh, aromatic, and the best it can be. Aung Coffee offers high-quality Myanmar coffee beans that you cannot find anywhere else on the market so give it a try.



Philippines

The history of Filipino coffee can be traced back to 1740 when it was brought to the country by the Spanish. In 1887, coffee production dropped sharply due to disease and pest damage. But in the 1950s, disease-resistant robusta beans were introduced with the assistance of the US, and by the 1960s, the number of coffee farmers, and thus coffee production, had increased.^{1,2}

Philippines produces well-renowned, high-quality coffee as it is grown at high elevation. Thanks to the recent boom of cafes in the country, arabica cultivation has also gained traction.



Cafe Culture

Cafe latte, coffee sweetened with sugar or honey, etc.



Trivia

Legendary liberica beans make up only 1% of the global supply.

There is a precious type of liberica called "barako coffee" grown mainly in the southern part of the island of Luzon in the Philippines. The word barako means "strong" in Tagalog, and just as the name suggests, it has a robust body and taste, with very little acidity or sweetness. You can hardly find this type of liberica coffee in Japan.^{3,4}

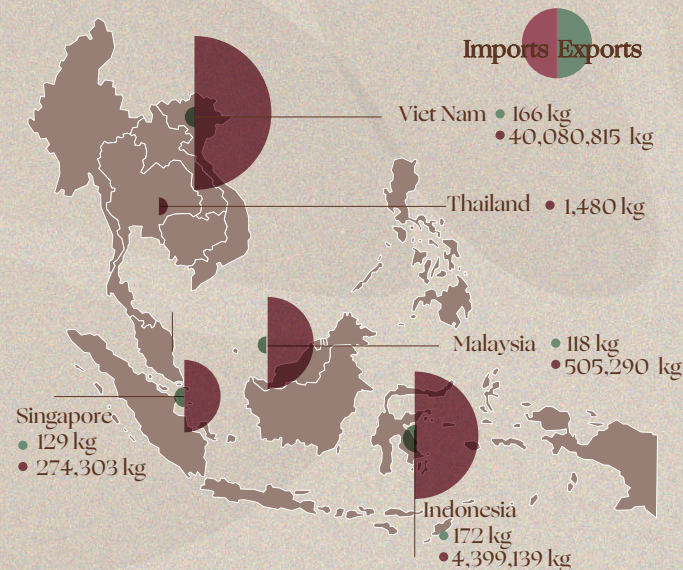
8,297 Shops (as of 2020)⁽⁶⁾

0.29 kg per person

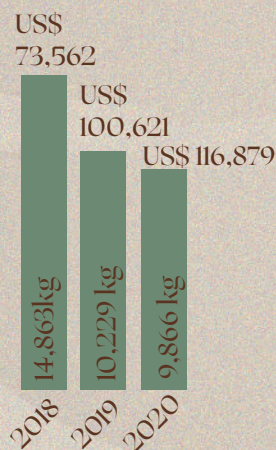
Consumption (as of 2021)^{(6),(7)}

Import & Export in ASEAN

Source(2020) data



Export to Japan



Filipino Coffee in Japan

Where you can have Filipino coffee selected in Japan

Mindanao Coffee from Cafe Chant Roastery



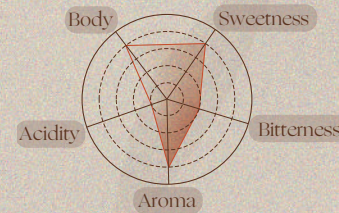
Address Honkomagome Y's Bldg. 1F, 3-32-4 Honkomagome, Bunkyo-ku, Tokyo Tel: 03-5832-9740

Type of beans Arabica beans (typica)

Farm Location Mt. Kitanglad, Mindanao in the southern Philippines

Flavors Nutty aroma

Farmers Coffee farmers on Mt. Kitanglad, Mindanao in the southern Philippines



Cafe Chant is an environmentally- and people-friendly cafe that offers pesticide-free coffee, organic cuisine, and attentive service. It serves Filipino coffee (arabica typica) from Mt. Kitanglad on the island of Mindanao. After defective beans (inferior beans which can have a negative effect on the flavor) are removed in the farm, the cafe owner, Mr. Tadokoro, further sorts through the beans again by hand to be sure to remove all defective beans.

Enjoy the precious, high-quality coffee with mild bitterness



Mindanao Willie Catimor Natural Masucaffe, Kureha coffee roastery



Address 3918-102 Kureha-machi, Toyama Tel: 090-2033-0843

At Masucaffe, you can sample over 30 types of house-roasted coffee, but one of the best is Mindanao Willie Catimor Natural. The cafe sources beans from organizations that engage in fair trade and support farmers. Their coffee can be expensive, but its unique taste attracts many customers.



ARISE COFFEE ROASTERS



Address 1-13-8 Hirano, Koto-ku, Tokyo Tel: 03-3643-3601

Opened in 2013, the owner Mr. Hayashi is a coffee pioneer of Kiyosumi Shirakawa, also known as "Coffee Town". He has been roasting coffee for over 20 years. Both a roastery and coffee stand, the shop sells delicious pour-over coffee and roasted beans. It offers a wide range of rare beans from ASEAN countries including the Philippines.



Singapore

What comes to mind when you think of Singapore? Most people probably think of the Merlion or Hainanese chicken rice.

But do you know the Singaporean coffee culture popular to many?



Coffee Culture & Kaya Toast

Singapore is the only country in ASEAN that doesn't produce coffee, and depends on imports from other countries. The kopitiam culture found in Brunei and Malaysia is also deeply ingrained in Singapore. Throughout the city, you can find many people enjoying the conversation at a kopitiam with a kopi or their drink of choice.

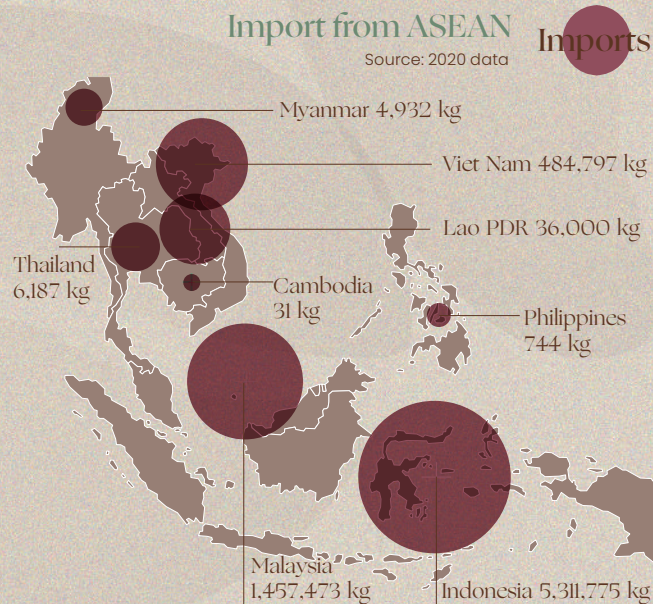
One thing you cannot leave out when talking about coffee culture in Singapore is "kaya toast." Kaya toast is a soul food of Singapore. It is a toasted bread with kaya jam made from sugar, eggs, coconut milk, and a herb called pandan leaf sandwiched with thinly sliced butter. Locals often eat it with soft-boiled egg. The combination of kaya toast with kopi is a standard breakfast in Singapore.¹²



Hawker Centre

In addition to traditional kopi, specialty coffee has also become popular in recent years. The number of food stalls serving specialty coffee has increased in hawker centres as well. Hawker centres are the complex of food stalls visited by tourists and locals alike.

Just as locals gather at kopitiam over kopi, there may come a day in the near future when people chatting with a cup of coffee at hawker centres becomes a common sight.



Places you can eat kaya toast in Japan

You can try Singapore's popular kaya toast in Japan too. Founded in 1944, Ya Kun Kaya Toast is an established chain of kaya toast restaurants that started in Singapore. Today it has 70 restaurants in Singapore, with shops also in 10 other countries, mainly in Asia. There are three in Tokyo, Japan (Nishi-Shinjuku, Marunouchi, and Kasumigaseki).² They serve light meals and kopi, a popular coffee beverage in Singapore.

Head there for a taste of Singapore next time you're in Tokyo!



Locations in Japan

1. Ya Kun Kaya Toast (Shinjuku Sumitomo Bldg)
B1F B-7 Shinjuku Sumitomo Bldg, 2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0248
2. Ya Kun Kaya Toast (Tokyo International Forum)
Tokyo International Forum 1F C-1-1, 3-5-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005
3. Ya Kun Kaya Toast (Kasumigaseki Bldg)
Kasumi Dining B1F, 3-2-5 Kasumigaseki Bldg, Kasumigaseki, Chiyoda-ku, Tokyo 100-6001

Kopi Coffee List

Kopi	Black coffee with condensed milk and evaporated milk
Kopi-O	Black coffee with sugar
Kopi-C	Black coffee with sugar and evaporated milk (unsweetened condensed milk)
Kopi-C kosong	Black coffee with evaporated milk
Kopi-O kosong	Black coffee without sugar
Kopi gah dai	Black coffee with extra condensed milk
Kopi pok	Black coffee with less condensed milk
Kopi gao	Strong coffee with condensed milk
Kopi peng	Iced coffee with condensed milk and evaporated milk
Kopi gu you	Black coffee with butter and condensed milk
Kopi tarik	Black coffee with condensed milk. Kopi tarik is a sweet coffee with a frothy top. With two cups, it is made by pouring coffee as if to drop it from one cup up high to another cup placed lower and repeating the process several times. This technique is used to mix the coffee thoroughly and to slightly cool it down.

Thailand

Coffee Culture

In Thailand, there are many cafes near the markets. In addition to coffee carts and traditional cafes that serve as a place to gather and exchange information, recently more modern trendy cafes can be seen around office buildings, department stores, hospitals, schools, and gas stations all now ingrained in people's lives.

There are some ways of serving coffee from traditional sweet Thai coffee with plenty of condensed milk, to Western style strong black coffee and cappuccinos.

In Thailand, there are over 8,000 cafes in the country, and the number grows year by year. Traditionally, Thai people drink sweet coffee with plenty of condensed milk, but recently specialty coffee has become popular as well.

In 2020, Thailand exported 420,000 kilograms of coffee. Seventy percent of that is exported to Cambodia, Japan, the US, and Canada. The coffee you drink regularly may be one from Thailand.



300
Cups

Consumption

Annual consumption per person is increasing every year.

Source: 2022 data

8,025
Cafes

Shops

Annual average growth of 6.2% compared to the previous year

Source: 2018

Total
¥37,467,000

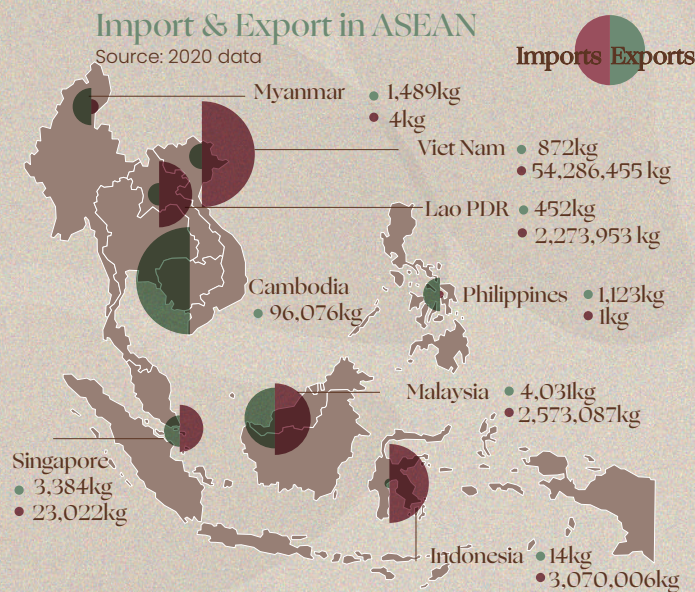
Export to Japan

Total: 36,684 kg
Source: UN Comtrade



Import & Export in ASEAN

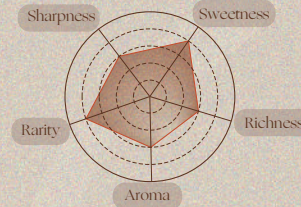
Source: 2020 data



Thai Coffee in Japan

Where you can have Thai coffee selected in Japan

Akha Ama Coffee



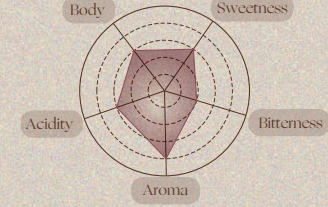
- Farmers** Akha Ama Coffee family members Meelor, Chalee, Ader, and Apiwat
- Farm location** Chiang Rai (Maejantai Village and others)
- Coffee type** Arabica (catuai)
- Flavours** Chocolate/sugar cane/prunes

In the mountains of northern Thailand near the border of Myanmar, there is a village, economically disadvantaged in the past, where the ethnic minority called Akha live. The Akha are of refugee background who settled there after escaping from China through Myanmar. The owner of Akha Ama Coffee, Lee Ayu Chuepa, was the first person in the impoverished village to graduate from college. His mother put effort into coffee cultivation to earn income and send her children to school. Mr. Lee eventually graduated from the university and studied coffee abroad. As a result, he opened a small café ten years ago. Today, he has two shops in Chiang Mai downtown and a factory with a large roastery outside the city, enabling him to supply coffee beans both domestically and globally. The sales of his coffee beans grew, and his mother's village gradually became better off. Today, many families in the village started coffee cultivation, and the young people actively promote livelihoods in coffee!

- Cafe** Akha Ama Coffee Roasters Tokyo 1-25 Akagimoto-machi, Shinjuku-ku, Tokyo



Mi Cafeto



- Farmers** Farmers of the Doi Tung region, over 900 meters above sea level
- Farm location** Doi Tung region, Chiang Rai
- Product name** Doi Tung
- Coffee type** Arabica (typica/catimor)
- Flavours** Wheat/roasted soy flour/fava beans/cocoa/corn/salted kelp
It has a smooth flavor overall, with a hint of mineral and a clean finish.

Doi Tung is a mountainous region in the northernmost part of Thailand. This area borders Myanmar and Lao PDR and is commonly known as the "Golden Triangle." The ethnic minority that lives there traveled back and forth between borders and therefore held no citizenship. They could not receive aid from the government, and were made further impoverished. They grew opium to survive and engaged in slash-and-burn agriculture, which resulted in the loss of forest land.

It was the Mae Fah Luang Foundation, an NPO under patronage of the Thai Royal Family, that tackled the problem of poverty and deforestation. The foundation launched the Doi Tung Development Project in 1988 to help them switch from opium to coffee cultivation for better quality of life and restore the forest. Since the coffee trees are grown in the shade, it is a crop that can exist in harmony with the forest. The project has created jobs for the ethnic minority, restored the forest, and developed a tourism business.^{2,3}

- Cafes** MI CAFETO, Hitotsubashi MI CAFETO, atre Kichijoji



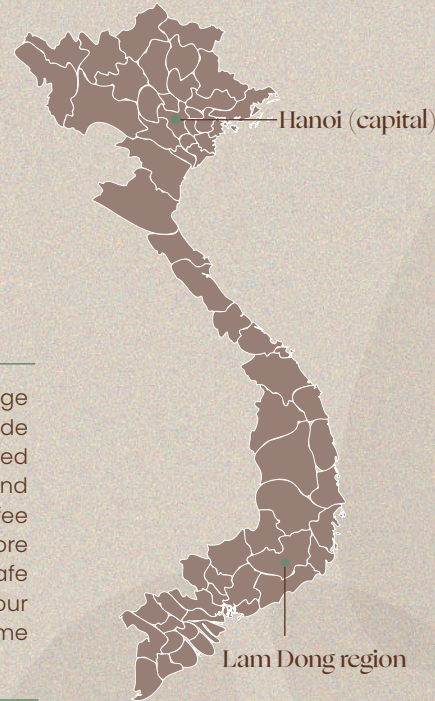
Viet Nam

Viet Nam's coffee history started when the Western missionaries brought coffee to the country in the 17th century. Large-scale cultivation began in 1857 when the country was colonized by France.

Today, Viet Nam has grown to become the largest coffee producer in ASEAN.¹ It is the world's top coffee exporter, and the second largest coffee producer after Brazil.² Coffee is an important export for Viet Nam. Most coffee grown in the country is robusta, which alone accounts for nearly 40% of the world's robusta beans. Most Vietnamese drink coffee black or iced with plenty of condensed milk and ice. Recently, cold brew, pour-over coffee, and other styles have become popular as well!

Coffee Culture

The most popular coffee beverage in Viet Nam is iced coffee, made with either plenty of condensed milk and ice or unsweetened and black. Recently, the types of coffee beverages have become more diverse, and drinks such as cafe latte, cold brew coffee, and pour over hot coffee have also become popular.



Trivia

Limited edition aromatic coffee stamps are available in Viet Nam until the end of December 2023. These stamps come in four different designs, each portraying a different stage of coffee production, from the field to the cup.³



Consumption

1 kg per person

Annual consumption of coffee beans

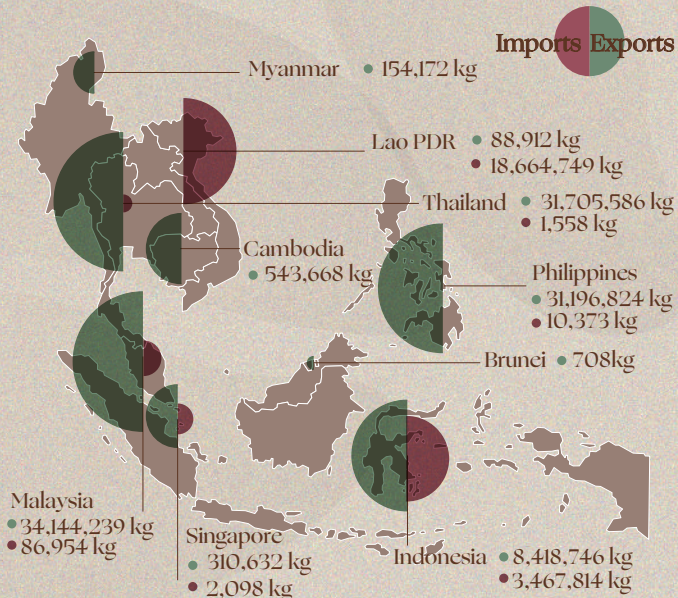
Shops

20,000 cafes

Annual average growth of 6.2% compared to the previous year

Import & Export in ASEAN

Source: 2020 data

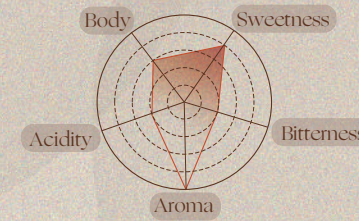
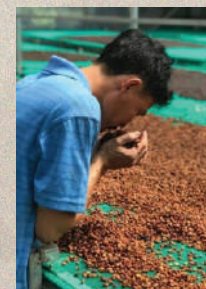


Viet Nam Specialty Coffee in Japan

Where you can have Viet Nam coffee selected in Japan



Fine Robusta Winey Honey from Future Coffee Farm



Elevation	750-800 m above sea level
Product name	Bao Loc region, Lam Dong Province
Coffee type	Robusta beans
Flavor	Sweetness of fully ripe robusta with a unique wine-like flavor (medium roast)

This is Viet Nam and Japan's first "FINE ROBUSTA (Winey Honey*)" specialty coffee – by Future Coffee Farm. Future Coffee Farm is located in Bao Loc (elevation 750-800 meters), a city in Lam Dong Province in central Viet Nam, six hours from Ho Chi Minh City by car.

The owner, Mr Toi Nguyen (pictured in photo), produces delicious specialty coffee that overturns the idea that robusta coffee is bitter. In 2019, his coffee earned a high score of 85 points by the SCA. The farm uses only fully ripe cherries, which gives the coffee a distinctive honey-like sweetness and high-quality robusta aroma. It has an incredible aroma and taste whether served hot or cold.

*Winey Honey: A refining process in which anaerobic fermentation is carried out with the mucilage still on (the sticky, high-in-sugar substance around the bean).



8CoffeeRoast

Cafe	〒665-0823 1-17-14 Akuraminami, Takarazuka-shi, Hyogo
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8CoffeeRoast is a coffee roastery that roasts and sells selected coffee beans from Future Coffee Farm in Viet Nam. The owner, Mr. Kuroda, has visited Viet Nam multiple times and developed a deep bond of trust with the farm's owner Mr. Toi Nguyen.

8CoffeeRoast's coffee beans are filled with love and passion of Mr. Kuroda for supporting the community growing high-quality robusta. We highly recommend you to give it a try.



Big Smile Coffee from Felissimo



Cafe	〒650-0041 7-1 Shinkocho, Chuo-ku, Kobe-shi, Hyogo
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Launched by Felissimo's Challenge Quality Project (CCP),* Big Smile Coffee endeavors to hand-pick Future Coffee Farm's fine robusta beans to further minimize any off-tastes. Get one and be part of supporting producers!

* CCP is a collaborative project that views people with disabilities in a positive light as "people who were given challenges to face by God." The beans are carefully handpicked by the workers at "Holding-hands" Hakobe Kobo, an NPO in the city of Itami, Hyogo.



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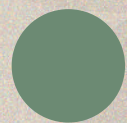
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The ASEAN-Japan Centre is an intergovernmental organization established by ASEAN Member States (Indonesia, Malaysia, Philippines, Singapore, and Thailand at the time) and Japan with the signing of the Agreement, establishing the ASEAN Promotion Centre on Trade, Investment and Tourism on May 25, 1981.

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