



# COMPANY PRESENTATION

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# The issue

Originally from Vietnam and a barista in Sydney, Tami noticed that Robusta was often overlooked.

It's perceived as an inferior product compared to other coffees due to its traditional harvesting method of stripping both green and ripe pods and drying cherries without care.

As a result, this coffee often ends up in instant coffee or silently in blends with others.

**Tami Nguyen**

Co-founder of Great Cherry

“*To me, no coffee is inherently inferior to others; it's a matter of growing and production practices, and personal flavour preference.*”



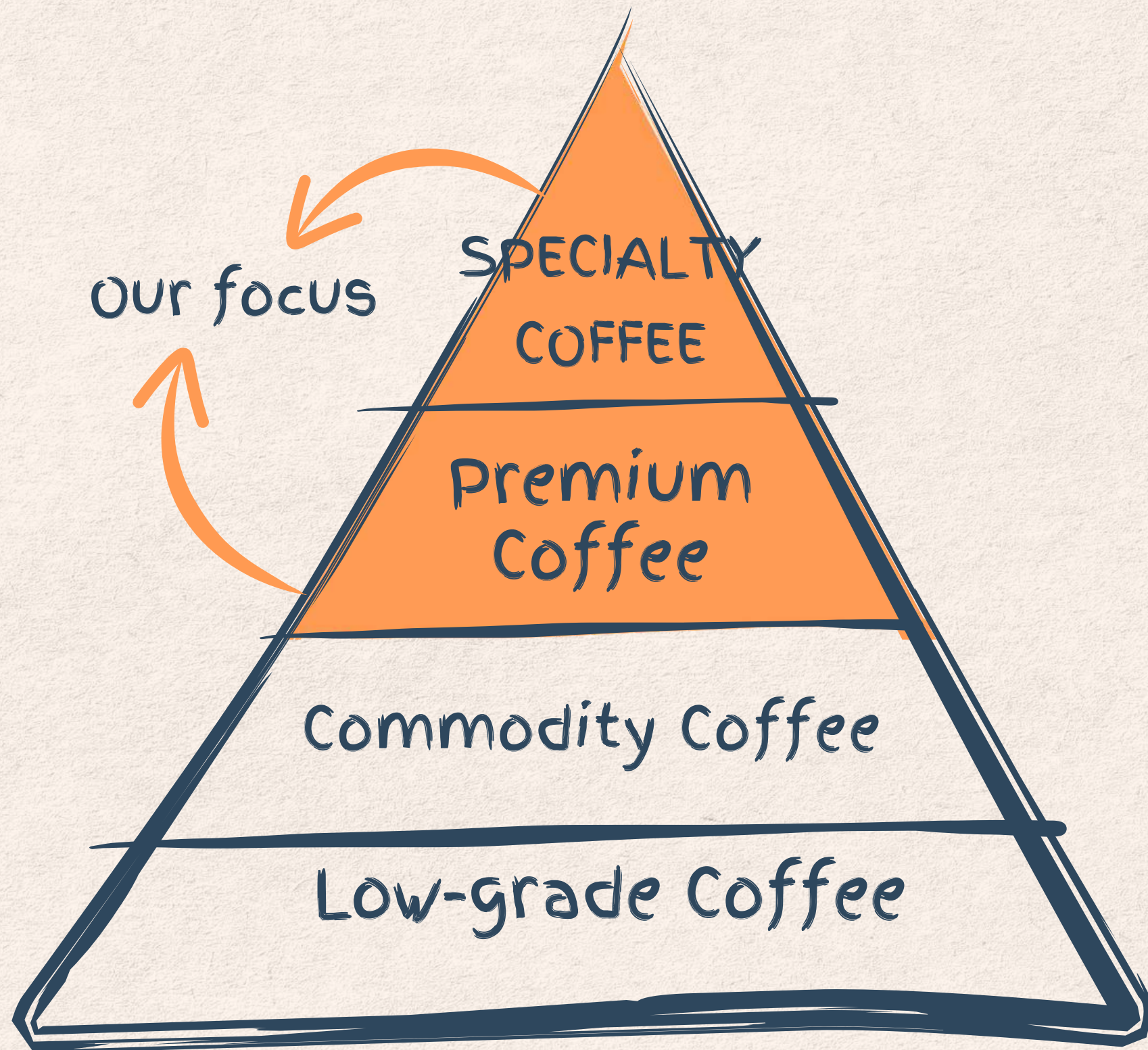


# We are Great Cherry

At Great Cherry, we believe in the power of alternatives. We want to help coffee roasters uphold their commitment to quality by offering exceptional robusta beans that they love.

What sets our Robusta coffee apart are the careful harvesting and processing methods that would typically only be seen with very high-quality arabica coffee.

And we're excited to offer the coffee community a new and unique coffee experience.





# Cư M'gar - our growing region

Cư M'gar is a rural district in Đắk Lắk province, located in the central highlands region of Vietnam. Its name comes from the Ede language, which is what people used to call the volcano in this area a long time ago.

The district's coffee farms enjoy the area's ideal growing conditions, including fertile soil and the wide gap in temperature between day and night.

Coffee in this region, when roasted as a single-origin espresso with a good profile, can be very pleasant. It's like a coffee without edges and corners. It's easy to drink, especially for milk beverages.

It also works well in blends, providing body, sweetness, and texture while allowing other coffees to add complexity and flavour.





# Sustainability focus

We prioritise processing methods that bring out robusta's best while minimising wastewater discharge into the environment. That is why we don't produce washed robustas. We return by-products of the coffee processing into organic fertilizers.

We're constantly seeking better ways to change how farmers perceive and adopt new coffee harvesting and agricultural methods.

And we reward them accordingly.





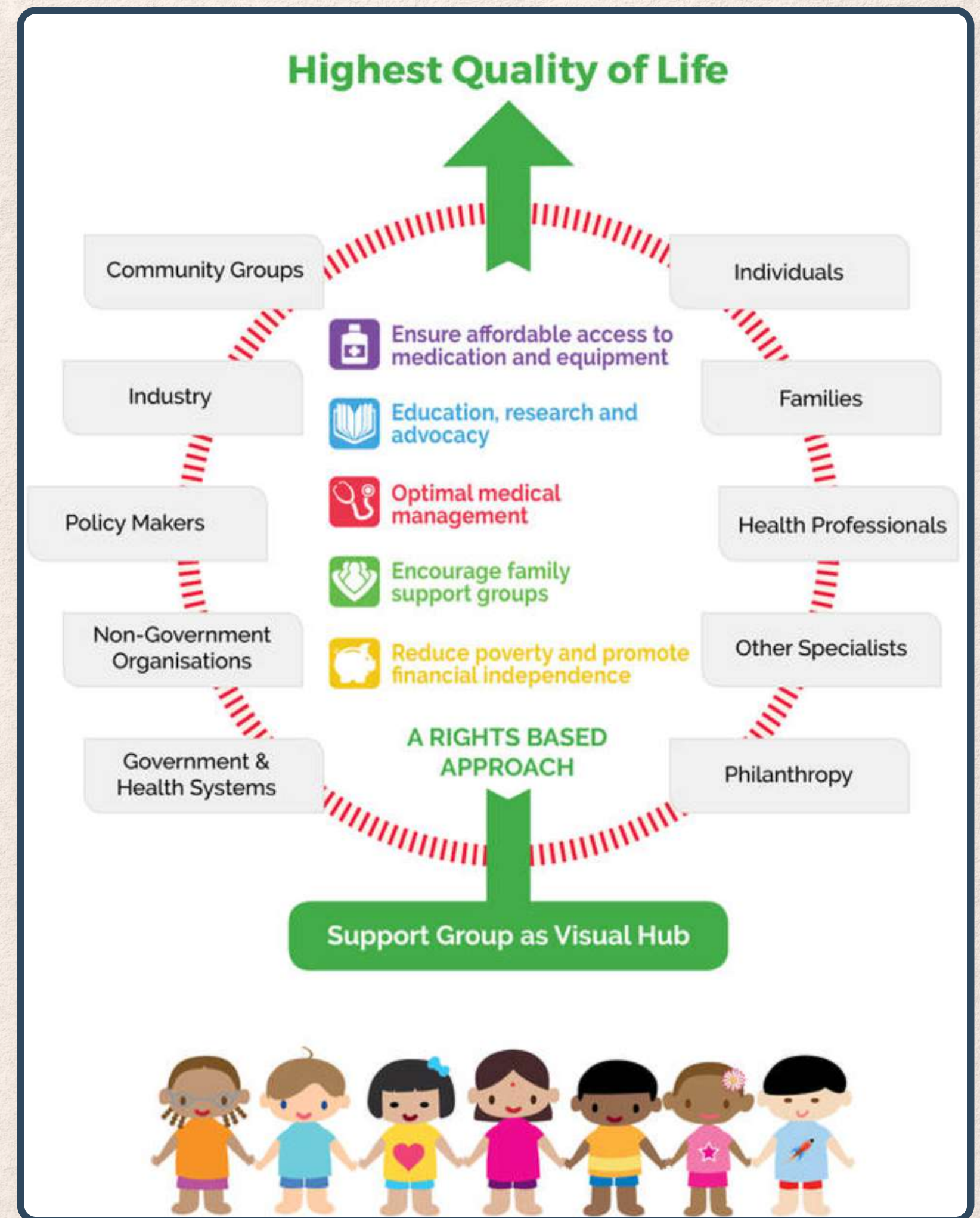
# A social cause

Growing up in a developing country, we witnessed a sad reality. Unlike in developed countries, kids with chronic health issues suffer preventable harm there.

We believe if we show these children that an alternative route is possible, they can live and work to their greatest potential instead of just accepting things.



We team up with CLAN and give 1% worth of coffee for every kilo we sell to help create a powerful change.







Watch Our Video

**THANK YOU &**

**WE'D LOVE TO PARTNER WITH YOU!**