

A night street scene in Vietnam, likely Hanoi, featuring a wide sidewalk where several people are sitting on red plastic chairs. A woman in a dark dress is walking on the left. The background shows a busy street with motorbikes, streetlights, and a historic stone archway. The scene is illuminated by warm streetlights and the cool green light of a traffic signal.

NĂM SÔNG
COFFEE CO.

COFFEE
Exclusively
FROM ASIA

THE UK COFFEE INDUSTRY HAS BECOME BORING.

COUNTLESS HOMOGENOUS COFFEE BRANDS ALL CLAIM TO BE DIFFERENT, BUT THEY ARE NOT. THEY OFFER THE SAME PRODUCTS MARKETED IN THE SAME WAY.

NĂM SÔNG'S CHAMPIONS COFFEE EXCLUSIVELY FROM ASIA & THE EXPERIENCE OF ASIA ITSELF AND THIS, ACTUALLY DOES, MAKES US DIFFERENT.





**ASIAN COFFEE IS EXTREMELY UNDER-
REPRESENTED ON THE WORLD SPECIALITY
COFFEE MARKET, WHICH HAS TRADITIONALLY
BEEN DOMINATED BY COFFEE FROM SOUTH
AMERICA AND AFRICA. THANK FULLY HOWEVER,
THAT IS NOW STARTING TO CHANGE.**

**THE DEVELOPMENT OF ASIA AS A HIGH
QUALITY COFFEE GROWING REGION IN RECENT
YEARS HAS BEEN NOTHING SHORT OF
INCREDIBLE. THE POTENTIAL OF ASIAN COFFEE
FARMERS HAS BEEN UNLEASHED WITH GREATER
INVESTMENT INTO TRAINING AND
INFRASTRUCTURE MEANING THE REGION NOW
PRODUCES EXCEPTIONAL SPECIALITY COFFEE
TO MATCH THE HIGHEST QUALITY OFFERINGS
YOU CAN FIND FROM AROUND THE WORLD.**

**THE MAIN ISSUE NOW IS AWARENESS. IT IS
NĂM SÔNG'S GOAL TO BE A CHAMPION FOR
ASIAN COFFEE AND COFFEE FARMERS IN
ORDER TO CONTINUE TO INCREASE THEIR
RECOGNITION IN THE UK.**



COFFEE EXCLUSIVELY FROM ASIA

Năm Sông's Origin is Asia. The people, the places, the experience. Asian Coffee is also exceptional, however it is unfortunately extremely underrepresented on the UK and World Coffee Market. Our goal is to change that.

NĂM SÔNG'S ORIGIN

Whilst travelling around South East Asia on our Gap Year we fell in love with the region and discovered the incredible Coffee that Asia has to offer. We'd never experienced such incredible Coffee before and this is what inspired us to set up Năm Sông as our own Vietnamese Coffee Shop and Restaurant when we got back home.

A SUPPLY PROBLEM

Năm Sông has been in business for over 8 years and have gone from strength to strength with our site based in Sheffield being as popular as ever. However, something that has frustrated us over the years of running our site was the lack of options to source high quality Asian Coffee in the UK. To solve this problem we set up the Năm Sông Coffee Co.

NĂM SÔNG COFFEE CO.

Năm Sông Coffee Co. is the only Coffee Brand in the UK that offers a wide range of high quality Coffee Exclusively from Asia. It is our goal to be a champion for Asian Coffee and Coffee Farmers in the UK by spreading awareness of the different origins available and the amazing Coffees that they produce amongst local consumers.

WORKING TOGETHER

We would love to partner with you to supply you with exciting Retail Asian Coffee & Phin Filters as our offering would appeal greatly to your consumers and also a partnership between us would no doubt help to push Asian Coffee further in the UK.



NĂM SÔNG RETAIL PRODUCTS

RETAIL COFFEE

All of our exciting origins exclusively from Asia are available as wholebean retail coffee bags, coming in striking origin specific Năm Sông branded bags which pop off on a retail shelf.

Asian Coffee is incredibly underrepresented in the UK so stocking our retail coffee range will allow your customer to purchase some of the most exclusive Coffees on the market which they cannot find at other retailers.

VIETNAMESE PHIN FILTER SETS

Coffee is deeply ingrained in Vietnamese life with the iconic drip drip drip of the Phin Filter. The experience of road side cafés with little plastic stools provide the back drop to the country's obsessive Coffee Culture.

A Năm Sông Phin Filter Set gives consumers an exciting low cost method of brewing high quality at home. Sets are also available with Coconut Condensed Milk so it's suitable for Vegans.

NAM SONG BRANDED PHIN FILTERS

The Phin Filter is classically used to brew Vietnamese Coffee, however it's application can be so much more! When used to brew speciality coffee from different regions it creates exceptional beverages that rivals those produced by market leading coffee brewers such as the Aeropress and V60. What's more, it's also more portable, easier to clean and efficient to use than these alternative methods.





RETAIL PHIN FILTER PRODUCTS



Vietnamese Phin Filter Coffee is relatively unknown to most UK consumers, but once tried it is near universally liked. There is a fantastic opportunity for you as a retailer to stock Năm Sông Phin Filters and be at the forefront of a new wave in the coffee market, as we turn the Phin Filter into the next big home coffee brewing trend in the UK. The Phin has the following benefits and features which sets it apart from other home coffee brewers:

- Creates a **unique beverage** compared to other brewers that is in between a traditional filter coffee and an espresso in terms of taste and texture
- **Super therapeutic** brew method with lots of theatre with **no need for barista knowledge**
- Arguably the **most environmentally friendly coffee brewer on the market** as it doesn't require paper filters and made from recyclable materials, unlike some brewers made from heavy moulded plastics
- Incredibly **Giftable**, light-weight, easy to clean and transportable

100% Of respondents at Sheffield Coffee Fest said they could consider buying a Năm Sông Phin Filter as a gift for a loved one

8.83/10 Average product score from 84 people surveyed at Sheffield Coffee Fest

Scan to watch our how to brew guide!



Completely different to any coffee I've ever tried before - 10/10

I love the contrast of the sweet condensed milk and dark roasted coffee - 11/10

*FEEDBACK FROM SHEFFIELD COFFEE FEST



SPECIALITY MARKET TRENDS

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Năm Sông is proud to say that we are the only Coffee Brand in the UK to offer a range of high-grade speciality Coffees Exclusively from Different Origins in Asia.

The Speciality Coffee market in the UK is growing rapidly as consumers place a greater focus on the quality of goods they buy. Also a rise in working from home means consumers want better coffee at home as they're less likely to nip out to a coffee shop located near offices.

Current market trends suggest it is only going to continue to grow:

- **Speciality Coffee Sales reached £2.2 billion** in the UK last year which is a 23% Coffee Market Share and this is expected to grow at a **CAGR of 11.5% over the next 5 years**
- Young Adults are at the heart of this growth with **18-24 year olds accounting for 32.5% market share** with 25-39 year olds being the next largest and fastest growing demographic group
- 63% of UK Consumers now consider themselves coffee enthusiasts with **40% of people are now willing to pay more for speciality coffee** to ensure better quality and that farmers are paid fairly

By stocking Năm Sông Retail Coffee you will be one of the first retailers in the UK stocking Speciality Grade Asian Coffee. As well as being beneficial for your consumers base it is forecasted to be great for your own sales as market trends suggest the popularity of speciality coffee will only continue to grown amongst your main demographics.

***RESEARCH BY ALLEGRA WORLD COFFEE PORTAL**

A wide-angle photograph of a sunset over a body of water. The sky is filled with vibrant orange and yellow clouds, with the sun low on the horizon. In the foreground, several dark silhouettes of plants and trees are visible. A small boat with a canopy is on the water, and its reflection is visible. The background shows a dark, silhouetted shoreline with some buildings.

**OUR SPECIALITY COFFEE
OFFERING EXCLUSIVELY
FROM ASIA**

📍 CHIANG RAI, THAILAND



Farm	Sirinya Farm
Variety	Catimor (Arabica)
Elevation	1450 masl
Process	Anaerobic Natural
Tasting Notes	Tropical Fruits

NĂM SÔNG COFFEE ORIGIN: THAILAND



CHIANG RAI

The diversity of Thailand is next level. Stunning beaches, beautiful trekking and probably a few late nights followed by a few sore heads. There is something for everyone and its energy and charm make it a paradise for young backpackers and more relaxed holiday makers alike.

In recent times specialty coffee in Thailand has seen rapid growth and gained international acclaim, shifting from a focus on mass production to high-quality Arabica beans.

SIRINYA FARM

Sirinya Coffee is a family run specialty coffee farm, roastery, and coffee shop based in the mountains of

Chiang Rai province, led by Oil and Goh Chaosuwanwilai.

Sirinya is born out of a commitment to the communities of Doi Chang, as well as stewardship of the land and constantly striving for excellence in all aspects of coffee. Starting right from the beginning with the quality of the soil.



NĂM SÔNG
COFFEE CO.

📍 DAK LAK, VIETNAM



Farm	Cư Dliê M' nông Coop
Variety	Robusta
Elevation	800 masl
Process	Natural
Tasting Notes	Toffee and Mollases

NĂM SÔNG COFFEE ORIGIN: VIETNAM

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DAK LAK PROVINCE

Vietnam grows nearly 30 million bags of coffee annually, with 4 million for the internal market and 24 million to export. Most of this is grown by smallholders on plots averaging 1-1.5 hectares in size.

The Central Highlands are the heartland of Vietnamese robusta growing, with Đắk Lắk and Gia Lai taking the lion's share of that. Đắk Lắk has the lower altitude of the two, and is often seen as better quality and fuller body.

CU DLIE M'NONG CO-OP

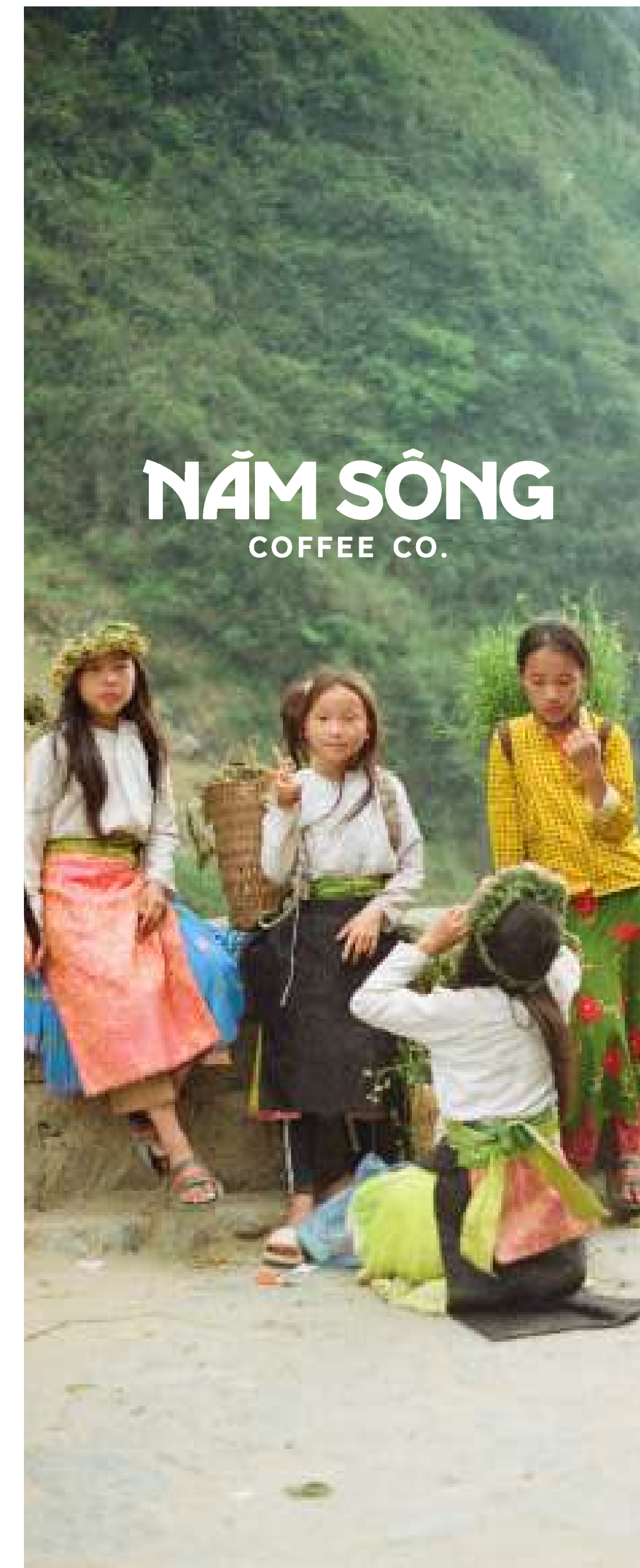
At Năm Sông we source our Vietnamese Coffee from the Cư Dliê M' nông Co-op, which is located in the Cư M'gar

District of Đắk Lắk .

The coop received Fairtrade Certification in 2009 and currently has 84 members. Đắk Lắk's coffee farmers have a long history of cultivation, and the province has become one of the leading producers of specialty coffee in Vietnam.



NĂM SÔNG
COFFEE CO.



☑ SUMATRA, INDONESIA

Kopi



Farm	Wahana Estate
Variety	Catimor (Arabica)
Elevation	1200 masl
Process	Semi-washed
Tasting Notes	Spiced Dark Chocolate

NĂM SÔNG COFFEE ORIGIN: INDONESIA

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SUMATRA

Indonesia is a paradise that you'll never forget. Scooter riding, waves crashing, island hopping and having all of your belongings stolen by monkeys in Ubud. That's what it's all about.

As demand for premium, traceable coffee increases, Indonesia is establishing itself as a key player in the global specialty coffee market with vibrant beans grown in volcanic soils.

WAHANA COFFEE ESTATE

The Wahana Estate was founded in 2006 and covers an impressive 480n hectares. The Estate uses only organic fertilisers in order to maintain a sustainable production cycle involving

using canopy trees to provide shade for coffee plants.

Wahana is also a shining example of ethical production in that it provides free housing, water and electricity, free healthcare and children's nursery services for all of their over 1,000 employees.



NĂM SÔNG
COFFEE CO.

📍 KERALA, INDIA



Farm	Ekata Estate
Variety	Chandragiri (Arabica)
Elevation	1500 masl
Process	Anaerobic Honey
Tasting Notes	Honey & Maple Syrup

NĂM SÔNG COFFEE ORIGIN: INDIA

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BILIGIRIRANGA HILLS, KERALA

The well-known legend of coffee's arrival in India tells that 16th century Sufi saint, Baba Budan, so enthused by coffee when traveling through the Middle East during his Hajj, smuggled seven coffee beans from Yemen hidden in his beard and planted them in the Hills of Chandragiri.

Specialty coffee in India is rapidly evolving, driven by a new wave of farmers focused on quality and sustainability.

EKATA COFFEE

Created by seven childhood friends from Kerala, Ekata started in 2016 with a mission to produce single origin, shade grown coffee to international standards

Since their inception they have been dedicated to giving back to the community, building schools and temples and working in partnership with the 280 acre Emerald Haven Plantation on the post harvest processing, has resulted in the production of outstanding specialty grade coffee.



📍 BANKA, YUNNAN, CHINA

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Farm	Banka Farm, Yunnan
Variety	Catimor (Arabica)
Elevation	1350 masl
Process	Natural
Tasting Notes	Summer Fruit Compote

NĂM SÔNG COFFEE ORIGIN: CHINA

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YUNNAN PROVINCE

China is an intoxicating blend of old and new that has emerged dramatically in recent years as one of the world's premier coffee growing regions that has started to gain international recognition for producing exceptional speciality coffee.

Yunnan province – a mountainous and fertile land in the south west of China, is responsible for over 97% of China's coffee production.

BANKA FARM

Banka farm and washing station was originally developed by Mr. Hu, a native of Yunnan, who has been producing coffee in Menglian for almost 20 years. He was one of the

first farmers to engage in large scale coffee production in the Country.

Taken over by Yunnan Coffee Traders in 2018, Banka Farm now produces both volume washed specialty lots, as well as natural and honey process micro lots.



📍 SAMORO, TIMOR LESTE

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NĂM SÔNG ORIGIN: TIMOR LESTE

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SAMORO, LETEFOHO

Timor-Leste is an off-the-beaten-path unique adventure filled with rugged landscapes and warm hospitality. The country is rapidly gaining recognition on the world speciality market with their high- altitude farms and ideal climate producing unique, high-quality offerings.

the guidance of lead farmer Orlando Soares. Lying slightly east of the Cristo Liurai mountain, this community experiences warmer ambient temperatures which in turn results in warmer water during processing. This allows for more concentrated fermentation and produces a coffee featuring slightly bolder flavour notes.

Coffee from Timor Leste is all organically grown in the shade of the imposing Ai-Kakeu and Ai-Samtuku trees, where only natural fertiliser is used to nourish the soils.

SAMORO COOPERATIVE

We source Coffee from the Samoro Cooperative under

Farm	Samoro Cooperative
Variety	Typica (Arabica)
Elevation	1350 masl
Process	Fully Washed
Tasting Notes	Green Apple & Melon



NĂM SÔNG
COFFEE CO.

ADDED VALUE

UNIQUE PRODUCTS

Asian Coffee is incredibly under represented on the UK Coffee Market so you will be stocking exclusive Coffee that few retailers offer.

EXCELLENT BRAND STORY & ETHOS

Năm Sông has a brand story which is very relatable amongst our core demographic globally focused of 18-35 year olds that is supported by engaging content marketing focusing on the countries from which our products originate.

STRIKING PACKAGING

Items stands out on shelf with premium country specific packaging.

SPECIALITY COFFEE

All our Arabica Coffees are classed as specialty meaning they are some of the highest quality Coffees available on the market which also taste superb using different home brew methods.

EVERYDAY USE/REPEAT PURCHASES

Our Coffees are an every day use product for which customers make repeat purchases regularly.

EXTREMELY GIFTABLE

As well as purchasing Coffee and Brewing Equipment for themselves customers often purchase our items as gift for loved ones.

FULL TRACEABILITY

All Năm Sông Coffees have full traceability and are sourced from ethical suppliers ensuring that all stakeholders in the supply chain are treated equitably.

NĂM SÔNG SOCIAL

Năm Sông has over 12,000 followers on instagram and we regularly post content relating to our retail partners including an initial showcase reel when you begin to stock Năm Sông products.

LOW MOQs

Năm Sông retail products are available with low MOQs and with free shipping at low overall order values.





**THANK YOU SO MUCH FOR TAKING THE TIME
TO READ THROUGH OUR WHOLESALE INFORMATION!**

**WE WOULD ABSOLUTELY LOVE TO PARTNER WITH
YOU IN ORDER TO CONTINUE TO INCREASE
AWARENESS OF ASIAN COFFEE AND
VIETNAMESE PHIN FILTERS ACROSS THE UK!**

**IF YOU WOULD LIKE TO DISCUSS HOW WE CAN
SUPPORT EACH OTHER MOVING FORWARD THEN
PLEASE FEEL FREE TO CONTACT JIM, OUR HEAD OF
WHOLESALE, ON THE FOLLOWING DETAILS:**

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INSTA: @WEARENAMSONG

HOPEFULLY HERE FROM YOU SOON! CHEERS