



KOPI RAJAWALI

Non-caffeinated date seed coffee, a high antioxidants beverage

KOPI RAJAWALI is made from 100% date bean and is a caffeine-free coffee. It is a wonderful, all-natural caffeine-free coffee that comes with several health benefits (and a great way to reduce waste!).

It is a delicious, non -acidic, energy booster, and nutritious but caffeine -free drink!

PITCH INFO

KOPI RAJAWALI is an innovation in the optimization of bioactive compounds in the date seed, which are usually discarded as unused agricultural products to a healthy beverage - date seed coffee, a unique product with a great taste and aroma comparable to other well-known coffees in the market.

KOPI RAJAWALI is produced from 100% quality date seeds. Date seed coffee is a great and natural caffeine-free coffee that comes with several health benefits.

The product is available in coffee powder to brew yourself without any additives, preservatives or artificial chemicals. It is a delicious, non-acidic drink energy boosters, and nutritious drinks.

MARKET VALIDATION ACHIVEMENT

Segments	Sub-segments
By Nature	<ul style="list-style-type: none"> • ORGANIC • CONVENTIONAL
BY PACKAGING	<ul style="list-style-type: none"> • SACHET • READY-TO-DRINK
By Distribution Channel	<ul style="list-style-type: none"> • CAFÉ / BOOTH • ONLINE SALES • CHANNEL • DIRECT SELLING
By PREFERENCE	<ul style="list-style-type: none"> • COLOR • FLAVOR • AROMA • APPEARANCE • COFFEE STRENGTH

NEXT MILESTONE

Expend business sales by appointing agents and stockists throughout Malaysia.



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