



JAZEEN
جازين

HOME OF ARABICA

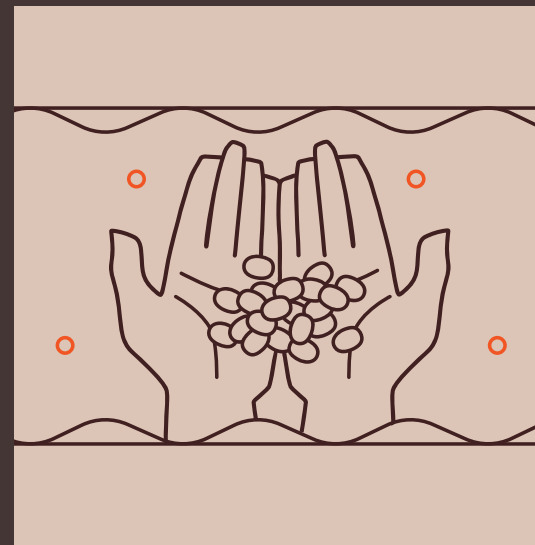
INTRODUCTORY BOOKLET





The legendary Arabica coffee bean comes to KSA from all over the world. Still, not so many Saudis know that some of the best Arabica come from next door. In fact, Arabica is a national treasure that closely connects us to our honorable heritage and ancient grounds.

Experience the essence of Arabica coffee redefined with a Saudi touch. Join us in celebrating its roots, crafting the finest brew that embodies tradition and innovation.



Pioneering the global discovery of the unique wonders of Arabica Coffee and delights at home and abroad.





THE SAUDI COFFEE COMPANY

Coffee Has a Homeland and a Story to Be Told

The Saudi Coffee Company (SCC), a subsidiary of the Public Investment Fund, came to life with one aspirational goal in mind, to create the finest coffee in the world, reclaiming the Kingdom's position as the home of the legendary Arabica bean.

It's a celebration of our ancient heritage and a grand opportunity to share it with the world while creating exciting global opportunities. Coffee has been an inseparable part of Saudi hospitality and its rituals have carried the legacy into our modern lives. And since the unique land of Jazan has been the proud birthplace of our home-grown unmatched coffee beans, it became our mission to open the world's eyes to the unique wonder of Arabica both locally and globally.

Hand in hand with our partners in the private sector, we fulfill the Public Investment Fund's aim to create new promising economic sectors and play a major role in the contribution to the Kingdom's Vision 2030. We are committed to supporting the national coffee product, localizing its industry, and powering its presence on national and global scales, all while supporting youth entrepreneurs in the local market. From our farms to your cup, we observe the highest sustainable agriculture standards, distribution and marketing. We would love for you to be part of the journey.





JAZEAN

HOME OF ARABICA

Jazean is the Saudi Coffee Company's first coffee brand and its flagship, providing consumers with a premium coffee experience. Jazean is a perfectly smooth blend of 'Jazan', Home of Arabica, and 'Bean', the original Arabica Bean in a mission to tell the tale of our deeply-rooted identity where heritage and refined civilization meet, where a 300-year-old Saudi Coffee tradition was born, where abundant natural resources flourish, where pristine islands and breathtaking mountains get together, and more notably, Jazan is proudly the homeland of Arabica, our 'Jazean' coffee bean.



SAUDI FROM BEAN TO CUP

Nested in the rainy mountains of Jazan 1000 meters above sea level, lush green fields give birth to Jazean coffee beans, reinforcing Arabica's origins and leading its legacy into the future. We strongly believe that the best way to grow and flourish is to reconnect with our roots and remember the foundation and culture we stemmed from.

In that spirit, we have developed sustainable farming techniques, new processes, and new flavors to reshape the way we enjoy Arabica. Bringing our experience, our mastery, and ultimately our vision for the future of Arabica into your hands, in a rich, spicy cup that awakens tastebuds and warms hearts.



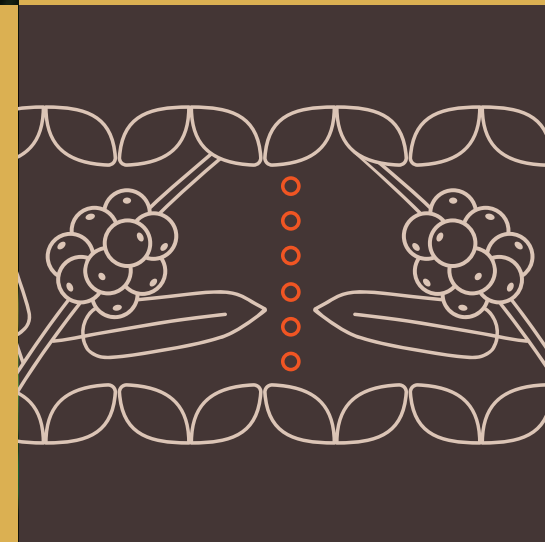
RANGE OF PRODUCTS





JAZAN'S GREEN GOLD

The quality of our beans is simply unmatched! These beans have been meticulously hand-picked at peak ripeness and roasted to perfection by some of the most expert national hands to reach coffee lovers with all the exceptional flavors and aromas of our generous land.



COFFEE WITH A SAUDI DNA

We innovate and unleash the endless possibilities of Jazan's green gold, unlocking intensified aromas and experiences for the world and the next generations to indulge in.





A CUP OF COFFEE SAYS A THOUSAND WORDS

Preparing, serving, and drinking coffee is a form of art in the Kingdom. It's more than simply a cup of pick-me-up. The traditions surrounding its presentation, choice of coffee beans, and the way it's served all communicate a welcoming gesture, a congratulatory moment, an invitation for further social interaction, an acceptance of a proposal, and so much more!

Cosmopolitan coffee connoisseurs are not any less dependent on internationally-known counterparts like espresso and cappuccino as the Kingdom is one of the largest coffee-consuming countries.



SAUDI BEANS. A HERITAGE IN THE MAKING.

For more than 800 years, farmers in Jazan have passed down methods of cultivation and harvest from generation to generation. Saudi farmers have perfected their techniques over centuries, ensuring the quality of their crops and the sustainability of harvest season after season. It's worth mentioning that the harvest of coffee crops requires particular attention to how the beans are picked to prevent breaking any branches where the seeds grow again.

It is this tradition of passing down knowledge from one generation to the next that has kept our Arabica's legacy alive, and it is what we treasure the most as we forge ahead into positioning KSA as a leading producer of Arabica beans.



A TASTE OF TRUE ARABICA



Land of unparalleled beauty and abundance. Nestled in the southwest of Saudi Arabia. Steeped in agricultural heritage. Home of the finest coffee beans.





OUR PRODUCTS



AL MAJAZ MOUNTAIN

SPECIALTY COFFEE

ESPRESSO

Picked with care from the highest peaks of Jazan mountains, and blended with beans from Guatemala and Ethiopia. Al Majaz Mountain is a distinctive blend characterized by its balanced creamy texture. An exceptional roast that combines the sweet notes of brown sugar, cherry and citrus fruits, making it perfect for espresso.

ORIGIN	Jazan, Saudi Arabia - Guatemala - Ethiopia	
MEDIUM ROAST	ALTITUDE  1150m - 2000m	 COFFEE BEANS
VARIETY	PROCESS	NOTES
• Topazio • Khawlani • Heirloom	Natural	Brown Sugar, Cherry, Citrus Fruits



AL AREEF MOUNTAIN

SPECIALTY COFFEE

ESPRESSO & FILTER

An exquisite blend of Saudi coffee beans from Jazan, and coffee beans from Papua New Guinea and Guatemala. Al Areef Mountain blend is characterized by its rich texture and bittersweet flavor. A medium roast coffee highly recommended for espresso and filter coffee, or those who prefer a milk-based beverage.

ORIGIN	Jazan, Saudi Arabia - Papua New Guinea - Guatemala	
MEDIUM ROAST	ALTITUDE  1350m - 1800m	 COFFEE BEANS
VARIETY	PROCESS	NOTES
• Khawlani • Typica • Bourbon	Washed	Chocolate, Caramel, Nuts



AL ASWAD MOUNTAIN

SPECIALTY COFFEE

ESPRESSO & FILTER

A spectacular blend from the Saudi beans of Jazan's mountains and the beans of Chelchele in Ethiopia. This coffee comes with a smooth and balanced flavor that features a distinct floral aroma, with notes of berries, apricot and peach. This blend is best suited for brewing espresso and filter coffee.

ORIGIN	Jazan, Saudi Arabia - Ethiopia	
MEDIUM ROAST	ALTITUDE  1800m - 2001m	 COFFEE BEANS
VARIETY	PROCESS	NOTES
• Khawlani • Heirloom	Natural	Berries, Apricot, Peach, Floral



FAIFA MOUNTAIN

SPECIALTY COFFEE

ESPRESSO & FILTER

Faifa Mountain blend is a combination of Saudi coffee beans grown in the highest peaks of Jazan mountains and Costa Rican coffee beans. A special medium roast blend with citrusy fruity notes and notes of chocolate and hazelnut, perfect for filter coffee or espresso.

ORIGIN	Jazan, Saudi Arabia - Costa Rica	
MEDIUM ROAST	ALTITUDE  1980m	 COFFEE BEANS
VARIETY	PROCESS	NOTES
• Khawlani • Caturra	Natural	Citrus Fruits, Chocolate, Hazelnut



MANJAD MOUNTAIN

SAUDI COFFEE

MEDIUM ROAST

Manjad Mountain is a superb blend of fine Khawlani beans specially for Jazeen, distinguished by its fragrant aroma, in a medium roast that is ideal for brewing Saudi Coffee.

MEDIUM ROAST ● ● ● ○ ○		GROUND COFFEE	
VARIETY	ALTITUDE	PROCESS	
● Khawlani	1700m	Natural	



AL RYITH MOUNTAIN

SPECIALTY COFFEE

ESPRESSO & FILTER

This blend is sourced from Jazan's finest Saudi beans and Ethiopian beans. A highly distinctive medium roast coffee. Al Ryith Mountain blend contains notes of red fruits and berries, suitable for both espresso and filter coffee.

ORIGIN	Jazan, Saudi Arabia - Ethiopia		
MEDIUM ROAST ● ● ● ○ ○	ALTITUDE		COFFEE BEANS
	2350m		
VARIETY	PROCESS	NOTES	
● Khawlani ● Heirloom	Natural	Red Fruits, Berries	



SHAQRA MOUNTAIN

SAUDI COFFEE

تحميص المنطقة الوسطى

Shaqra Mountain blend is a combination of Saudi beans carefully selected from Jazan and Harari beans from Ethiopia. A blend unique for its distinct fragrant aroma, in a light roast, perfect for Saudi coffee.

LIGHT ROAST ● ○ ○ ○ ○		GROUND COFFEE	
VARIETY	ALTITUDE	PROCESS	
● Khawlani ● Harari	1500m - 1800m	Natural	



TALLAN MOUNTAIN

SPECIALTY COFFEE

ESPRESSO & FILTER

This exquisite blend combines the best of Saudi beans with those of the Agustino highlands in Southern Colombia. Distinguished by its delicious creamy texture and moderate citric acidity, Tallan Mountain blend flavor combines notes of brown sugar, milk chocolate and biscuits, making it the perfect choice for espresso and filter coffee.

ORIGIN	Jazan, Saudi Arabia - Colombia		
MEDIUM ROAST ● ● ● ○ ○	ALTITUDE		COFFEE BEANS
	1900m		
VARIETY	PROCESS	NOTES	
● Khawlani ● Caturra	Washed	Brown Sugar, Milk Chocolate, Biscuits	



CAPSULES



RAZAN VALLEY

A spectacular blend of Saudi coffee beans harvested from the high mountains of Jazan, complemented by superior-quality beans from Colombia and Ethiopia, offers a vibrant and well-balanced fruity taste. A special blonde roast blend with notes of berries and tropical fruits along with floral aroma.



SHAHDAN VALLEY

A versatile combination of Saudi coffee beans, grown in the high mountains of Jazan, paired with selected beans from Colombia and Ethiopia, delivers a smooth taste and well-balanced flavors. This special medium roast blend boasts rich notes of dark chocolate, caramel and brown sugar, making it an ideal choice for your daily espresso.



DHAMAD VALLEY

A unique blend of Saudi coffee beans, grown in the high mountains of Jazan along with carefully selected Brazilian beans, crafted to deliver a heavy body with a unique creamy texture. This blend features rich sweet notes of dark chocolate, caramel and roasted almonds, making it the perfect choice for your daily espresso.





OUR SERVICES

To make sure that every cup tastes as premium as its coffee beans and every sip is a joy, we provide a selected range of services to both coffee shops and businesses.



DOOR-TO-DOOR DELIVERY

Upon purchasing Jazeen's products, we offer our partners free delivery to a location of their choice. For more details, don't hesitate to get in touch with us via the details found in the Contact section.



TRAINING (COFFEE MAKING AND MACHINE USE)

We offer baristas in coffee shops on-site training on how to create the perfect cup of coffee from our premium Saudi beans.

We also train employees and baristas on how to use different types of coffee machines and care for them.



COFFEE MACHINE SOLUTION

Our corporate clients will be equipped with self-service machines, accompanied by a monthly minimum order quantity, ensuring their satisfaction. This solution will encompass a comprehensive package comprising five years of exceptional service and maintenance.



MANPOWER SERVICE

Providing skilled coffee professionals Barista catering to various industries based on their operational needs. Aiming to secure crucial business requirement to enhance productivity and efficiency in the workplace. Delivering Local high-quality coffee experiences. That reflects on the Saudi hospitality.



COFFEE POPUP

Coffee pop-up (mobile and permanent) suits all location and adaptable to all events and services. It can add a unique and enjoyable touch to corporate events and permanent office locations.





SELF-SERVICE COFFEE MACHINE



BRAVILOR SPRSO
(FULLY AUTOMATIC ESPRESSO MAKER)

The bean-to-cup espresso machine is fully automatic and serves ideal single cups of ristretto, espresso, crema coffee, and americano. A milk cooler option adds the ability to make exquisite cappuccinos and lattes topped with freshly frothed milk. The SPRSO is ideal for small offices. With a 2.2-liter capacity. (It Deliver 25 cup)



WMF 1100S
SELF-SERVICE MACHINE:

Large fully automatic models on features and indulgence. Equipped with the Basic Milk System and Choc dispenser. External dimensions (width/height/depth) 561 / 500 / 325 mm It Deliver 120 cup



WMF 5000S
SELF-SERVICE MACHINE:

Coffee machine, WMF 5000s+ Its heavy-duty brewer guarantees to deliver a consistently high number of cups (250+) within astoundingly compact dimensions. Equipped with the new WMF Dynamic Milk System (optional), the WMF 5000 S offers a variety of consistencies for hot and cold milk foam, as well as hot and cold milk.



GIFT BOXES



SCC VIP GIFT BOX

Step into the rich traditions of Saudi Arabia with our exquisite Saudi Coffee Gift Box, a masterpiece that blends culture with indulgence. Featuring a Saudi coffee blend, a luxurious Dallah, and three ornate finjans, this set is a tribute to tradition and taste. Perfect for celebrating culture and indulgence in every sip.



JAZEEN VVIP (V60) GIFT BOX

Savor the perfect brew with our Jazeen Coffee Gift Box, featuring the perfect Jazeen coffee beans paired with a V60 ceramic dripper and a sleek ceramic cup. Elevate your coffee experience with every sip, crafted for the discerning coffee enthusiast.



JAZEEN REGULAR GIFT BOX

Experience coffee perfection with our Ceramic Cup and Coffee Blend Gift Box. This meticulously curated set combines a stylish ceramic cup with a rich and flavorful coffee blend, promising moments of pure indulgence with every sip.



CO-BRANDING MAKE-TO-ORDER

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MANPOWER SERVICE



BARISTA STAFFING SOLUTIONS

- Temporary Baristas:** Short-term staffing for events, peak hours, or seasonal demands.
- Permanent Baristas:** Recruitment of full-time baristas for ongoing operations.
- Contract Baristas:** Hiring baristas for specific projects or pop-up.



BENEFITS OF BARISTA MANPOWER SERVICES

- Quality Assurance:** Access to skilled baristas who can enhance the customer experience through exceptional coffee preparation and service.
- Flexibility:** Ability to adjust staffing levels based on demand fluctuations, such as busy weekends or holiday seasons.
- Cost-Effectiveness:** Reduces the burden of recruiting, training, and maintaining a permanent barista staff.
- Focus on Core Business:** Allows to concentrate on operations and customer engagement while outsourcing staffing needs.



WHY OUR BARISTAS

- Our Barista are taking regular training sessions covering coffee brewing techniques, latte art, customer service, and equipment operation.
 - Workshops on coffee bean selection, flavor profiling, and industry trends.
 - Off-site management of baristas to ensure high service standards and efficiency.
 - On-site Audit of baristas to ensure and operational efficiency and customer satisfaction review





AVIATION COFFEE



RED MOUNTAIN

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COFFEE POPUP



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Happy to get in touch with you!

Contact us:

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JazeanCoffee

