



# COFFEE INNOVATION

## Kiwari Specialty Instant Coffee

Consumer-Ready Coffee Products Created in Producing Communities



## CHALLENGE

High quality coffee is difficult to prepare at home and profits are concentrated away from the farmers and producers. In Indonesia, home coffee making equipment is unusual and expensive, and commercial instant coffee is ubiquitous, cheap and widely available.

## INNOVATION

### TRANSPARENT AND INCLUSIVE BUSINESS MODELS

Create a process for transforming specialty coffee into small batch instant coffee, increasing value addition and return to farmers, maintaining the coffee quality with eco-friendly packaging and engaging more directly with local consumers.



## COMPANY DESCRIPTION

A group of young farmers established and developed Kiwari, a coffee cultivation business, in Mount Manglayang, Bandung district, West Java Province. Starting from a 0.5 hectare coffee plantation, Kiwari now manages 15 hectares and is expanding its business downstream to connect farmers more directly with consumers.

### NUMBER OF STAFF

20 FT AND 20 PT



## COST-BENEFIT ANALYSIS

### COSTS

EQUIPMENT: USD\$34,000  
PACKAGING: APPROX. USD\$0.75 PER UNIT  
OVERHEAD / UTILITIES: 150% OF COGS

### EFFECTS ON REVENUE

TBD

### EFFECTS ON YIELD

NONE EXPECTED



## PREPARATION



### STAFFING REQUIREMENTS

1 FT

### TIMELINE

1-3 MONTHS

### MATERIALS & EQUIPMENT

- GREEN OR ROASTED COFFEE
- PACKAGING AND PACKAGING MACHINE
- FREEZE DRYING MACHINE 50L
- ESPRESSO MACHINE AND GRINDER



## LESSONS LEARNED

### CHALLENGES

Finding eco-packaging to meet their requirements for product delivery Maintaining unique flavor of specialty and finding the correct brewing parameters. Calibrating equipment and product to find optimal texture for conveying flavors and quality as well as use of use.

### TAKEAWAYS

- Initial product development and equipment procurement and testing take much longer than expected.
- It is difficult to determine pricing for a new product like instant specialty coffee and to market it because of the big disparities in price and quality of products consumers can choose from.

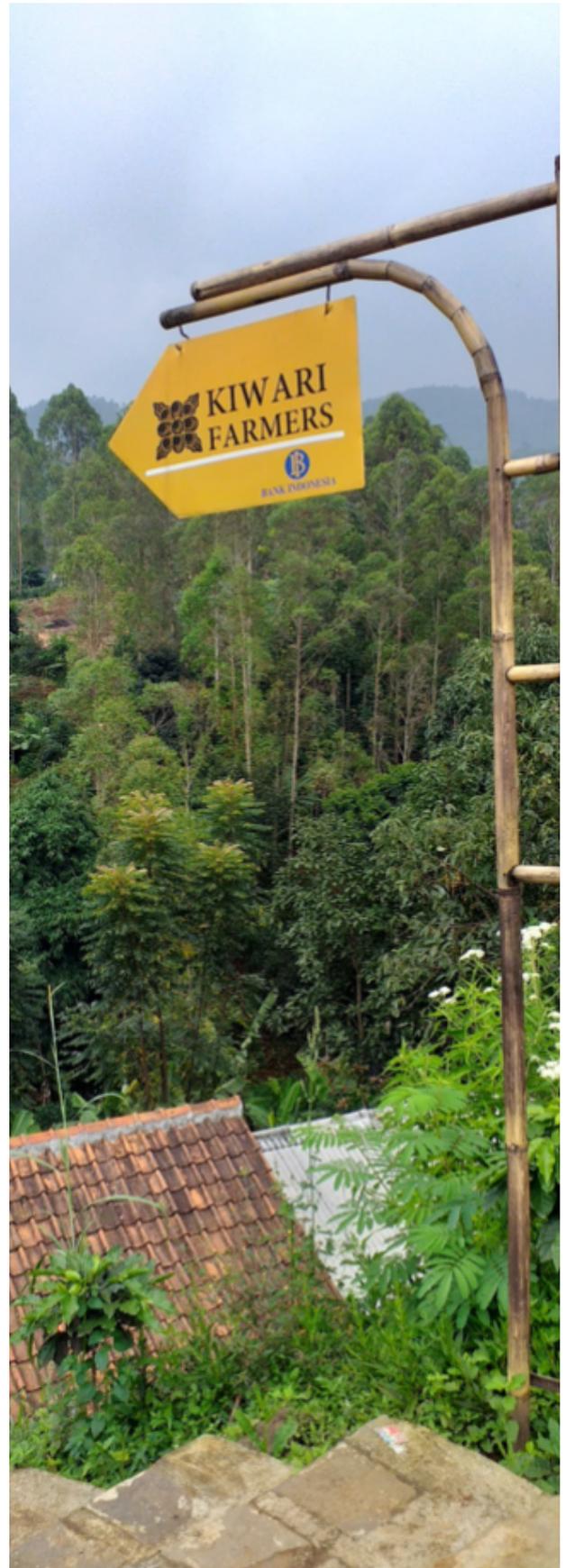
# RESULTS

As a result of Kiawari's trial,

 **20**  
FARMERS IMPACTED

 **15 hectares**  
TRIAL PRODUCED 4 TONS

 **5 years**  
RETURN ON INVESTMENT



# IMPLEMENTATION

1



## BREW THE COFFEE

Extract your coffee as espresso with a 1:3 ratio, adjusting the brewing parameters to bringing out the unique flavors you want to have in your instant coffee.

3



## TEST THE COFFEE POWDER

Test the resulting instant coffee powder for flavor, aroma, texture and shelf life.

2

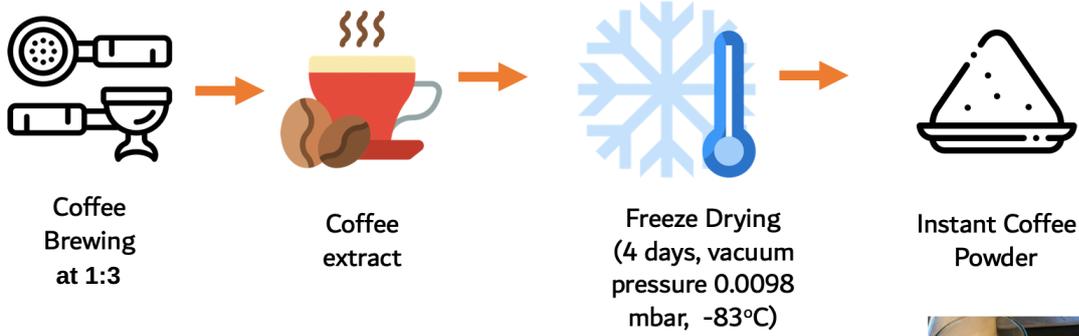


## FREEZE DRY THE COFFEE

This involves freezing, primary drying and secondary drying through sublimation using a specialized machine.

# ANNEX

## Recipe for Instant Coffee Powder (Trial Stage)



Yield during trial → 15 g instant coffee powder per 1 L coffee extract  
\*Result can be different depends on the operating conditions and drying machine



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**For further information:**

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**MISSION**

The Fund's objective is to increase profitability of small-holder coffee farmers, and foster greater, more equitable value distribution in the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.

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