



JAZEAN
جازين

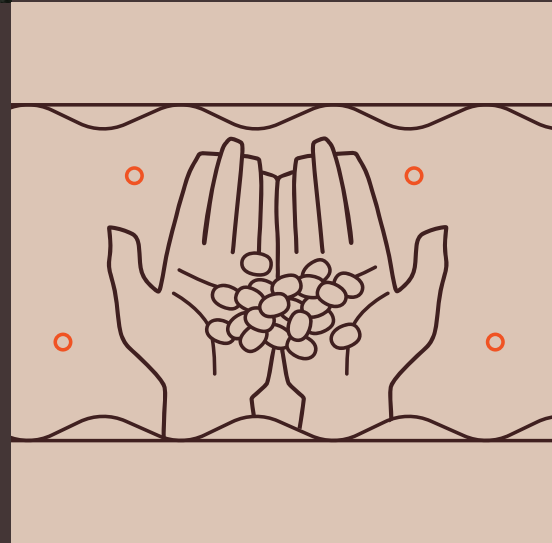
HOME OF ARABICA
INTRODUCTORY BOOKLET






You may have appreciated Arabica coffee from different places around the world. But the time has come to reclaim Arabica as a national treasure, celebrate its Arabian homeland and root our love for Arabica within these ancient grounds.

Step into our world and experience all the more Arabica can be as we brew the finest Arabica coffee with an undeniable Saudi identity!





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 800-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.







RANGE OF PRODUCTS



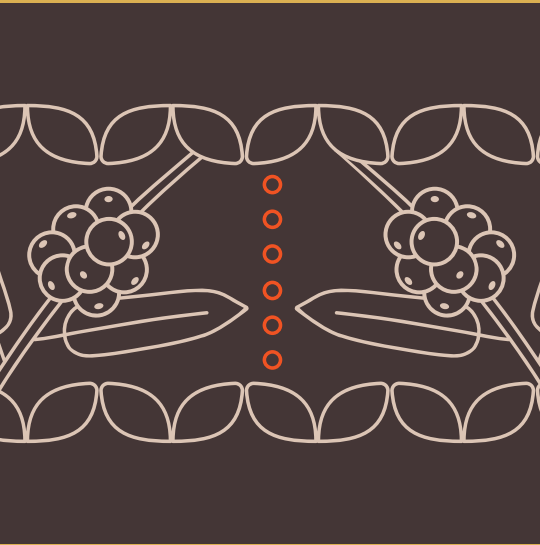
جازين
موطن أرابيكا
HOME OF ARABICA

JAZEAN
جازين

علامة تابعة للشركة السعودية للقهوة







COFFEE WITH A SAUDI DNA



As we roast our beans, we infuse flavors and cultures. We innovate and unleash the endless possibilities of Jazan's green gold, inlocking intensified aromas and experiences for the world and the next generations to indulge in.







SAUDI BEANS. A HERITAGE IN THE MAKING.



For more than 800 years, farmers in Jazan have been passing down cultivating and harvesting methods 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. Harvesting the coffee bean crop especially requires attention so as not to break any branches, as the branches are 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.

Saudi Beans. A Heritage in the Making





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 ● Topazio ● Khawlani ● Heirloom	PROCESS Natural	NOTES 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 ● Khawlani ● Typica ● Bourbon	PROCESS Washed	NOTES 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 ● Khawlani ● Heirloom	PROCESS Natural	NOTES 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 ● Khawlani ● Caturra	PROCESS Natural	NOTES Citrus Fruits, Chocolate, Hazelnut





MANJAD MOUNTAIN

SAUDI COFFEE

تحميص المنطقة الوسطى

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

MEDIUM ROAST ● ● ● ○ ○		GROUND COFFEE ● ● ● ● ●
VARIETY ● Khawlani	ALTITUDE 1700m	PROCESS 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 2350m	COFFEE BEANS
VARIETY ● Khawlani ● Heirloom	PROCESS Natural	NOTES 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 ● Khawlani ● Harari	ALTITUDE 1500m - 1800m	PROCESS 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 1900m	COFFEE BEANS
VARIETY ● Khawlani ● Caturra	PROCESS Washed	NOTES Brown Sugar, Milk Chocolate, Biscuits





OUR COMPLEMENTARY 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

We happily deliver our partners' purchases to their doorsteps. For more details, don't hesitate to get in touch with us via the details found in the Contact section.



TRAINING (COFFEE MAKING)

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



COFFEE TASTING

To acquaint our partners with the premium quality of our coffee products, we offer coffee-tasting sessions at a location of their choice.



JAZEAN



JAZEAN
جازين






JAZEAN
جازين

Happy to get in
touch with you!

Contact us:

920012063

www.jzeancoffee.com

   JazeanCoffee

