



REDEFINING INDIAN SPECIALTY COFFEE

IN PARTNERSHIP WITH

India's best producers

BLUE TOKAI COFFEE ROASTERS





TABLE OF *contents*

BLUE TOKAI COFFEE ROASTERS



About Blue Tokai | PAGE 03 - 04

Full-stack coffee company | PAGE 05 - 06

Our cafés | PAGE 07 - 09

About our products | PAGE 10 - 14

Partnership models | PAGE 15 - 19

Our services | PAGE 20 - 21

PAGE 2

01

about

BLUE TOKAI



WHO *we are*

We are India's largest specialty coffee company that has directly worked with more than 80 of India's best coffee farms.

Our mission since we started has stayed the same: Introduce our customers to the estates we directly buy our coffee from, roast the beans with care, and make high-quality coffee more accessible through our products and cafes. The coffee we roast is the coffee we love to drink, and we hope you like it too.

4
roasteries

80+
cafés across 10 cities

2200+
B2B partnerships

5 MILLION+
cups of coffee served

1.2 MILLION+ KGS
coffee roasted

60 MILLION+
*cups brewed using
Blue Tokai coffee*



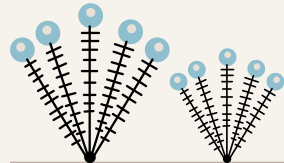
0 2

full-stack
COFFEE COMPANY



Blue Tokai is the only full-stack specialty coffee company at scale in and from India, that operates across all levels of the coffee value chain. To provide a fully traceable farm-to-cup journey to our customers, we:

- **IDENTIFY** and maintain long term relationships with over 80 Indian coffee farms.
- **SOURCE** each lot through an in-house team of Q-graders to ensure only high-quality specialty grade lots are procured through several rounds of cupping.
- **ROAST** each batch of fresh coffee beans carefully to highlight their unique attributes.
- **MANUFACTURE** ground coffee as well as ready-to-brew and ready-to-drink coffees, including ground coffee, cold brew bags, Easy Pour™ sachets, and more.



03

our
CAFÉS

ब्लू टोकाई
काँफी रोस्टर्स

BLUE TOKAI
COFFEE ROASTERS

A UNIT OF MUHAVRA ENTERPRISES PVT. LTD.



OUR *presence*

We have 80+ cafés across 10 Indian cities.

- DELHI
- GURUGRAM
- NOIDA
- MUMBAI
- BENGALURU
- KOLKATA
- PUNE
- CHANDIGARH
- HYDERABAD
- MOHALI
- JAPAN*



** We are the only specialty coffee roaster in Japan that finds its roots in a coffee producing nation.*



COFFEE. CULTURE. COMMUNITY.

We strive for our cafes to not only deliver incredible coffee but also serve as safe spaces that nurture conversations, ideas and make room for new experiences.

We care deeply about highlighting the best of Indian art and culture and work extensively with Indian artists across artforms. From the music we play by up-and-coming homegrown musicians in our cafes to the indigenous art on our takeaway cups and packaging, this resolve is palpable in everything we do.



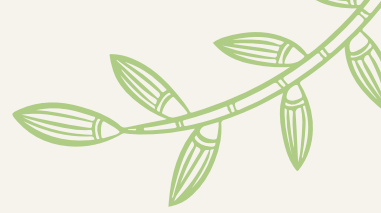
04

about

OUR PRODUCTS



COFFEE *products*



ROASTED COFFEE

Specialty coffee sourced from India's best farms, roasted especially for you.



EASY POUR™

Delicious, quick and uncomplicated specialty coffee, brewed in 4 easy steps — no brewing equipment needed.



COFFEE IN A CAN

Specialty cold brew in a can, available in several delicious flavours including an iced latte, ranging from single estate to the best blends.



COFFEE *products*



COLD BREW BAGS

Steep, sleep and savour our cold brew bags. Each batch makes 3 glasses of cold brew coffee.

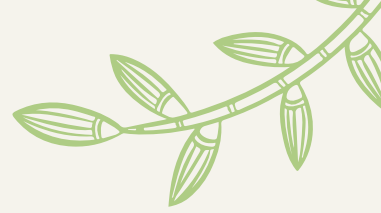


CAPSULES

Ideal for quick and mess-free brewing, our coffee capsules are available in four delicious variants. Each capsule can be used in Nespresso or other compatible machines.



OTHER offerings



BREWING EQUIPMENT

A wide selection of coffee brewing equipment and accessories for all home-brewing needs.



GIFTS

Fully customisable gift sets featuring our coffee, coffee products, gourmet bakes, and more.



COFFEE STARTER KITS

Curated starter kits to help kickstart your specialty coffee journey, with detailed brewing guides.



MERCHANDISE

Tees, tote bags, stationary, coffee journals and more, that make for great souvenirs.

OTHER offerings



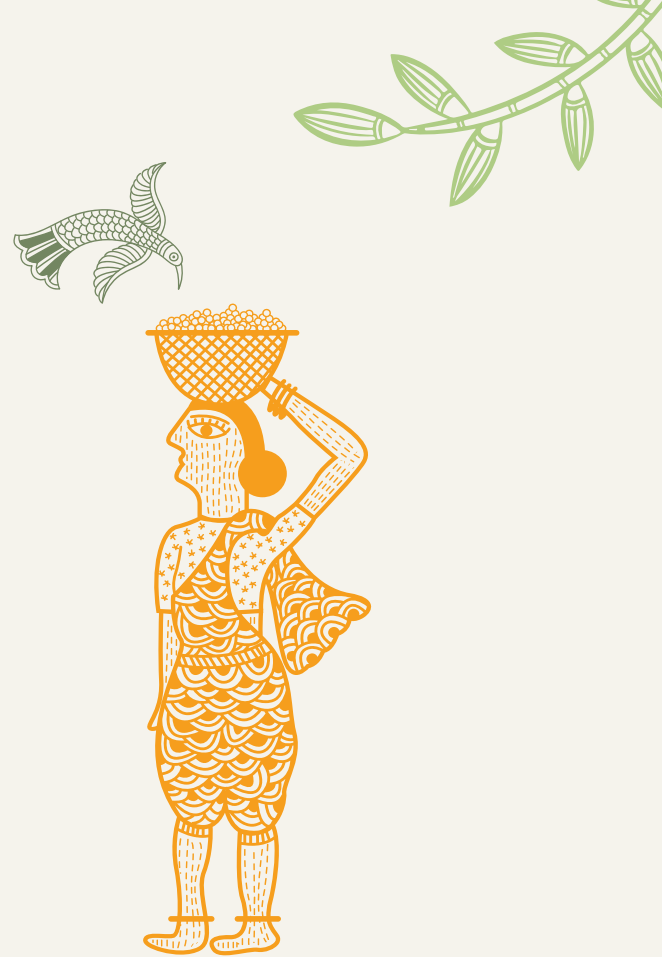
TRAVEL COFFEE MUGS

Sturdy, travel-friendly and spill-proof coffee mugs that keep your brews fresh for longer.



COFFEE EDUCATION

We educate consumers about all that goes into crafting a great cup of coffee through brewing workshops, roastery tours, tasting sessions, educational blogs, social media content and more.



05

B2B partnership
MODELS



LEASING

As India's largest specialty coffee company, our idea is to provide coffee to as many customers as possible. Along with roasted beans, we offer our partners a comprehensive range of leasing options to provide the best solution for crafting the perfect cup of coffee. We provide machines in 2 categories

AUTOMATIC

Perfect for corporates, hotel banquets, small takeaway cafés and QSR outlets.

SEMI-AUTOMATIC

Perfect for cafés, restaurants and hotels.



WHOLESALE

For businesses looking to source India's best coffee from us, we have multiple options available, suited to different palates and budgets.

1. MAGPIE BLEND

An 80:20 mix of Arabica and Robusta - great choice for those who prefer an old-school espresso with lots of body and a bittersweet flavour profile.

Roast Level: Medium Dark

Tasting Notes: Dark Chocolate, Bittersweet



2. MAHOGANY BLEND

This 100% Arabica blend is roasted to a medium-dark roast and has a buttery medium-high body and low acidity.

Roast Level: Medium Dark

Tasting Notes: Dark Chocolate, Biscuits, Nutty

3. SOUTH INDIAN FILTER BLEND

The naturally processed Arabica from Gowri Estate adds to this blend's sweetness and fruity profile, and the washed coffees from Baarbara and Kerehaklu make for a clean, nutty cup.

Roast Level: Medium Dark

Tasting Notes: Roasted Hazelnut, Toffee, Cacao

4. SILVER OAK CAFÉ BLEND

Our signature café blend used to make coffees across our cafes, this is a versatile coffee that is enjoyed by coffee lovers of varying palates.

Roast Level: Medium

Tasting Notes: Hazelnut, Honey, Grapes

5. LANDOUR BLEND

This medium-dark roast has a syrupy mouthfeel, medium-high body and lingering aftertaste of chocolate - recommended for those who like their coffee with complex taste notes.

Roast Level: Medium-Dark

Tasting Notes: Sugarcane, Buttery, Rich Molasses



CURATED OFFERINGS

- BOUTIQUE EXPERIENTIAL CAFÉS
- ALL-DAY COFFEE SHOP AND RESTAURANTS
- BANQUETING AND EVENTS
- IN-ROOM EXPERIENCE
- ON-SITE BUSINESS CENTRE



our
OUR SERVICES



1. CUSTOMISED BLENDS

Our customised blends offer a coffee experience that is uniquely yours. From the choice of beans to the roast profile and the blend name, we collaborate with you to ensure that everything aligns with your preferences.

2. MACHINE BUYOUTS

We help you seamlessly transition from leasing to machine ownership, reducing long-term expenses.

3. EMPLOYEE ENGAGEMENT

Dive deeper into the world of specialty coffee with tasting experiences, interactive brewing workshops and more.

4. BARISTA TRAINING

Drawing from a decade of expertise, we empower your baristas with the skills needed to delight customers with every cup.

5. MAINTENANCE AND TROUBLESHOOTING

Our experts ensure your leased equipment remains in peak condition, minimizing downtime and preserving the excellence of your coffee.





WE'D LOVE TO HEAR
FROM YOU.

CONTACT US ON
GETCOFFEE@BLUETOKAICOFFEE.COM
+919606047077





IF YOU'D LIKE US TO SOURCE FROM YOU:

asif@bluetokaicoffee.com



FOR B2B: wholesale@bluetokaicoffee.com

FOR CAREERS: careers@bluetokaicoffee.com

FOR MEDIA AND PARTNERSHIPS: community@bluetokaicoffee.com

FOR ANYTHING ELSE: getcoffee@bluetokaicoffee.com

WE  INDIAN COFFEE FARMERS



Follow us:

[@BLUETOKAICOFFEE](#)

WWW.BLUETOKAICOFFEE.COM