

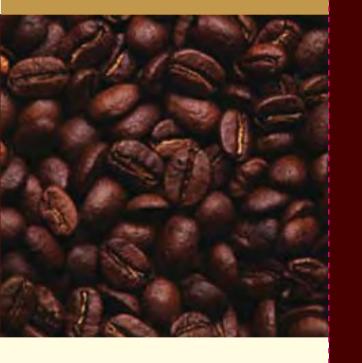


OUR COMPANY

SIM belongs to a business group that, for more than 5 decades, has been operating in several markets and activity areas. It was founded in 2005 to implement a very high quality coffee production project to meet the Asian fast growing market.

SIM built a new factory site **designed to be the most modern coffee factory in Asia**, with the best technology, a modern and fully equipped laboratory and a tasting room for daily tests.

Macau is considered to be the appropriate location for the site, with a very convenient port, close to the most important coffee consuming countries in Asia. Macau is also a natural gateway to China once it benefits from the CEPA preferential treatment.







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SERVICES PROVIDED

For all coffee brands and blends, SIM is prepared to provide a high quality and fully integrated service of:

- PRIVATE LABEL DEVELOPMENT
- ROASTING
- GRINDING
- PACKAGING
- COFFEE LABORATORY ANALYSIS

PROCESS

SIM's factory is an environmentally friendly facility and its PROBAT's roasting and grinding equipments can produce up to 9.000 ton/year.

The factory production flow allows blending before (BBR) or after roasting (BAR) or both. The automatic control of the roasting process gives total flexibility for the definition of very precise roasting cycles, according to our client's most demanding requests. Our modern grinding technology with cooling system provides a perfect control over ground coffee particle size distribution, volume and temperature.

As a fully automatic plant, SIM guarantees traceability control on every batch produced.



PACKAGING

for our quality standards.

All packaging equipment is supplied by

GOGLIO, to assure great packaging quality.

Taking particular care of the aroma and coffee

integrity preservation is extremely important

The whole beans packaging is made with or

packaging uses hard vacuum technology.

All packs are coded with a lot number,

production date and best before date.

without degassing valve, and the ground coffee

LABORATORY & **CUPPING ROOM**

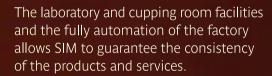
The laboratory can perform tests in three

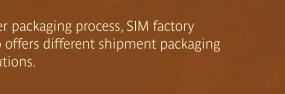
main areas: **green coffee tests**, including

the humidity measurement, bean size determination, defects evaluation, and general quality assessment; roasted coffee **tests** consisting of humidity and colour measurement, ground coffee particle size distribution and roasted coffee bulk volume; **finished product tests** covering different controls like dimensional and printing quality for the packaging materials, bag weight statistics, residual O₂ bag content, effective inner bag vacuum, etc.

of the products and services.

After packaging process, SIM factory also offers different shipment packaging solutions.





ASIA'S MOST MODERN COFFEE FACTORY

FACTORY

SIM built a new roasting, grinding and packing plant to support its project in Asia. The factory site was designed to be the state of the art of the roasted **coffee industry.** The best equipment was selected (PROBAT from Germany & GOGLIO from Italy), to build a facility with high storage capacity, modern and efficient logistics, accessible facilities and fully equipped training areas.





