



**INDO JAYA TRADING EXPORT,PT**  
Jl.Mappanyukki 69 Komp Kehutanan, Makassar,  
SOUTH SULAWESI - INDONESIA

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## Company Profile

## Description

: Toraja Coffee in Makassar: A World-Class Heritage of Indonesian Flavor

Toraja Coffee has become one of Indonesia's most renowned exports, celebrated both domestically and internationally. Grown in the highlands of Toraja, South Sulawesi, this coffee boasts distinctive taste and aroma profiles that set it apart from others. For coffee enthusiasts, Toraja is considered a paradise for premium-quality beans. In Makassar, the capital city of South Sulawesi, Toraja Coffee has gained immense popularity, becoming a culinary highlight for both local and international tourists.

**The History and Origins of Toraja Coffee** Toraja, a region located in the highlands of South Sulawesi, offers an ideal environment for coffee cultivation. Situated at an altitude of over 1,200 meters above sea level, its volcanic soil, cool temperatures, and consistent rainfall create the perfect conditions for producing high-quality coffee beans. The tradition of growing coffee in Toraja dates back centuries. It was introduced by Dutch traders in the 17th century, and since then, coffee has become not only an essential economic commodity but also a part of the cultural identity of the Torajan people. Toraja Coffee is predominantly available in two main types: Arabica and Robusta. However, Arabica is the more dominant and sought-after variety due to its superior quality. This coffee is known for its unique flavor profile, which includes hints of spice, chocolate, and balanced acidity.

**Makassar as a Hub for Toraja Coffee Distribution** As the economic center and gateway to South Sulawesi, Makassar plays a crucial role in the distribution of Toraja Coffee. Many coffee farmers from Toraja send their harvests to Makassar, where the beans are processed and marketed both domestically and internationally. In Makassar, Toraja Coffee is widely available in shops, cafes, and restaurants. Many cafes in the city highlight Toraja Coffee as one of their signature offerings. Additionally, large distributors based in Makassar make the city a central hub for the trade of Toraja Coffee. For tourists visiting Makassar, buying Toraja Coffee as a souvenir is a must. Numerous specialty stores and local markets offer Toraja Coffee in various forms, from raw beans to roasted and ground coffee, packaged and ready for brewing.

**What Makes Toraja Coffee Special?** Toraja Coffee boasts several exceptional qualities that make it a favorite among coffee lovers worldwide. One of its defining characteristics is the complex and lingering aftertaste. When consumed, this coffee leaves a rich and nuanced flavor on the palate, combining notes of spices, chocolate, and subtle fruity undertones. Another hallmark of Toraja Coffee is its well-balanced acidity, making it an excellent choice for those who enjoy coffee without added sugar or milk. The meticulous farming and post-harvest processes employed by local farmers further enhance the quality of this coffee. Toraja Coffee is traditionally processed using methods like wet hulling or semi-washing, which preserve the authentic flavors of the beans. These methods are carried out with great attention to detail to ensure that every bean meets the highest standards.

**Toraja Coffee in Makassar Cafes** Makassar is home to many cafes that showcase Toraja Coffee as their main attraction. Some cafes even offer live brewing experiences, allowing customers to savor the authentic flavors of freshly roasted Toraja Coffee beans. **Traditional Cafes with Local Ambiance** In Makassar, several cafes embrace traditional concepts, featuring Sulawesi's rich cultural heritage. These cafes not only serve Toraja Coffee but also share the story behind its journey from the plantation to the cup. **Modern Coffee Shops** Modern coffee shops in Makassar serve Toraja Coffee in various styles, such as espresso, cappuccino, and manual brewing methods like V60 and Aeropress. These brewing techniques bring out the coffee's natural flavors, offering a unique tasting experience.

**Local Coffee Stalls and Markets** Aside from modern

Business Type : Exporter and Producer  
 Main Product : coffee  
 Year of Establishment : 2024  
 Export Percentage : -  
 Scale of Business : Small  
 Email : info@greencoffeeexport.com  
 PIC : -  
 Telephone : -  
 Verify Date : 11 November 2024  
 Kategori Produk : Agriculture, Food & Beverage

**Trade Capacity**

International Commercial Terms : FOB  
 Terms of Payment : LC  
 Export Year : -  
 Export Percentage : -  
 Total Annual Revenue : 0  
 Export Market : Germany  
 Export Port : SOEKARNO-HATTA - MAKASSAR

**Production Capacity**

Factory Address : jl.mappanyukki 69 komp kehutanan  
 Total Manpower : 10  
 Production Capacity : -

**Exhibition Participation**

No	Exhibition	Year
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**Certificate**

No Data Available

**Brands**

No	Brand	Year
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**Brand Patent Country**

No	Brand	Country	Year
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