

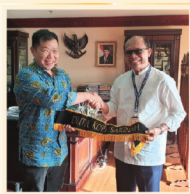
PT Selera Indah Perdana has been participating in various National and International events and keep promoting the Indonesian coffee, the world of finest coffee.

Indonesia Events:

- Anniversary of Cengkareng-Golf-Club, Jakarta, February 2017
- Halal Bihalal of PT Perusahaan Perdagangan Indonesia, Jakarta, July 2017
- Anniversary of Top 1 Oil, Jakarta, July 2017
- Grand Opening of Otenta, Jakarta, August 2017
- Indonesia Business & Development Expo, Jakarta, September 2017
- Anniversary of Jagorawi-Golf-Club, West Java, April 2018
- Coffee in Town, West Java, April 2018
- Coffee Morning of Heartline Radio, Tangerang, July 2018
- Halal Bihalal of Café Sastra Balai Pustaka, Jakarta, July 2018
- Customer Appreciation of Lotte Kelapa Gading, Jakarta, August 2018
- Coffee Class of Salubritas, Jakarta, August 2018
- Business Sharing of Paroki Gregorius, Tangerang, September 2018
- UBC Competition of Universitas Kristen Krida Wacana, Jakarta, October 2018
- Indonesia Trade Expo, Tangerang, October 2018
- Coffee Competition of Summarecon Kelapa Gading, Jakarta, March 2019
- Food & Hotel Indonesia Expo, Jakarta, July 2019

International Events:

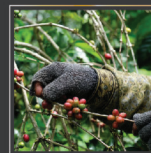
- Quiznos International Event, Singapore, July 2017
- Cafeshow, Seoul, November 2017
- Coffeefest, Maryland, March 2018
- World Coffee Leader Forum, Seoul, November 2018
- Expocafe, Mexico, 2019



PT Selera Indah Perdana

Quality That You Can SIP

is offering coffee cultivated throughout the archipelago including the islands of Sumatera, Java, Bali, Flores and Papua. SIP sources its beans from selected suppliers that have been reviewed and meet our standards and commitments. SIP is the first company that is utilizing high-tech Probat-25 roaster in Indonesia. SIP's current customers including International brands such as Dunkin Donuts, Quiznos and Lotte. SIP produced a wide array of coffee products including roasted beans, liquid coffee, and drip coffee filters. Our end goal is to offer a fine Indonesia coffee and doing it the right way from beans to cup.



www.seleraindahperdana.com
JAKARTA - INDONESIA



Short Biography of Steve G. Hidayat

- Supporter of Papua Coffee especially from Dogiyai and Mee Pago, 2017
- Advisor in Coffee Cupping at D2 bakery, Jakarta, Indonesia, 2017
- Indonesia Coffee Expert at Indonesia Pavilion in US-ASEAN Summit, Rancho Mirage, The U.S.A. 2016
- Coordinator and Speaker at Indonesia Coffee event at KJRI Los Angeles, the U.S.A. 2015
- Judge at Cup of Excellence, Los Angeles, the U.S.A. 2012
- Teacher Assistant at Q-Grader class, Long Beach, the U.S.A. 2012

Work Skills, Awards and Certificates:

- Dunkin Donut Indonesia – Coffee Expert, 2018
- Majelis Ulama of Indonesia – Halal management, 2016
- Majelis Ulama of Indonesia – Cerol, 2016
- DKI. Jakarta Indonesia - Food and safety implementation, 2016
- California Contractor State License, B (General), Present
- California Contractor State license, C8 (Concrete), Present
- American concrete tilt-up supervisor, 2007
- Specialty Coffee Association of America member, 2011
- Q-grader, 2011
- Advanced master roaster, 2010
- Coffee cupper, 2010
- Public notary of California, 2010

Education:

Master of Business Administration | 2002 | Chapman University, Orange, California

Bachelor of Engineering in Architecture | 1999 | University of Trisakti, Jakarta, Indonesia

Coffee Experiences:

- Mentor of Mandiri Taspen Bank, Jakarta, Indonesia, 2019
- Coffee Ambassador of Sarinah, Jakarta, Indonesia, 2019
- Guest Speaker – DBS Bank, Jakarta, Indonesia, 2019
- Guest Lecturer & Judge-Business Unit Competition-Universitas Kristen Krida Wacana, Jakarta, Indonesia, 2018
- Judge of Manual Brewing-CoffeetinTown, Depok, Indonesia, 2018
- Judge of American Best Espresso, Baltimore, the U.S.A., 2018
- Indonesia Coffee Expert at KBRI Seoul, South Korea, 2017
- Coordinator Coffee Cupping at Indonesia Pavilion in Cafeshow, Seoul, South Korea, 2017
- Indonesia Coffee Advisor with Perusahaan Perdagangan Indonesia at T.E.I. 2017, Jakarta, Indonesia, 2017
- Indonesia Coffee Advisor with Perusahaan Perdagangan Indonesia at I.B.D. 2017, Jakarta, Indonesia, 2017
- Indonesia Coffee Advisor with Pokja Papua at I.B.D. 2017, Jakarta, Indonesia, 2017
- Partner with Perusahaan Perdagangan Indonesian in empowering National products especially coffee from Papua, 2017



Coffee curated and developed by Steve G. Hidayat

- Coffee Ambassador of Sarinah, Book Writer of *Kamus Kopi Indonesia* & Coffee Expert of Dunkin



You can find our products at following places:

- Dunkin Donut Indonesia
- Quiznos Cafe
- Lottemart Indonesia
- Lotte grosir Indonesia
- PT Sarinah (Persero) Jl M.H. Thamrin
- D2 bakery Jl Hasyim Ashari
- Waroeng Entjem Jl Batu Ceper
- Henis bakery Jl Raya Mangga besar
- AlfaExpress fresh brew
- CJ Mart Jl Casa Jardin



Contact:

Seleraindahperdana@yahoo.com

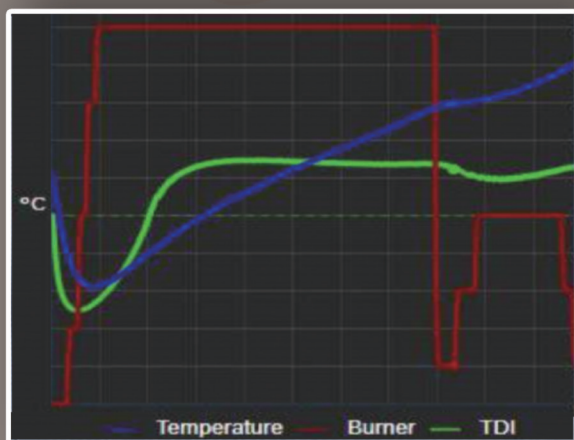
Tlp: +62 21 2607 3363

"HORECA BLEND 1"

Region: Pagar Alam -South Sumatera & Bondowoso -East Java
Elevation: Pagar Alam (abt 1000m), Bondowoso (abt 1500m)
Varietals: Robusta (KPA families), Arabica (Lini S, Catimor Hybrid)
Post Harvest Process: Natural, Semi Washed
Harvest Season: May – September
Roasting: Full City
Agtron: 45 – 40
Roaster: Probatone 25
Maestro Notes: High in (abt 200°C), standard dry, medium development, Early out (abt 205°C)

Cupping Notes:

Aroma: Brown Sugar, Cloves
Flavor: Warming Spices, Dark Woody
Body: Syrupy
Acidity: Medium low Bright
Aftertaste: Sweet Lingering



"Roast to perfection"

"MANDHEILING ARABICA GRADE 1"

Region: North Sumatera, Indonesia
Elevation: 1100 -1700 meters
Varietals: Typica, Djember, Ateng
Process: Semi Washed

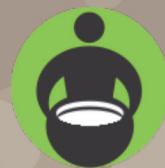
Cupping Notes:

Aroma: Aroma: Herbal
Body: Heavy body
Flavor: Blackcurrant, Earthy, Floral
Acidity: Medium low acidity
Aftertaste: Woody Cinnamon



**"Information provided by
 Steve Hidayat
 Coffee Ambassador of Sarinah
 Indonesia Coffee Expert"**

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 grindocoffee@gmail.com



**Fair Trade
 CERTIFIED™**



Sarinah

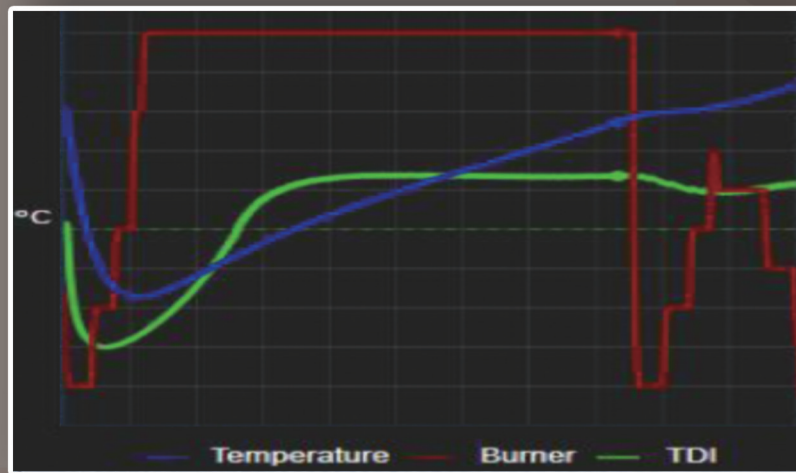
"PACIFIC 1 BLEND"

"100% Arabica roast to perfection"

Region: Gayo-Aceh, Bondowoso-E. Java, Mandheling-N.Sumatera, Wamena -Papua
Elevation: 1000 meter-1700 meters
Varietals: Arabica (Lini S, Typica, Catimor Hybrid, Bourbon)
Post Harvest Process: Semi Washed, Wet Hulled
Harvest Season: Two times per Annual
Roasting: New England - American
Agtron: 55 – 45
Roaster: Probatone 25
Maestro Notes: High in (abt 200°C), standard dry, medium development, Early out (abt 205°C)

Cupping Notes:

Aroma: Brown Sugar, Cloves, Mahogany
Flavor: Warming Spices, Brown Sugar, Cacao, Grapefruit
Body: Syrupy
Acidity: Medium Bright
Aftertaste: Sweet Lingering

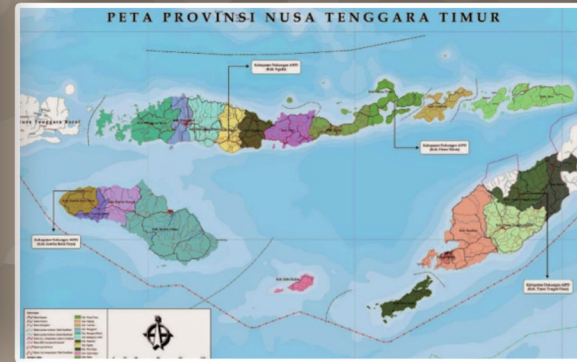


"FLORES ARABICA GRADE 1"

Region: Bajawa, Flores, Indonesia
Elevation: 1000 -1300 meters
Varietals: Tim tim, Catuai, Typica
Process: Semi Washed

Cupping Notes:

Aroma: Roasted Hazelnut
Flavor: Bitterweet, Dark Choco
Body: Molasses
Acidity: Medium Bright
Aftertaste: Honey

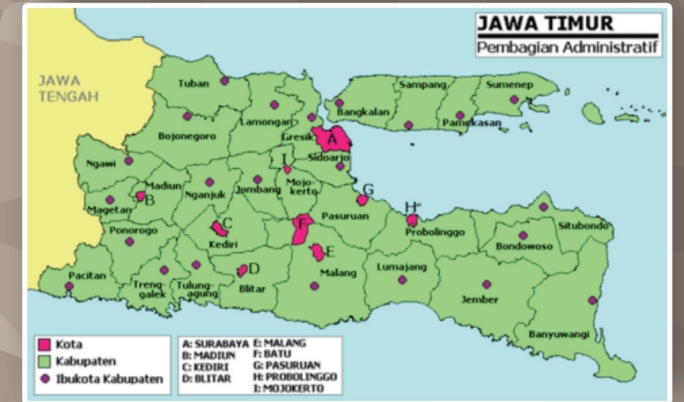


"JAWA RAUNG ARABICA GRADE 1"

Region: Bondowoso, East Java, Indonesia
Elevation: 1400 -1500 meters
Varietals: Lini S, Catimor Hybrid
Process: Semi Washed

Cupping Notes:

Aroma: Tropical Fruits and Cloves
Flavor: Warming Spices, Lemony and Pineapple
Body: Maple Syrup
Acidity: Medium High, Bright
Aftertaste: Sweet and Lingering



"GAYO ARABICA GRADE 1"

Region: Bener meriah & Takengon, Aceh, Indonesia
Elevation: 1200 -1700 meters
Varietals: Typica, Djember, Ateng
Process: Semi-Washed

Cupping Notes:

Aroma: Tropical fruits
Flavor: Grapefruit, Plumeria, Cloves
Body: Full body
Acidity: Balanced Bright
Aftertaste: Sweet Cinnamon

"PAPUA ARABICA GRADE 1"

Region: Wamena, Papua Indonesia
Elevation: 1300 -1450 meters
Varietals: Typica, Bourbon
Process: Dry Hulled

Cupping Notes:

Aroma: Mahogany and Cinnamon
Flavor: Wet Spices, Tangerine and Cacao
Body: Molasses
Acidity: Morning Bright
Aftertaste: Short Lingering

