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Corporate Introduction

About Us



Founded in 2022, Springtime is a Vietnamese trading and manufacturing company with its own coffee roasting facility. We supply roasted coffee to business partners in Vietnam and international markets, alongside OEM/ ODM and private-label services

Our range brings together Vietnamese Arabica and Robusta selections, with options for custom roasting, blending and packaging.

By combining manufacturing capabilities with commercial support, we help partners develop coffee products suited to their customers, brewing preferences and business requirements.

Our work is guided by five shared values:
Virtue: Ethical business and integrity in every relationship.
Earth: Respect for the land and growing conditions that shape our coffee.
Evolution: Adapting to changing markets and emerging needs.
Leadership: Investing in people and building lasting partnerships.
Law: Maintaining transparent, responsible and sustainable operations.

We believe that sustainable quality comes from consistency in our values, our processes and our people. Guided by these principles, Springtime works with Hello 5 Coffee to bring the character and value of Vietnamese coffee to partners around the world.

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Mission

At Springtime, our mission is to bring the quality, character, and cultural heritage of Vietnamese coffee to customers in Vietnam and around the world. We believe that every coffee bean represents a commitment to quality, an expression of its origin, and an opportunity to build meaningful connections between people and markets.

Customer experience is central to this mission. We strive to earn trust through clear communication, responsive service, consistent quality, and care at every stage of the relationship—from the first conversation and product development to production, delivery, and ongoing support.



Vision

Our vision is to become a leading Vietnamese coffee manufacturer and trading partner, trusted by businesses and valued by consumers for product quality, responsive service, and an exceptional customer experience.

We aspire to help Vietnamese coffee gain greater recognition for the diversity of its origins, the richness of its flavours, and the expertise behind its production. By developing our manufacturing capabilities, strengthening our partnerships, and adapting to changing customer needs, we aim to connect Vietnamese coffee with more markets and more opportunities around the world.

We envision Springtime as a long-term partner that helps businesses grow—whether they are building a coffee brand, expanding a product range, or introducing Vietnamese coffee to a new audience. In Vietnam, we seek to contribute to a coffee culture where quality products are accessible and enjoyed as part of everyday life.

02

Why choose us

Our Core Strengths

- **Premium Quality Coffee**
  We source the finest coffee beans from Vietnam's best farms, ensuring that each batch meets the highest standards of quality. Our expert roasting techniques preserve the unique flavors, delivering a rich and aromatic coffee experience.
- **Flexible Production, Tailored to Your Needs**
  We understand that every customer has different requirements. Whether you need a specific roast, packaging, or blend, our flexible production capabilities allow us to meet your unique demands with efficiency and precision.

Culture value

Springtime is driven by five culture values:

1. Customer Obsession
2. Integrity
3. Responsibility
4. No Pain, No Gain
5. Seizing Opportunities

With unwavering commitment to our chosen path, we pursue the shared aspiration to create wealth — for ourselves, our team, and our community — while bringing Vietnamese coffee to the global stage.

- **Competitive and Reasonable Pricing**
  We offer high-quality coffee at competitive prices, ensuring that you get the best value for your investment. Our pricing is transparent and designed to fit a variety of business models, from local cafes to international distributors.
- **Strict QA & QC Processes**
  We maintain rigorous quality assurance and quality control procedures to guarantee that every product leaving our facility meets the highest standards. Our dedication to consistency ensures that you can always rely on our coffee.
- **Dedicated Customer Service**
  At Springtime, we prioritize our customers. Our team is always available to assist you with any questions or concerns. We are committed to providing a seamless experience and building long-term relationships based on trust and mutual respect.

Our Ecosystem

Brand Heritage & Market Connection

Established in 2012, Hello 5 Coffee brings an established Vietnamese coffee identity, product portfolio, and customer experience to the ecosystem.

Under commercial authorization from Hello 5 Coffee, Springtime builds on this brand heritage to market and distribute Hello 5 Coffee products and develop new business opportunities within the scope of that authorization.

The combination of Hello 5 Coffee's brand foundation and Springtime's manufacturing and distribution capabilities supports broader market reach, connecting Vietnamese coffee with consumers and business partners both locally and internationally.

Manufacturing, Commercial

Springtime serves as the commercial and operational hub of the ecosystem, specializing in coffee machines, beverage preparation equipment, and the production and supply of roasted coffee for domestic and international markets.

With its own manufacturing facility, Springtime manages production, quality control, and product development to meet the needs of different customer segments.

Its portfolio ranges from commercial roasted coffee for everyday business operations to high-quality selections, complemented by OEM/ODM and private-label solutions.

Technical Expertise & Quality

Voice of Coffee is Springtime's technical partner, contributing expertise in roasted coffee, brewing techniques, and the development of premium and specialty coffee offerings. The collaboration focuses on bean selection, roast profile development, sensory evaluation, and brewing recipes tailored to each coffee's characteristics. This expertise helps translate roasted bean quality into a consistent and distinctive experience in the cup. With an emphasis on origin identity and flavor expression.

Endless coffee solutions

Together, we form a synergistic alliance —from sourcing and roasting to equipment and delivery — creating a comprehensive, end-to-end coffee solution that empowers partners to thrive in an increasingly competitive and quality-driven market.

From Origin to the World

We go directly to the source — the coffee farms of Lâm Đồng and Đắk Lắk — to handpick high-quality beans at their origin. By partnering with local cooperatives through formal contracts, we ensure full traceability of our products while supporting sustainable livelihoods for farming communities. This direct, long-term collaboration allows us to secure premium raw materials and contribute to the development of Vietnam's coffee-growing regions.

Domestic

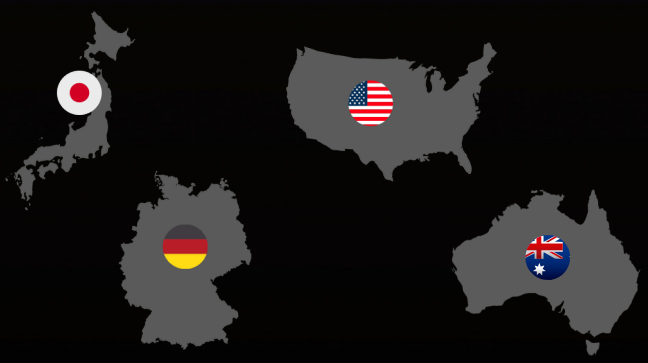


With our head office in HCM, branch offices in Hanoi Capital, and factory inBà Rịa–VũngTàu, we are well-positioned to efficiently serve customers across Vietnam

Global

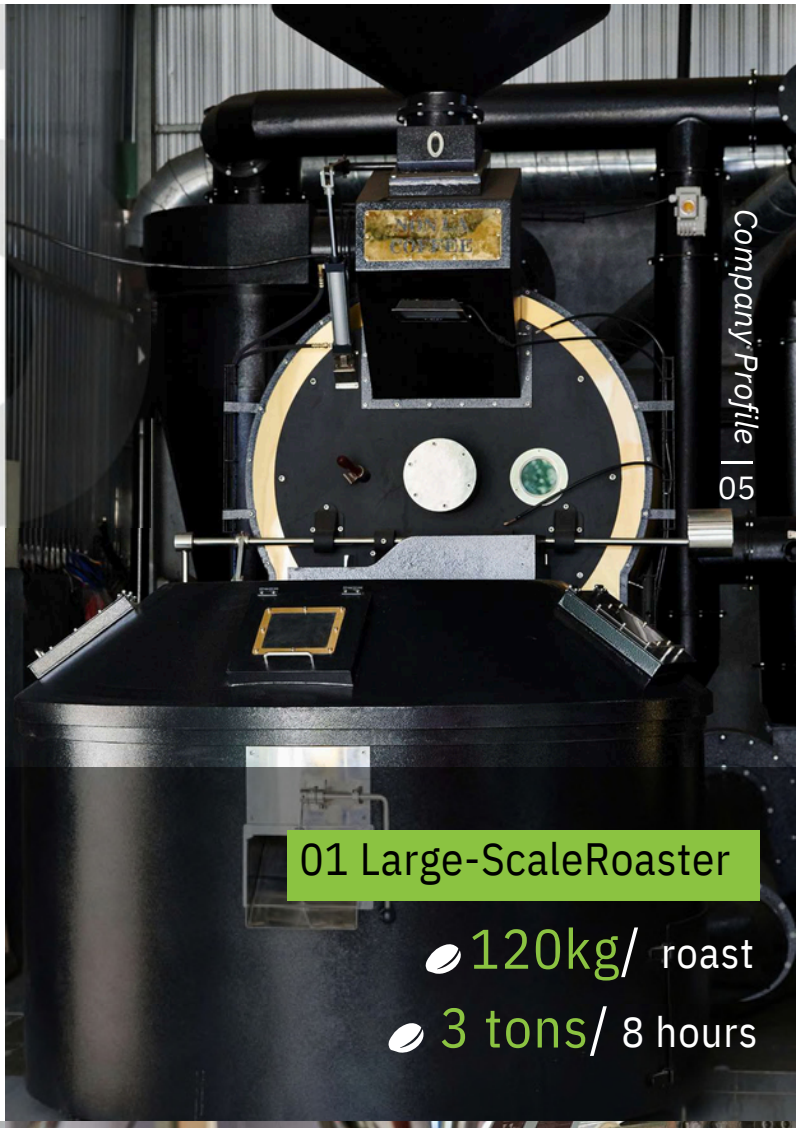
Hello 5 Coffee has long been a trusted supplier of quality coffee to many of the world's most demanding markets, including Japan, Germany, USA, Australia, and beyond—a testament to our enduring commitment to excellence and international standards.

Continuing under Springtime's operations, this legacy of quality is further amplified, integrating our robust manufacturing capabilities and export expertise to bring the authentic taste of Vietnamese coffee to even more international partners.



Our Facilities & Production Capacity

Ourfacilityefficientlydelivers premium coffeeproducts, backedby a 150-ton monthlycapacity. State-of-the-art equipment and a dedicated team ensure precise roasting and packaging.



01 Large-ScaleRoaster

- 120kg/ roast
- 3 tons/ 8 hours



01 Mid-ScaleRoaster

- 60kg/ roast
- 1.5 tons/ 8 hours



05 Instant Coffee Packaging

700kg/ 8 hours

We continuously improve our production efficiency and have recently added a new roasting facility, increasing our total capacity by an additional 5 tons per month.



01 Paper Filter Coffee Packaging

21,000 sachets/ 8 hours



Premium
Vietnames Coffee

Product Portfolio

Driven by a deep desire to craft clean, high-quality coffee, Springtime is dedicated to offering refined Vietnamese coffee experiences that meet global standards.

Hello 5 Premium Coffee

BLENDING PRODUCTS

01



Mondo

HELLO 5 MONDO is a coffee inspired by the soul of the sea — calm, refreshing, and quietly profound. A refined blend of highland Arabica and local Robusta offers a gentle awakening, with notes of jasmine, citrus, ripe pear, and a clean, lingering finish.

Caffeine ≥ 1.7%|Moisture < 5% — delivering clarity, balance, and lasting energy in every cup.

02



Deluxe

HELLO 5 DELUXE captures the rhythm of the night — bold, smoldering, and full of soul. A deep blend of highland Arabica and intense Robusta ignites the senses with notes of smoky wood, dark chocolate, and ripe plum, finishing with elegant bitterness and burnt caramel.

Caffeine ≥ 1.7%|Moisture < 5% — crafted for those who burn quietly, but fiercely.

03



Regular

HELLO 5 REGULAR is crafted for those who appreciate strength with subtlety. This bold, balanced cup offers layers of hazelnut, oak, dark chocolate, and roasted cashew — finishing with a touch of smokiness and refined bitterness.

Caffeine ≥ 1.9%|Moisture < 5% — precision roasted for depth, clarity, and character in every drop.

04



Original

HELLO 5 ORIGINAL is a bold tribute to tradition — earthy, intense, and quietly powerful. With notes of charred wood, cacao, and dried herbs, it delivers deep bitterness, warm body, and a long-lasting finish.

Caffeine ≥ 1.9%|Moisture < 5% — crafted for those who seek strength, sincerity, and connection in every sip.

High-class Coffee



Royal

Serenity in Stillness

In a world full of noise and rush, HELLO 5 ROYAL offers a rare pause – a quiet space for the seasoned soul to reconnect with depth and presence. This is not coffee for the crowd, nor for distraction. It is for those who choose to live slowly, deeply – alone, yet never lonely. No show, no noise – just a private moment to truly be. Crafted from honey-processed beans (70% Arabica, 30% Robusta), Royal delivers a rich, subtle experience refined, contemplative, and quietly powerful. The roast profile is meticulously refined by our Japanese partner, who also designed the packaging with the same spirit of elegance and restraint. Their deep respect for Hello 5's delicate coffee culture is infused into every detail.

HELLO 5 ROYAL does not seek to impress. It simply stays – gentle, profound, and enduring, like the things in life that truly matter.



Energy

The Frequency That Connects Us

We each move through life on our own unique frequency. HELLO 5 ENERGY is crafted to awaken more than just the senses — it's a bridge of resonance that connects us on a deeper, human level.

Blending 70% premium Robusta and 30% honey-pro- cessed Arabica, this coffee delivers bold clarity and smooth complexity. Its natural sweetness and balanced strength sustain a steady, vibrant energy — not rushed, but enduring.

Refined in collaboration with our Japanese partner — from roast profile to minimalist packaging — every detail reflects precision, purpose, and connection.

HELLO 5 ENERGY is for those who live intentionally, move with presence, and radiate from within.



Robusta Origin

01 100% Robusta Clean

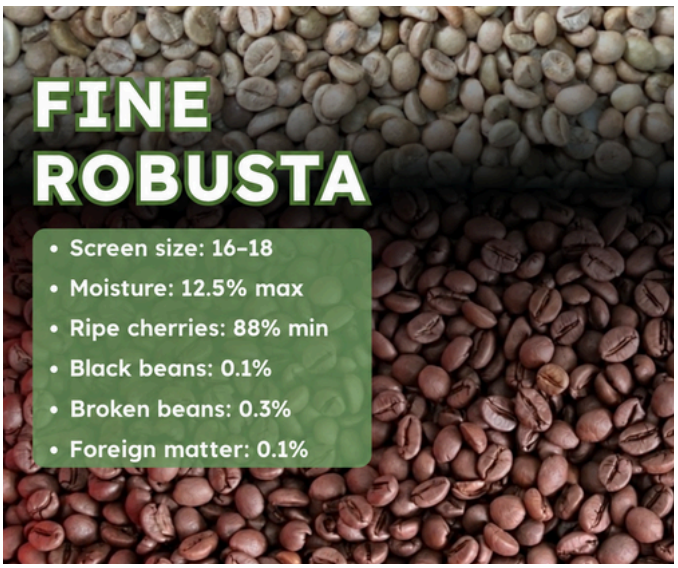
A clean, crisp expression of Vietnam's finest robust beans, this carefully sorted coffee offers a remarkably smooth, straightforward cup with a rich body, low bitterness, and a clean aftertaste. Crafted for a consistently pure and reliable brew.

02 100% Robusta Honey

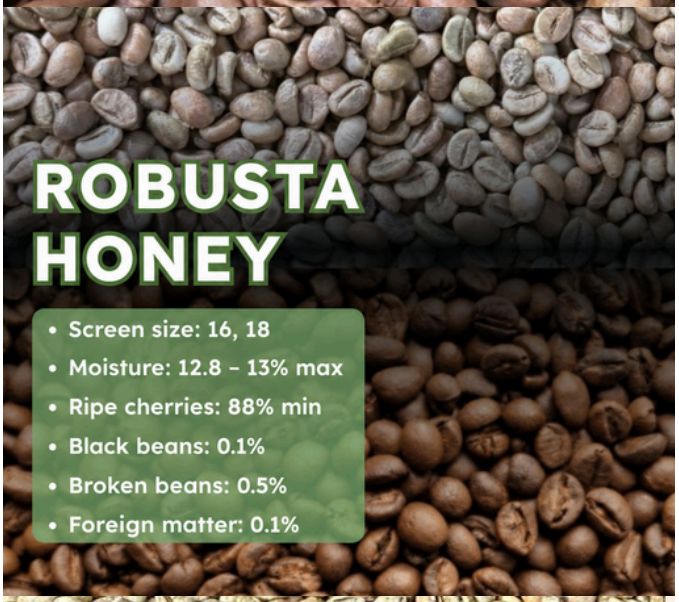
A freshtake on Robusta, this honey-processed coffee delivers a balanced cup with natural sweetness, mild acidity, and a smooth finish. Made from clean, high-grade beans.

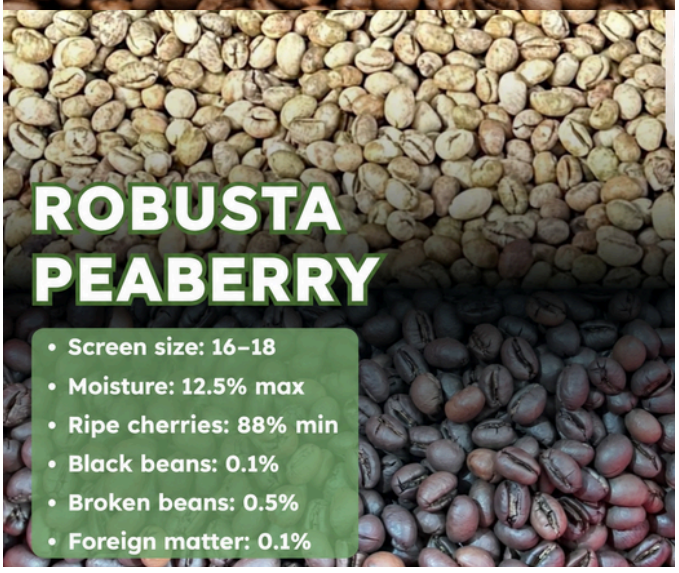
03 100% Robusta Peaberry

A rare and concentrated expression of Robusta, these unique single-bean (peaberry) selections roast evenly to deliver a bold, full-bodied cup with a deeper intensity, subtle nutty undertones, and a remarkably velvety finish.









04 100% Fine Robusta

Carefully selected from lots with over 99% ripe cherries and processed to specialty coffee standards, this Fine Robusta redefines the value of Robusta, delivering a clean cup with gentle sweetness and layered flavor complexity.

Arabica Origin



01 Arabica Son La

Grown in the unique, cool climate of Vietnam's Northwestern mountains, this Arabica offers a bright and vibrant cup with distinct fruity and floral notes. It is characterized by a lively acidity, medium body, and a clean, sweet aftertaste that reflects its high-altitude terroir.



02 Arabica Cau Dat

Renowned as the premier origin for Vietnamese Arabica, Cầu Đất delivers a perfectly balanced and sophisticated cup. This coffee is celebrated for its rich, full body, complex aroma with hints of caramel and ripe fruit, and a smooth, velvety finish. A classic profile that embodies the heritage of Vietnamese fine coffee.



03 Arabica Honey

A modern and artisanal approach to processing, this honey-processed Arabica retains a layer of mucilage during drying, resulting in a naturally sweeter cup. Expect a harmonious balance with a syrupy body, mellow acidity, and prominent notes of honey, brown sugar, and dried fruit.

Other Products



01 GIFT SET

Organic Coffee Gift Box Green Gift Set 650G

Flavor Profile: Mild bitterness with a sweet and aromatic finish, rich and bold taste, and a slightly dark amber brew color.

Ingredients: 40% Robusta beans, 30% Arabica beans, 30% Culi beans.

Contents: Includes 1 traditional Vietnamese phin filter and 1 pack of ORGANIC coffee (250g).

Deluxe Coffee Gift Box Red Gift Set 650G

Flavor Profile: Bright acidity balanced with bold richness, captivating aroma, and a deep amber brew color.

Ingredients: 50% Arabica beans, 50% Robusta beans.

Contents: Includes 1 traditional Vietnamese phin filter and 1 pack of DELUXE coffee (250g).



02 INSTANT COFFEE

Hello5 Black Instant Coffee

Flavor Profile: Pure and bold, with raw clarity and an instant awakening.

Aroma: Dark cocoa, oud wood, subtle smokiness.

Initial Taste: Bold and firm, an instant awakening

Body: Heavy, moderately smooth

Finish: Deep, lingering bitterness without harshness.

Caffeine: ≥1.5% | Moisture: <5%

Instant Coffee 3 in 1

Flavor Profile: Smooth and mellow, a warm and comforting coffee for everyone

Aroma: Condensed milk, unsalted butter, a hint of fresh coffee.

Initial Taste: Mellow sweetness, smooth

Body: Balanced and approachable.
Finish: Light sweetness, gently lingering.

Caffeine: ≥0.31% | Moisture: <5%

Company Certification

At Springtime,weprioritize quality, safety,and international standards throughout our operations. Our certifications reflect our ongoing commitment to excellence and compliance in everystep of production.



Food Safety

Compliance Certificate

Certified by Ho Chi Minh City Food Safety Authority for complying with hygiene standards in coffee roasting and packaging



HACCP Certification Certified with HACCP by ALBERK QA Technic GmbH (Germany). It ensures our coffee production meets international food safety standards



HALAL Certificate Certified under the JAKIM Certification Scheme, ensuring our products comply with Islamic law and Halal standards for food safety and purity



Trusted Brand

Certificate

Recognized under the Trusted Brand Index (TBI) for meeting international standards in brand prestige, quality, and management practices

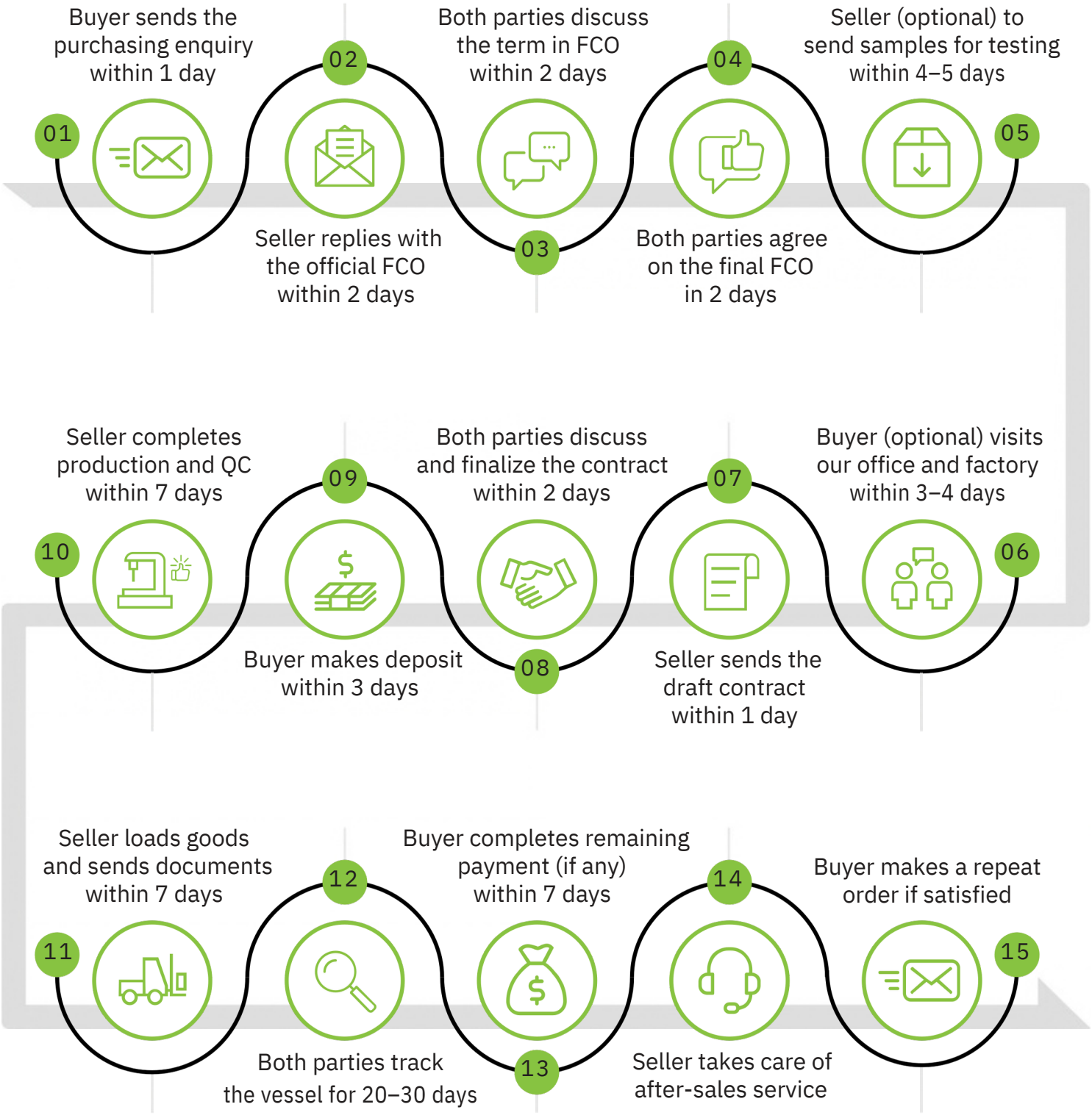


Trusted Quality Supplier Certificate Recognized as a “Trust- ed Quality Supplier” for its commitment to clean coffee production and international competitiveness



FDA Registration – USA Registered with the U.S. FDA, meeting stan- dards under the Food Safety Modernization Act for exporting food-grade products to the U.S. market

12 Standard Purchase Procedure



Our Partners

HORECA & offices channel

Hello 5 Coffee is trusted by 5-star hotels, leading café chains, food services company, offices, and coffee shops






HYATT PLACE

CJ FOODVILLE

HONDA

sodexo

Airports channel

Hello 5 Coffee is currently available at major airports including Tan Son Nhat, Noi Bai, Nha Trang, Phu Quoc, and more — as well as in select restaurants and hotels nationwide.

Export channel

ODM production for Vesrah Corpora- tion (3 tons has been exported).
Website: vesrah.co.jp/vietnam-coffee/

Distributed through our partner Vietbeans.de since April 2025
Website: vietbeans.de

OEM for Vietcoffeeandfriends
Website: https://vietcoffeeandfriends.de/

Our exports to the United States introduce Vietnamese roasted coffee to a market with a diverse coffee culture, sharing the distinctive flavors and origins of Vietnamese coffee.

Springtime has successfully exported to Australia, marking a milestone in bringing our coffee to international markets.



Key Retail Presence



Experience Hello 5 Coffee's premium Vietnamese coffee at Tan Son Nhat international Airport - International terminal - your gateway to authentic taste

Springtime's product portfolio extends beyond wholesale and export through Hello 5 Coffee's established presence across supermarkets, mini-marts, international airport terminals, and beverage outlets. As a brand offered by Springtime under commercial authorization, Hello 5 Coffee adds a consumer-facing dimension to our business, with products available for both retail purchase and ready-to-enjoy consumption. This retail presence complements Springtime's B2B offering, connecting our portfolio with a wider range of customers and consumption occasions.

Key Moments


Proudly showcasing the essence of Vietnamese coffee at Vietnamese Week in Thailand.



Hello 5 Coffee hosted internationa guests with signature brews and warm hospitality.


Partnership with Japanese clients formed after Food Table in Japan – Tokyo Big Sight.

Brand Presence

From local beginnings, Hello 5 Coffee has grown into a familiar and trusted name across Vietnam through events, community ties, and strong partnerships.


Highly valued and enjoyed by international partners at the Vietnam Pavilion, Leipzig Trade Fair, Germany.



Trusted by top football players – Hello 5 Coffee, their choice for quality and flavor.

Tons of roasted coffee have been exported to markets including Japan, Germany, the United States, and Australia.

Trusted Worldwide

Recognized by customers, businesses, and international partners alike, Hello5 Coffee proudly represents Vietnamese coffee excellence.Our quality and authenticity have earned trustboth domestically and globally, solidifyingour position in the coffee market.

Corporate Social Responsibility

At Springtime, we believe that business growth goes hand in hand with responsibility to the community. This commitment reflects the values shared with Hello 5 Coffee, whose community initiatives predate Springtime's establishment.

During the COVID-19 lockdown, these initiatives were carried out under the Hello 5 Coffee name, providing up to 600 meals a day to residents in quarantined communities and sending coffee to frontline healthcare workers in Central Vietnam as a gesture of gratitude and solidarity.

Today, Springtime embraces this same spirit of care, with a commitment to supporting people and communities through meaningful action.













Looking ahead, Springtime is committed to building on this spirit of care through meaningful charitable initiatives that support those in need and foster a more compassionate community.



Contact Us

SPRINGTIME

Different From The Ground Up

Discover premium Vietnamese coffee excellence and elevate your coffee business.

Let’s contact us today!

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THANK YOU


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PREMIUM COFFEE
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