



# MENAONE

**COMPANY PROFILE**



## A Message from Karim

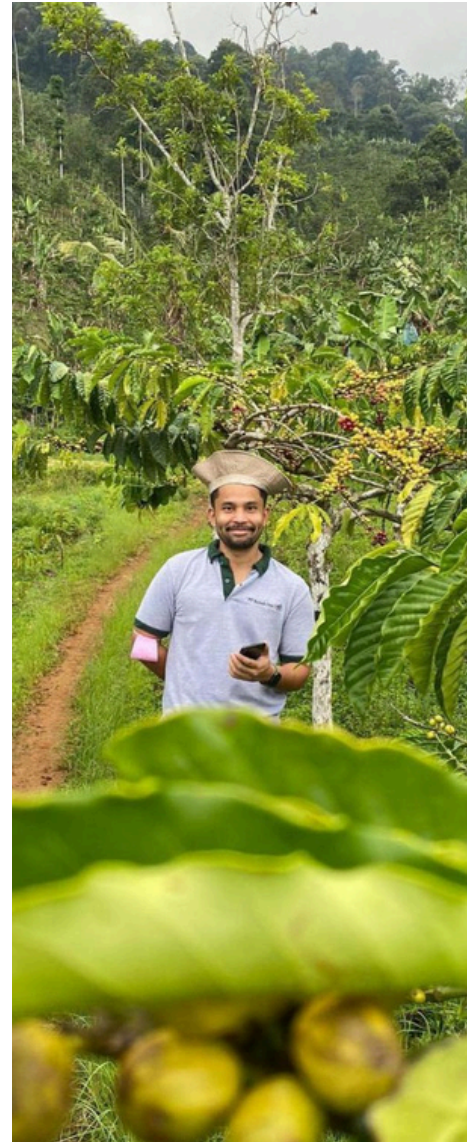
In 2009, I took a work placement at PT Menacom (then PT Musfaha). Over three months, I participated in the 3 C's: Cupping, Crop Survey, and Certification to understand what "Mandheling" coffee meant for Indonesia and the international community.

The superior cup profile holds high ground to its regional peers - especially in terms of its body and herbal notes. Whispers of replicating the cup profile in other countries were met with disappointment because the rich Sumatran Soil was one of the secret recipe to making Mandheling (and its cousins Gayo and Lintong!) what it is. I witnessed firsthand how Starbucks engaged exporters, including PT Menacom, as their main partners in sourcing this exceptional coffee. Northern Sumatra Arabica was at the forefront of showcasing how exquisite and exotic Asian Arabica could be.

Fast forward 15 years, when I resumed the Mandheling journey—the landscape had changed. From an idealistic champion of an origin, it has now become more akin to a commodity. It is rife with segregation, with groups claiming to be part of "waves" and distancing themselves when the supply chain should be working side by side, as well as blending with coffees from other islands and even other countries.

I believe that the root cause of this is predominantly the shrinking supply base; there has been no significant replanting in the past decade or so, pushing the price of this coffee higher as insatiable demand for this origin continues. End users have no choice but to accept that, at times, they must look the other way and accept a blended coffee just to retain the names Mandheling, Lintong, or Gayo.

At MenaOne, we work with the authenticity of the origin, the commercial aspect of the supply chain, and the needs of the end buyer in mind. We will continue to advance what true Lintong, Gayo, and Mandheling are—sourced from long-term farmer partners—and also provide roasters with transparency, cup profile, and competitive price-to-value. With this approach, we hope to directly or indirectly, together with other supply chain actors, influence new plantings in this origin.



**Karim Akbar**

**3rd Generation - Coffee Desk**









**MenaOne's commitment to excellence extends beyond our borders, as evidenced by our partnerships with renowned brands both locally and internationally.**

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MenaOne Coffee (PT Musfaha Niaga Mandiri) was originally named PT Menacom, which stood for Medan Aceh Commodities. In 2018, the company was rebranded as PT Musfaha Niaga Mandiri, but it is now known as MenaOne.

This name was chosen to retain the original "Mena," which signifies Medan and Aceh, the two locations where we source our coffee, maintaining a sense of originality.



Our journey began with a passionate vision for combining the love of coffee with the dynamics of commerce.

Starting with the late Musfaha Sulaiman, before passing the baton to his son, Agam, which subsequently was passed down to the grandson, Karim, the 3rd generation.



# THE GENERATIONS



## **Mustafa Sulaiman**

### **1st Generation - Founder**

Mr. Mustafa's journey began as an English teacher during Indonesia's early independence and evolved into a successful career as an agricultural trader in Java. His entrepreneurial spirit led him to co-found PT Menacom in Medan, where he and his colleagues made their mark in the coffee industry. Eighteen years later, he expanded into palm oil plantations, a venture that continued to thrive until his passing.

Mr. Mustafa, renowned for his strict yet approachable demeanor, exemplified excellent management skills, unwavering commitment, and punctuality. His legacy is one of dedication and excellence, leaving a lasting impact on the industries he touched.

## **Leman Pahlevi (Agam)**

### **2nd Generation - CEO**

Mr. Agam's journey began with modest coffee farming in the '90s, and he has since become a distinguished coffee exporter based in Medan.

For Mr. Agam, Arabica coffee is a true art form that demands a deep understanding of environmental conditions, soil, planting techniques, and the distinctive character and flavour of the coffee.

At the same time, it is a business where he not only sells but also tells the story and promotes every aspect of coffee—from its regions and cultural background to its cultivation and flavour. In this way, Mr. Agam views coffee as both an art and a business.





# HONOURING TRADITION, EMBRACING CHANGE

For over five decades, MenaOne has been a pioneer in the Mandheling coffee trade, sourcing the finest beans from the lush landscapes of Indonesia's Sumatra region.

Since our founding, we've navigated the highs and lows of entrepreneurship, always striving to evolve into a more responsible actor within the coffee supply chain.



## Export To Europe

During the 1970s, PT Menacom exported through two channels. One out of Lhoksemawe, Aceh heading to Singapore and another, to Besitang before moving to Medan, by train.

## Headquarter Set Up in Medan

As the operation rode the 1st wave of coffee, PT Menacom expanded its operation to become Medan based in Jl Turi in 1976.

## Second Headquarter in Patumbak

At its Peak, PT Menacom employed more than 350 hand pickers processing over 5,000t of green coffee bean.

## Farmer Group - Starbucks

In the 2000's, PT Menacom was one of the first few exporters to be assigned C. A. F. E. practices – managing over 4000 coffee farmers for Starbucks.

## Today

MenaOne Coffee processes over 4,000t of coffee per annum.





# BUILDING ON OUR FOUNDATION

In the 1990s, we began by learning to export agricultural products such as areca nuts and cassava to the Middle Eastern market. Three years later, we expanded into coffee exports as the focus of the company shifted towards palm oil plantations.



At that time, we utilised the processing unit owned by the Aceh Cooperative in Takengon, which handled processing from cherries to green beans, including both dry and wet hulling processes at the Takengon plant.



We also processed coffee from regions such as Lintong Nihuta, Seribu Dolok, and Siborong Borong, among others. We hold certifications for nearly all of our processes.





By the end of the 1990s, we established a coffee plantation in Takengon to supply the factory, but the plantation was closed in 2000 due to the GAM conflict.

With MenaOne, we honor our past while embracing the opportunities of tomorrow. Our new name symbolizes tradition and malleability, echoing the spirit of our founder and the generations of growers who have entrusted us with their livelihoods.

As we continue our mission to bring the world's finest coffee to discerning consumers, we invite you to join us on this journey of continuing to highlight the true Mandheling experience.





MenaOne collaborates with 400 RFA-Certified Farmers





# GREEN BEAN COFFEES: ACEH GAYO & LINTONG

Our **Arabica Gayo** is celebrated for its complex flavour profile, featuring notes of dark chocolate, spices, and a hint of fruity acidity. Its full-bodied and smooth texture provides a delightful experience with every sip.

## 30 FARMERS | 28 HECTARES

Bener Meriah Regency  
Wih Pesam District, Jamur Ujung Village

## 250 FARMERS | 240 HECTARES

Central Aceh Regency  
Ketol District, Jaluk Village

## 24 FARMERS | 21 HECTARES

Humbang Hasundutan Regency  
Lintong Nihuta District, Sigumpar Village

## 21 FARMERS | 19 HECTARES

Humbang Hasundutan Regency  
Lintong Nihuta District, Sibuntuon Partur Village

## 250 FARMERS | 198 HECTARES

Humbang Hasundutan Regency  
Pollung District, Hutapaung Induk, Hutapaung Utara, Hutajulu & Ria-ria Village

Our **Lintong** delivers a delightful blend of rich chocolate notes, subtle spicy undertones, and a balanced acidity. **Lintong** has a captivating earthy aroma and a clean, satisfying aftertaste.



# OUR FACILITIES

## MILLING FACILITY

Bener Meriah Regency | Wih Pesam District | Wonosobo Village

## OUR WAREHOUSE & AANDEEL ROASTERY

Deli Serdang Regency | Sunggal District | Paya Geli

## 7ha PLANTATION

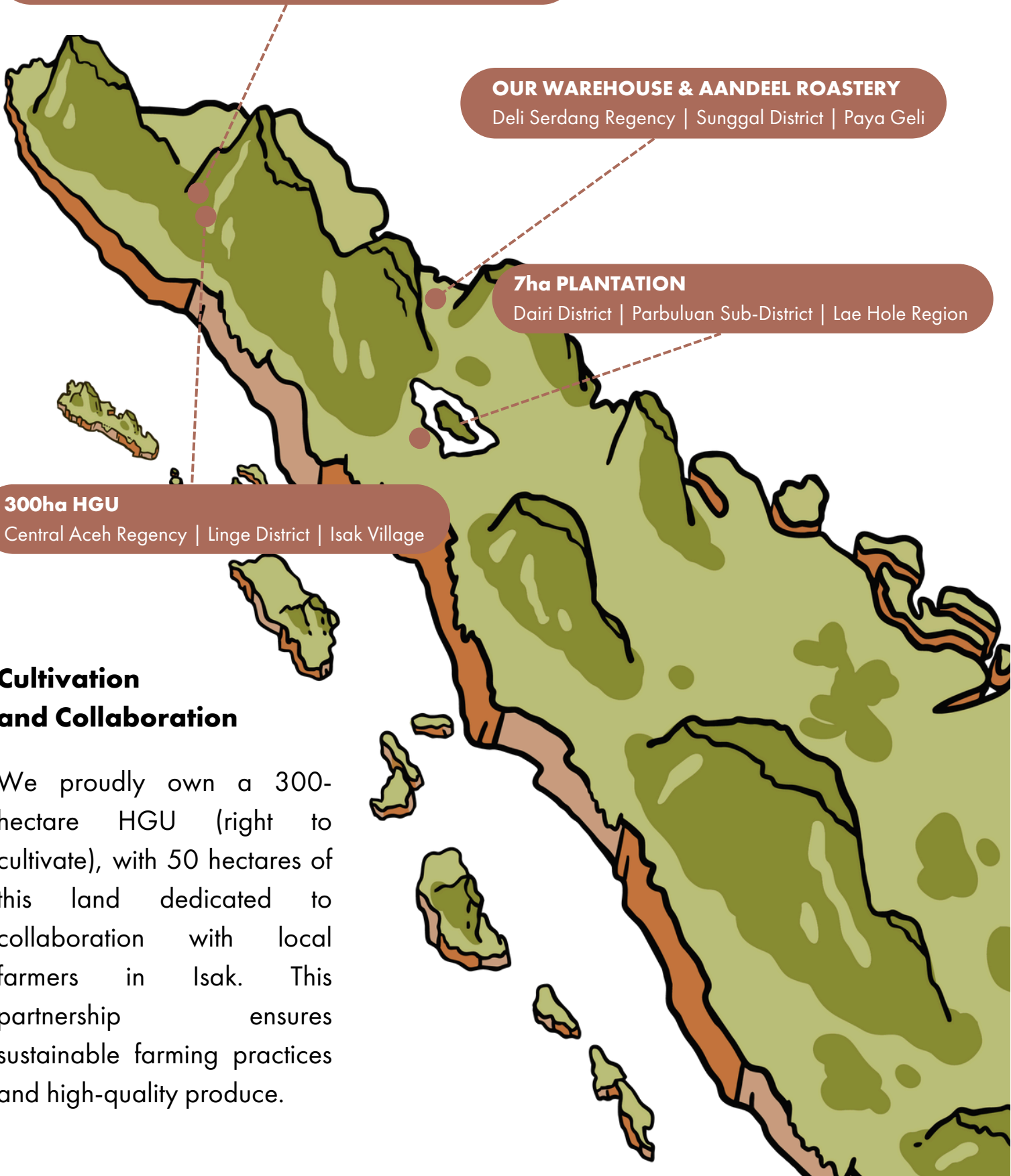
Dairi District | Parbuluan Sub-District | Lae Hole Region

## 300ha HGU

Central Aceh Regency | Linge District | Isak Village

## Cultivation and Collaboration

We proudly own a 300-hectare HGU (right to cultivate), with 50 hectares of this land dedicated to collaboration with local farmers in Isak. This partnership ensures sustainable farming practices and high-quality produce.





# OUR PROJECT: AANDEEL ROASTERY



At Aandeel Roastery, our journey began in 2020 with a vision rooted in quality and community. Inspired by a recommendation from one of Indonesia's largest coffee roasters, we set out to create a roastery in Sumatra that would not only elevate the art of coffee but also empower those who make it possible.

## Single Origin, Diverse Possibilities

We specialise in single-origin coffee, meticulously sourced to offer a range of price points without compromising on quality. Each cup is a testament to the rich, diverse flavours of Sumatra, curated to meet the discerning tastes of coffee enthusiasts.



## Aandeel: The Spirit of Sharing

"Aandeel," meaning "share" in Dutch, reflects our commitment to our people. Founded by Pak Agam, Aandeel Roastery operates with a unique profit-sharing model that puts our employees at the heart of our success. Out of 100% of our net profit, 50% is reinvested into the roastery to ensure continuous growth and innovation, whilst the remaining 50% is distributed among our dedicated employees.

At Aandeel Roastery, we believe that when we share our success, everyone thrives.





Your trusted partner in Sumatran Coffee.



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