Origin. Character. Haraz.

EAST HARAZ 90 / MICRO-LOT RESERVE

Haraz Coffee brings two distinct micro-lots from our farm in the Haraz highlands to roasters, specialist retailers, cafés and distribution partners. Carefully selected and sorted beans, naturally complex flavour and no added flavouring.



ORIGIN

East Haraz, Yemen

VARIETIES

Dawairi & Ja'adi

ALTITUDE

2,300 m above sea level

CUP SCORE

90 / Haraz-declared

NATURAL FLAVOUR NOTES

Honey

Dark chocolate

Berry

Orange

Anaerobic processing. The complete East Haraz tasting profile is listed above. No added flavouring.

AVAILABLE FORMATS

Raw or roasted whole beans

Explore each lot through its origin, varieties and natural flavour profile. Start with a representative sample for your roasting or brewing programme.

Scores are declared by Haraz. Evaluate a representative sample and confirm the current lot specification. Packaging shown: 250 g.

West Haraz 88

FROM OUR FARM / WEST HARAZ

A distinct farm-origin expression from West Haraz. Carefully selected Ja'adi beans from 2,200 metres, with anaerobic processing and a softer natural flavour profile. No added flavouring.



ORIGIN

West Haraz, Yemen

VARIETIES

Ja'adi

ALTITUDE

2,200 m above sea level

CUP SCORE

88 / Haraz-declared

NATURAL FLAVOUR NOTES

Vanilla

Nuts

Grape juice

White chocolate

Anaerobic processing. The complete West Haraz tasting profile is listed above. No added flavouring.

AVAILABLE FORMATS

Raw or roasted whole beans

Choose Haraz-branded supply, or discuss a private-label or co-branded reserve for your market. Pack format and artwork are agreed per order.

Scores are declared by Haraz. Evaluate a representative sample and confirm the current lot specification. Packaging shown: 250 g.

From lot to label

Haraz Coffee connects farm-origin coffee with the needs of roasters, cafés, hospitality, specialist retailers and distribution partners. Choose the flavour profile first, then shape the coffee format and labelling brief for your market.

01 / COFFEE FORMATS

Raw or roasted

Raw beans for your roasting programme, or roasted whole beans for cafés, hospitality and retail. Evaluate a representative sample to select between East Haraz 90 and West Haraz 88. Scores are declared by Haraz; confirm the current lot specification before selection.

02 / LABELLING FOR YOUR MARKET

Haraz, private label or co-branding

Discuss Haraz-branded supply, private-label or co-branded packaging. Share your preferred lot, coffee format, pack format, market language and destination. Final artwork retains the agreed lot identity, origin, processing and product information. Destination-specific labelling is agreed before production.

03 / PACKAGING & DISTRIBUTION

A brief built around your business

Oxygen-protective materials and suitable sealing are agreed with the packing partner. Roasted coffee needs an appropriate degassing solution. Confirm packaging specifications, delivery requirements and export documentation for the destination before supply.

Start with the lot that suits your menu or range. Request a sample and discuss your distribution or labelling brief with Haraz.

A reserve for your range

The agreed retail and trade price schedule for East Haraz 90 and West Haraz 88. All prices below are in UAE dirhams (AED).

ROASTED WHOLE BEANS

For retailers

LOT / PACK	RETAILER BUY	SUGGESTED RETAIL
East Haraz 90 / 100 g	72	85
East Haraz 90 / 200 g	135	160
East Haraz 90 / 1 kg	550	650
West Haraz 88 / 100 g	62	75
West Haraz 88 / 200 g	115	140
West Haraz 88 / 1 kg	450	550

RAW & ROASTED COFFEE

For roasters & distributors

LOT	RAW TRADE / kg	ROASTED DISTRIBUTOR / kg
East Haraz 90	375	500
West Haraz 88	325	400

Indicative prices, excluding freight and applicable taxes. Suggested retail prices are non-binding. Distributor rates apply to qualified channel partners. The final quotation confirms availability, packing, labelling and delivery.

haraz-coffee.com / contact@haraz-coffee.com