







"Từ sườn núi phía Bắc đến cao nguyên phía Nam,
mỗi gói hạt là một lát cắt khác của Việt Nam"

Vietnam's high-grown specialty coffee, curated for consistency.

QUIET ALTITUDE

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Hà Nội · Vietnam

Founder's Letter

Today, more people across Asia are discovering specialty coffee and exploring the incredible variety of flavors that coffee can offer. But as demand grows, coffee is also facing a changing world. Climate change is putting increasing pressure on farms across traditional coffee-growing regions around the world, while rising demand continues to push the price of exceptional coffee higher.



We believe Vietnam can be part of the answer.
Vietnam is known globally as a major producer of Robusta, often associated with affordable, everyday coffee. But there is another side to Vietnamese coffee beans that is only beginning to be discovered even within Vietnam itself.

High in Vietnam's mountains, a new generation of farmers is cultivating coffee with a different ambition. They are investing in better farming practices, careful processing, and quality-driven production. Both Arabica and Robusta are showing a depth and character that challenge the old perception of what Vietnamese coffee beans can be.



Over the next five to ten years, as these techniques continue to advance, we believe Vietnamese coffee beans have the potential to rival the best in the world.

But great coffee is not only about where it comes from. It is also about what we choose to do with it.

QUIET ALTITUDE exists to share this new generation of Vietnamese specialty coffee beans with the world and to make specialty coffee something anyone can discover, understand, and enjoy.

You don't need to be a coffee expert. You just need to be curious.

Ryo Kobari
FOUNDER, QUIET ALTITUDE

Consistency
Strict grading and cupping before every batch; one roast standard across all thirteen origins.

Comfort
Light–medium roasts built for balance: expressive for the enthusiast, approachable for everyone else.

Traceability
Commune-level origin, altitude, variety, process and roast date printed on every bag.



1. **Điện Biên** · Mường Phăng, 900–1,200 m
2. **Sơn La** · Mai Sơn, 800–1,200 m
3. **Quảng Trị** · Hướng Hóa, 550–650 m
4. **Lâm Đồng** · Đà Lạt plateau, 1,400–1,650 m

THE COLLECTION AT A GLANCE

13 whole-bean coffees. Three countries. Grown from 550 to 2,200 metres.

New to specialty, many palates	Hướng Phùng Hill · Northern Harmony · Twin Highlands Meridian
Espresso and phin	Clouds of Langbiang · Xuân Trường Mist · Hướng Phùng Hill · Northern Harmony · Under the Canopy · Solstice Floral Dew · Twin Highlands Meridian
Filter and connoisseur gifts	Morning Mist ver 1 · Golden Trạm Hành · Morning Mist ver 2 · Kivu Silk Bourbon · Kochere White Jasmine
The conversation piece	Roots of the Khe Sanh Wind — Vietnam's Liberica, fermented without oxygen

#	COFFEE	PROVINCE	VARIETY	ALTITUDE · 500–1,700 M	PROCESS	ROAST	CUP
01	**Chiềng Ban Morning Mist** ver 1	Sơn La	Catimor · Arabica	850–950 m	Natural	Light	Grape · apricot · black tea
04	**Slow-Ripened Under the Canopy**	Điện Biên	Catimor · Arabica	900–1,200 m	Full-washed	Light–Medium	Floral · light body · smooth sweet finish
05	**Northern Harmony**	Quảng Trị 70% · Điện Biên 30%	Catimor · Arabica	550 m · 900–1,200 m	Full-washed	Light–Medium	Dry berry · nutty · delicate floral
06	**Revival on the Hướng Phùng Hill**	Quảng Trị	Catimor · Arabica	550 m	Full-washed	Light–Medium	Caramel · nutty · balanced bitter-sweet
07	**Roots of the Khe Sanh Wind**	Quảng Trị	Liberica	650 m	Anaerobic natural	Light	Chamomile · dried jujube · stevia · licorice
08	**Golden Trạm Hành**	Lâm Đồng	Bourbon & Caturra · Arabica	1,600 m	Natural	Light	Mango · pineapple · coffee blossom
09	**Clouds of Langbiang**	Lâm Đồng	Catimor · Arabica	1,400–1,650 m	Full-washed	Light–Medium	Floral · fresh peas · tangy, smooth
10	**Whispers of Xuân Trường Mist**	Lâm Đồng	Typica ("Moka") · Arabica	1,500 m	Full-washed	Light–Medium	Floral · fruity · mild acidity · mellow sweet

SƠN LA PROVINCE · MAI SƠN DISTRICT · THÁI GROWERS

Sơn La

Chiềng Ban and Chiềng Mai sit on the Mai Sơn plateau, where the north- western fog settles thick each dawn and cherries ripen slowly. Thái women pick each red cherry with the patience they give a piêu scarf. Coffee reached Sơn La with the French in the 1940s; today its Arabica carries its own geographical indication. Two processes from one place show how much the method matters.





"Natural for fruit.
Washed for clarity."

Ver 1: grape, apricot, black tea. Ver 2: dried fruits, herbs, caramel. Both for the filter.



01 · CHIỀNG BAN, MAI SƠN, SƠN LA

Chiềng Ban Morning Mist ver 1

Variety **Catimor · 100% Arabica**

Process **Natural**

Cup
Grape · apricot · black tea

Serve
Pour-over · cold brew

Altitude
850–950 m

Roast
Light

In Chiềng Ban the north-western fog settles thick each dawn, so cherries ripen slowly. Thái women pick each red cherry with the patience they give a piêu scarf — months of weaving for a single piece. Dried whole in the sun, the cup opens with grape and apricot and finishes like black tea.

100 g · 200 g · Whole bean



11 · CHIỀNG BAN, MAI SƠN, SƠN LA

Chiềng Ban Morning Mist ver 2

Variety
Catimor · 100% Arabica

Process
Full-washed

Cup
Dried fruits · northwestern herbs · smooth caramel

Serve
Pour-over · cold brew

Altitude
800–1,200 m

Roast
Light–Medium

Catimor from Chiềng Ban's hillsides at 800–1,200 m. Washed in cold spring water and roasted on a cast-iron Giesen drum: dried stone fruit, native herbs, velvety caramel.

200 g · Whole bean

ĐIỆN BIÊN PROVINCE · MƯỜNG PHĂNG · FOREST GARDENS

Điện Biên

Mường Phăng was the command post of the 1954 Điện Biên Phủ campaign; its old-growth forest still stands, and coffee grows beneath it at 900–1,200 m. Under the canopy the temperature swing narrows, so cherries ripen slowly and build more flavour. The blend on this page joins these gardens to the hills of Quảng Trị.





Hand-picked at ripeness — under-ripe and over-ripe cherries are sorted out before processing.



04 · MƯỜNG PHĂNG, ĐIỆN BIÊN

Slow-Ripened **Under the Canopy**

Variety
Catimor · 100% Arabica

Altitude
900–1,200 m

Process
Full-washed

Roast
Light–Medium

Cup
Floral · light body · smooth sweet finish

Serve
Espresso · phin

Grown under the Mường Phăng canopy, the cherries face a narrower temperature swing, ripen slowly and build more flavour. Hand- picked at just the right ripeness and fully washed to keep every bit of delicacy in the bean: a soft floral aroma, a light body and a smooth, sweet finish that lingers a while.

100 g · 250 g · Whole bean



05 · HƯỚNG PHÙNG, QUẢNG TRỊ + MƯỜNG PHĂNG, ĐIỆN BIÊN

Northern Harmony

Blend
70% Quảng Trị · 30% Điện Biên

Altitude
550 m · 900–1,200 m

Process
Full-washed

Roast
Light–Medium

Cup
Dry berry · nutty · delicate floral · long sweet finish

Serve
Espresso · phin

Two lands with a place in Vietnamese history in one cup. Hướng Phùng, once the Khe Sanh battlefield, gives 70% — a deep nutty-caramel foundation. The highest Mường Phăng gardens add 30% — a delicate floral note and a sweet finish that lingers longer. Familiar on the surface, more to discover underneath.

100 g · 250 g · Whole bean

QUẢNG TRỊ PROVINCE · HƯỚNG HÓA DISTRICT · BRU–VÂN KIỀU GROWERS

Quảng Trị

Hướng Hóa lies on the old Khe Sanh front, in the path of the hot Lao tian wind. At 550–650 m the Bru–Vân Kiều people grow Arabica between Liberica trees that shelter it from that wind — two species, two very different cups, one story of a place coming back to life.





"A species once sold off as a low-grade crop is back on international cupping tables."

Liberica accounts fora tiny fraction of the world's coffee.

Grown taller than a person and kept by Bru–Vân Kiều families as windbreaks, the Hướng Hóa trees give a cup unlike any Arabica — herbal, sweet, tea-like.



06 · HƯỚNG PHÙNG, HƯỚNG HÓA, QUẢNG TRỊ

Revival on the **Hướng Phùng Hill**

Variety
Catimor · 100% Arabica

Altitude
550 m

Process
Full-washed

Roast
Light–Medium

Cup
Caramel · nutty · balanced bitter-sweet

Serve
Espresso · phin

Hướng Phùng hill was part of the Khe Sanh battlefield. At 550 m the Bru–Vân Kiều people replanted Arabica on that very ground, turning a place tied to loss into a story of coming back to life. Fully washed and roasted light–medium: caramel, nuts, a balance of bitter and sweet — the easiest place to start.

100 g · 250 g · Whole bean



07 · HƯỚNG HÓA, QUẢNG TRỊ

Roots of the **Khe Sanh Wind**

Variety
100% Liberica

Altitude
650 m

Process
Anaerobic natural

Roast
Light

Cup
Chamomile · dried jujube · stevia · licorice

Serve
Pour-over · cold brew

Hướng Hóa is a land of hot Laotian winds and Liberica trees taller than a person, kept by the Bru–Vân Kiều as windbreaks for their Arabica. Fermented without oxygen, then dried whole, the cup turns herbal and sweet — chamomile, dried jujube, licorice. The rarest coffee in the collection.

100 g · 200 g · Whole bean

LÂM ĐỒNG PROVINCE · ĐÀ LẠT PLATEAU · K'HO AND CẦU ĐẤT SMALLHOLDERS

Lâm Đồng

The French laid out Đà Lạt's first coffee estates here more than a century ago. At 1,400–1,650 m — our highest gardens in Vietnam — Bourbon, Typica and Catimor ripen under pine and cloud, tended by K'ho families in Lạc Dương and the smallholders of Cầu Đất village.





08 · TRẠM HÀNH, ĐÀ LẠT, LÂM ĐỒNG

Golden **Trạm Hành**

Variety
Bourbon & Caturra · Arabica

Altitude
1,600 m

Process
Natural

Roast
Light

Cup
Mango · pineapple · coffee blossom

Serve
Pour-over · cold brew

Trạm Hành sits at 1,600 m, where the French laid out Đà Lạt's first coffee estates. Its Bourbon cherries ripen to a striking golden colour; dried whole under highland sun, the cup fills with mango, pineapple and coffee blossom — a Đà Lạt morning with dew still on the pines.

100 g · 200 g · Whole bean



09 · LẠC DƯƠNG, LÂM ĐỒNG

Clouds of **Langbiang**

Variety
Catimor · 100% Arabica

Altitude
1,400–1,650 m

Process
Full-washed

Roast
Light–Medium

Cup
Floral · fresh garden peas · tangy, smooth

Serve
Espresso · phin

Some afternoons the clouds over Langbiang sink low enough to touch. At the foot of the mountain K'ho smallholders keep small gardens under a daily cool mist and follow their own code of practice for ripe picking. Fully washed for a bright, clear cup — florals, fresh peas, a gentle balanced acidity.

100 g · 250 g · Whole bean



10 · CẦU ĐẤT, XUÂN TRƯỜNG, LÂM ĐỒNG

Whispers of **Xuân Trường Mist**

Variety
Typica· 100% Arabica

Altitude
1,500 m

Process
Full-washed

Roast
Light–Medium

Cup
Floral · fruity · mild acidity · mellow sweetness

Serve
Espresso · phin

A century ago the French brought Typica to Cầu Đất village; locals still call it Moka. Higher- yielding Catimor took over the plateau and Typica survived tree by tree, so pickers now select each one individually. A cup of memory: floral and fruity, gentle acidity against a smooth sweetness.

100 g · 250 g · Whole bean

NEW IN 2026 · AT A GLANCE

Five new coffees. Two new countries. Up to 2,200 metres.

One new Sơn La lot, two East African single origins, two blends. All fully washed; whole bean, 200 g.



11 **Morning Mist** ver 2



12 **Kochere White Jasmine**



13 **Kivu Silk Bourbon**



14 **Twin Highlands Meridian**



15 **Solstice Floral Dew**



#	COFFEE	ORIGIN	VARIETY	ALTITUDE · 500–2,300 M	PROCESS	ROAST	CUP
11	**Chiềng Ban Morning Mist** ver 2	Sơn La	Catimor · Arabica	800–1,200 m	Full-washed	Light–Medium	Dried fruits · herbs · caramel
12	**Kochere White Jasmine**	Ethiopia	Heirloom · Arabica	1,910–1,960 m	Full-washed	Light–Medium	Jasmine · citrus · berries · Earl Grey
13	**Kivu Silk Bourbon**	Rwanda	Bourbon · Arabica	1,500–1,600 m	Full-washed	Light–Medium	Citrus · red berries · sweet spice
14	**Twin Highlands Meridian** blend	Ethiopia · Sơn La	Heirloom & Catimor · Arabica	900–2,200 m	Full-washed	Medium	Dried fruits · herbs · florals · caramel
15	**Solstice Floral Dew** blend	Rwanda · Ethiopia	Bourbon & Heirloom · Arabica	1,650–1,960 m	Full-washed	Medium	White blossoms · citrus · honeyed

TWO SINGLE ORIGINS · YIRGACHEFFE · LAKE KIVU

Single Origins

Ethiopian Heirloom and Rwandan Bourbon, both fully washed and roasted light–medium for the filter.





"For jasmine: Kochere.
For silk: Kivu."

At 1,910–1,960 m, Kochere is the highest single origin in the collection.



12 · KOCHERE, YIRGACHEFFE, ETHIOPIA

Kochere White Jasmine

Variety
Ethiopia Heirloom · 100% Arabica

Altitude
1,910–1,960 m

Process
Full-washed

Roast
Light–Medium

Cup
Jasmine · bright citrus · sweet berries · Earl Grey finish

Serve
Pour-over · cold brew

Grown at nearly 2,000 m, where cold nights slow the Heirloom cherries and concentrate their sugars. Washed at the Beloya station: jasmine, bright citrus, an Earl Grey finish.

200 g · Whole bean



13 · NYAMASHEKE, LAKE KIVU, RWANDA

Kivu Silk Bourbon

Variety
Bourbon · 100% Arabica

Altitude
1,500–1,600 m

Process
Full-washed

Roast
Light–Medium

Cup
Ripe citrus · red berries · sweet spice · silky tea-like body

Serve
Pour-over · cold brew

Heritage Bourbon from smallholders on the steep hills above Lake Kivu. Washed at stations such as Birembo: ripe citrus, red berries and warm spice over a silky, tea-like body.

200 g · Whole bean

TWO BLENDS · YIRGACHEFFE × SƠN LA · LAKE KIVU × KOCHERE

Blends

Two blends, two jobs: Meridian for espresso and the phin, Floral Dew for the cold cup.





"For the phin: Meridian.
Over ice: Floral Dew."

Both fully washed, roasted medium. Meridian spans 900–2,200 m, the widest range in the collection.



14 · YIRGACHEFFE, ETHIOPIA + CHIỀNG BAN, SƠN LA

Twin Highlands Meridian

Variety
Heirloom & Catimor · 100% Arabica

Altitude
900–2,200 m

Process
Full-washed

Roast
Medium

Cup
Dried fruits · herbs · white florals · deep caramel

Serve
Espresso · phin

Yirgacheffe, in Arabica's Ethiopian homeland, meets Vietnam's north-west. Sơn La Catimor brings warm herbs and deep caramel; Ethiopian Heirloom lifts it with white florals.

200 g | Whole bean



15 · WESTERN PROVINCE, RWANDA + KOCHERE, YIRGACHEFFE, ETHIOPIA

Solstice **Floral Dew**

Variety
Bourbon & Heirloom · 100% Arabica

Altitude
1,650–1,960 m

Process
Full-washed

Roast
Medium

Cup
White blossoms · bright citrus · crisp acidity · honeyed finish

Serve
Cold brew · espresso · phin

Inspired by Hà Nội's flower-scented summer teas: silky Lake Kivu Bourbon, bright Kochere Heirloom. Steeped cold, it gives vivid citrus and crisp sweetness without bitterness.

200 g | Whole bean

BREWING, KEPT SIMPLE

Our recipes, as we brew them for cupping. Grind just before brewing; use filtered water.



Phin
20 g : 120 ml (1:6)
Medium-coarse grind
92 °C
4–5 minutes



Espresso
18 g : 36 g (1:2)
Fine grind
92–93 °C · 9 bar
28–32 seconds



Pour-over · V60
15 g : 240 ml (1:16)
Medium-fine grind
92–94 °C
2:30–3:00



Cold brew
60 g : 500 ml (1:8)
Coarse grind
Cold water
16 hours in the fridge

WHICH COFFEE FOR WHICH METHOD

COFFEE	PHIN	ESPRESSO	POUR-OVER	COLD BREW	ROAST · WHY
Chiềng Ban Morning Mist ver 1	○	○	●	●	Fruit shows best in filter
Chiềng Ban Morning Mist ver 2	○	○	●	●	Herbs and caramel, filter first
Slow-Ripened Under the Canopy	●	●	○	○	Florals, light body
Northern Harmony	●	●	○	○	Built for the office machine
Revival on the Hướng Phùng Hill	●	●	○	○	Caramel and nuts, forgiving
Roots of the Khe Sanh Wind	○	–	●	●	Taste it black, slowly
Golden Trạm Hành	○	○	●	●	Tropical fruit, filter first
Clouds of Langbiang	●	●	○	○	Light–Medium washed
Whispers of Xuân Trường Mist	●	●	○	○	Mellow in the phin
Kochere White Jasmine	○	○	●	●	Jasmine shows best in filter
Kivu Silk Bourbon	○	○	●	●	Tea-like body, filter first
Twin Highlands Meridian	●	●	○	○	Herbal caramel for the phin
Solstice Floral Dew	●	●	○	●	Steeped cold, no bitterness

● Recommended – Not suggested
○ Works well

Storage: sealed, cool and dry · use within 14-30 days of the roast date printed on the bag

We bring high-quality coffee solutions directly to your location...

Three formats built from the thirteen origins. Every order is quoted individually and ships with a full VAT invoice.



01 · GIFT

North–South Pair

Sơn La & Lâm Đồng: two 250 g bags, two processes, one story of Vietnamese altitude.

Contents	**2 × 250 g — e.g. Chiềng Ban Morning Mist ver 1 + Golden Trạm Hành**
Card	**Bilingual origin card EN / JP / VI**
Options	**Co-branded label, handwritten note**
Ideal for	**Tết and partner gifts, executive visits**

RECOMMENDED START



02 · GIFT

Corporate Hamper

Compose your own selection from thirteen origins, in 100 g or 250 g, to a brief and a budget.

Contents	**3 – 6 bags, your mix of origins and sizes**
Add	**Phin filter set, brewing guide, your own inserts**
Card	**Bilingual card with your message**
Ideal for	**Client appreciation, events, year-end**



03 · PANTRY

Office Subscription

A monthly whole-bean delivery to the pantry, rotating origins so the team tastes the whole country.

Cadence	**Monthly; volume sized to headcount**
Rotation	**1 – 3 origins a month, or a fixed house pick**
Includes	**Brew ratios per method, grinder guidance**
Ideal for	**Offices, co-working, hotel back-of-house**

CUSTOMISATION WORKFLOW

1 → Brief
Origins, quantities, format, message, delivery date.

2 → Artwork proof
Label and card layouts returned for review.

3 → Approval
Written sign-off on proof and quotation.

4 → Roast & pack
Batch-roasted to order; roast date on every bag.

5 Delivery
Hà Nội and nationwide

QUIET ALTITUDE

GROWN *HIGH* CRAFTED FOR *CONSISTENCY*

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QUIET ALTITUDE

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SPECIFICATIONS AS PRINTED ON PACKAGING · PRICES PER THE CURRENT RATE CARD

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