

COMPANY PROFILE | EST. 1996

SITHAR COFFEE

From Crop to Cup — Shaping
Myanmar's Coffee Culture



Specialty Coffee • Smart Agriculture • Sustainability

Nearly 30 Years of Coffee Culture • Technology • Community • Innovation



01 / HERITAGE

From one coffee house to a crop-to-cup ecosystem

From a single coffee house on University Avenue Road in 1996, Sithar Coffee has grown into a pioneering coffee company in Myanmar, developing a complete crop-to-cup ecosystem and contributing to the evolution of Myanmar's coffee culture for nearly three decades.

**BEYOND ROASTING**

Our journey goes far beyond roasting coffee beans. Over the years, we have worked to advance Myanmar's coffee industry through specialty coffee education, farmer development, sustainable agriculture, technology, and international collaboration.

BUILDING PROFESSIONAL COFFEE SKILLS

We have introduced Specialty Coffee Association (SCA) standards and brought internationally recognized coffee professionals to Myanmar to share their knowledge and expertise with local baristas and coffee professionals.

Professional coffee preparation and training are central to our crop-to-cup philosophy.

Among these global coffee pioneers was Mr. Luigi Lupi, founder of Latte Art, who provided professional training that helped develop local coffee skills and raise professional standards within Myanmar's growing coffee industry.



02 / IMPACT

Coffee as a force for positive change

At Sithar Coffee, we believe coffee is more than a beverage — it can be a powerful driver of economic opportunity, environmental sustainability, community development, and social transformation.



INCLUSIVE OPPORTUNITIES

Through our collaboration with the Shwe Minn Tha Foundation, we have supported people with disabilities by creating inclusive opportunities for skills development, training, and participation in the coffee sector. We believe everyone should have the opportunity to develop their talents and build a meaningful livelihood.



SOUTH SHAN & GOLDEN TRIANGLE

Our commitment to responsible development also extends to coffee-growing communities in South Shan State and the Golden Triangle. Through our “Opium to Coffee” initiatives, we have contributed to efforts that encourage sustainable alternative livelihoods by supporting the transition from traditional opium cultivation toward coffee farming.





03 / INNOVATION

Technology & Smart Agriculture

Since 2017, Sithar Coffee has pioneered the integration of Artificial Intelligence (AI), Internet of Things (IoT), and precision farming technologies across our coffee plantations.

By combining traditional agricultural knowledge with modern technology, we strive to improve:



Agricultural productivity



Resource efficiency



Environmental sustainability



Coffee quality



Farm & supply-chain traceability



Farmer livelihoods



Data-driven agricultural decision-making





04 / DIRECTION

Our Vision

To contribute to the growth and transformation of Myanmar's coffee industry through quality, innovation, sustainability, technology, and inclusive development, while connecting Myanmar specialty coffee with the global market.

Our Commitment



Specialty Coffee & Quality



Sustainable & Precision Agriculture



AI, IoT & Smart Farming Innovation



Supporting Coffee Farmers & Rural Livelihoods



Coffee Education & Professional Training



Inclusive Opportunities for People with Disabilities



Community & Social Development



Alternative Livelihoods — Opium to Coffee



Connecting Myanmar Coffee with the Global Coffee Community



05 / GLOBAL COLLABORATION

International Partnerships & Collaborations

Sithar Coffee believes that meaningful industry development requires collaboration beyond borders. We have built relationships with international organizations and coffee institutions to bring global knowledge, standards, research, and best practices to Myanmar.

UNITED NATIONS GLOBAL COMPACT

As a Supporter of the UN Global Compact, Sithar Coffee is committed to responsible business practices and contributing to sustainable development, human rights, labor principles, environmental responsibility, and ethical business practices.

WORLD COFFEE RESEARCH (WCR)

Through our engagement with World Coffee Research, we support the advancement of coffee science, innovation, improved coffee varieties, climate resilience, and sustainable coffee production.

SPECIALTY COFFEE ASSOCIATION (SCA)

Our relationship with the Specialty Coffee Association has helped us bring international specialty coffee standards, education, training, and professional development opportunities to Myanmar's coffee community.

SHWE MINN THA FOUNDATION

Through our partnership with the Shwe Minn Tha Foundation, we support opportunities for people with disabilities, particularly through skills development, inclusion, and participation in the coffee industry.

SOUTH SHAN & GOLDEN TRIANGLE — OPIUM TO COFFEE

Our work in South Shan State and the Golden Triangle supports the development of coffee as an alternative agricultural livelihood, contributing to the transition from opium cultivation to sustainable coffee production and helping create longer-term economic opportunities for farming communities.

OUR PARTNERS

Mandalay Coffee Group • Golden Bean

Our AI Partner • SinFinTech



06 / LOCATIONS

Our Showrooms & Office

Yangon Showroom

No. (477), Aye Yeik Thar (2) Street,
New University Avenue, Bahan Township,
Yangon

+95 9254612819, +95
9771234778

Nay Pyi Taw Showroom

B-02, Myat Pan Thazin Road,
Silver Oak Business Center,
Thiri Yadanar Housing, Zabuthiri Township, Nay Pyi
Taw

+95 9443677779, +95
9961516122

Mandalay Showroom

No. (10.A), 27th Street,
Between 64th & 65th Streets,
Chan Aye Tharzan Township, Mandalay

+95 9422815511, +95
9422815522

Taunggyi Showroom

No. (75), Pyidaungsu Highway,
(3) Quarter, Ayetharyar Township, Taunggyi

+95 9260060044

Pyin Oo Lwin Showroom

No. 13, Nandar Street, Ward 6,
Pyin Oo Lwin

+95 9258142066

Ywangan Office

Office

+95 9775910274





SITHAR COFFEE

From Crop to Cup — Growing Quality, Innovation & Opportunity.

INTERNATIONAL COMMITMENTS

- Supporter — United Nations Global Compact
- Member — Specialty Coffee Association (SCA)
- Member — World Coffee Research (WCR)

CONNECT WITH US

Website: Sithar Coffee
YouTube: Sithar Coffee
Instagram: @sitharcoffee.mm
LinkedIn: Sithar Coffee
Facebook: Sithar Coffee
TikTok: @sitharcoffee.mm

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