



# MAKING THE BEST QUALITY COFFEE IN ASIA



## 亞洲之最 | 打造頂級優質咖啡 |

From a top-notch production plant to user-friendly product designs, SIM (Macau) Industrial Company satisfies the discerning coffee-lovers with the best they can offer. SIM (澳門) 工業有限公司為喜愛咖啡的人士帶來最高質素的产品。

As the demand for coffee is soaring in the region due to the rapidly expanding economy, SIM (Macau) Industrial Company founded Asia's most modern and advanced coffee factory in 2005, using the best technology to bring top-notch coffee to customers.

### Breaking tradition

With their main products being coffee machines, freshly ground coffee, and coffee bags under their home label "iMO", SIM boasts a state-of-the-art production site and provides different types of coffee in diversified flavors. In recent years, the company experimented with a hassle-free way of packaging coffee in individual Chinese-style tea bags. Even without a coffee machine at home, one can easily

SIM (澳門) 工業有限公司因應區內經濟迅速增長、市場上對咖啡的需求大大提昇，於2005年建造了一所亞洲最現代化、最先進的咖啡廠，並引入領先技術，將頂級品質的咖啡享受帶給消費者。

### 突破傳統 以袋泡形式面世

SIM (澳門) 工業有限公司主要業務包括製造自家品牌逸摩現磨袋泡咖啡、新鮮咖啡粉及咖啡機。在設備完善的國際化廠房支援下，SIM能夠提供多元化口味及種類予消費者選擇；近年更一改傳統，以中式茶袋將份量恰到好處的咖啡粉包裝，又省卻了當中的繁冗程序。即使家中沒有添置咖啡機，亦只需將咖啡包放進杯內，然後倒入沸水泡製，充分浸泡三分鐘，並用茶匙擠壓咖啡包，最後用茶匙將咖啡包從杯內取出，按個人口味加入糖及奶，一杯濃郁芳香的新鮮咖啡則準備就緒。

**Opposite page:**  
A production line in SIM's highly-automatic production plant.

**對頁：** SIM自動化廠房其中一條生產線。



**Clockwise from top left:** Blue mountain blend coffee in tea bag; blended roasted coffee beans; the cupping room and storage area.

**順時針由左上起：**袋泡式藍山逸品咖啡；不同種類的咖啡產品；試味室及倉庫。

enjoy a cup of freshly brewed coffee: simply put the coffee bag in a cup of boiled water for three minutes, press the coffee bag with a spoon, take the coffee bag out and lastly add the right amount of sugar and milk according to your own preference.

SIM offers a wide range of coffee makers - automatic or semi-automatic - for those who enjoy making coffee at home and in the workplace. The portable coffee machines are light and easy to carry. While many of these feature a simple and modern design with a colourful appearance, the non-portable ones come with a more sophisticated design. Priced from several hundreds to more than a thousand dollars, they serve as a cost-effective option for making the best quality coffee.

喜歡享受製作咖啡過程的消費者可按照個人喜好選擇合適的家居或辦公室咖啡機，SIM備有全自動及半自動制式，有方便外攜的輕巧型咖啡機，外型時尚簡約，以繽紛色彩示人；而固定式的咖啡機則以大方優雅為主，價格由數百至上千元不等，讓客戶以低廉的成本沖調出最優質的咖啡。

#### 國際高標準設備 打造切合需求的品質

製造出切合不同客戶之需求、並令其滿意的獨特咖啡，是SIM的首要宗旨。SIM的廠房擁有ISO 9001、FSSC22000及HACCP全球認可的質量管理標準，在品質上已有所保證。製作咖啡的過程由全自動化的機械設備運作，操作員無需離開控制中心就能掌控整個生產過程，水準貫穿如一；自動化的烘焙過程能夠配合顧客最嚴謹的要求，SIM更特別從德國引進最佳咖



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#### International standard equipment providing quality service tailored to the needs

Making quality coffee that suits different tastes has always been a top priority for SIM, whose production facilities have achieved globally recognized management certifications as ISO 9001, FSSC22000 and HACCP.

As the coffee production process is fully automatic and computerized, operators could consistently deliver the same high quality coffee without having to leave the control centre. The automated system also gives total flexibility to the roasting process to suit the most discerning customers requests.

Using the best roasting equipment from the German company Probat, SIM can roast green coffee beans provided by clients based on their specific requirements. Once the roasted coffee sample is approved, roasted coffee of the same quality will be delivered to the customers. SIM would also help its clients to find their desired green coffee beans, striving to suit the needs of various kinds.

To enhance quality control, SIM boasts a laboratory and a cupping room where each and every batch of green and roasted coffee is examined by coffee experts who give customers detailed reviews on their products as well as an in-depth analysis to ensure an up-to-standard quality. From developing their private brand “iMO” to making coffee tailored to the customers’ needs, SIM is committed to delivering perfection. M



啡烘焙機Probat，商業客戶只需提供未烘焙的咖啡豆予SIM，SIM便可根據指定要求烘焙出最理想的咖啡，隨後經品質檢定，即可將優質烘焙咖啡交送到客戶手中。客戶亦可透過SIM選購心儀的未烘焙咖啡豆，製作出心目中的理想咖啡。

SIM設有實驗室及試味室以加強品質監控，專家們會為每批未烘焙或已烘焙的咖啡豆出具專業意見，讓客戶瞭解產品的細節，令每批咖啡豆在烘焙前及售賣前均經過詳細的分析，以確保其質量達到理想水平。SIM無論是自家品牌逸摩咖啡還是按客戶要求製作的咖啡，均能展現出高水準的完美品質。M

**Clockwise from top:** Coffee-related products; SIM's established production plant.

**順時針由上起：**咖啡相關產品；SIM甚具規模的廠房。



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