



THE JUNGLE ~~IS~~ MASSIVE

In the past 50 years, 50% of Thailand's tropical rainforest has been cut down to make room for commercial farming, mining, and developments, that's an insane amount.



It's time
for a change

SO WE HAD THIS CRAZY IDEA

Taking what we know about making great drinks, bringing together northern farming communities, deforestation issues, and Bangkok's urban street culture, into one game-changing coffee that makes the world a little greener.



Young
Urban Street
Culture

ORGANIC SPARKLING COFFEE



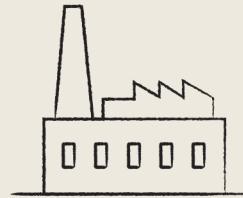
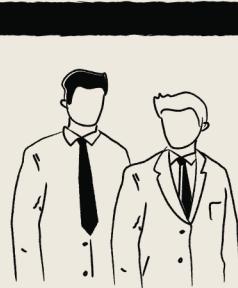


the mission vision & values

The concept behind HILLPOP is simple, but it matters: we brew seriously good coffee, we support the people who grow it, and support the survival of the forests that it grows in. To make all of this happen, HILLPOP has partnered with the dedicated social enterprise PMSE and the MiVana Community. Not only do they work tirelessly to support rural communities in the North of Thailand, empowering the local people to revert industrialised agricultural areas back to sustainable forest plots—they also grow incredible Arabica coffee.

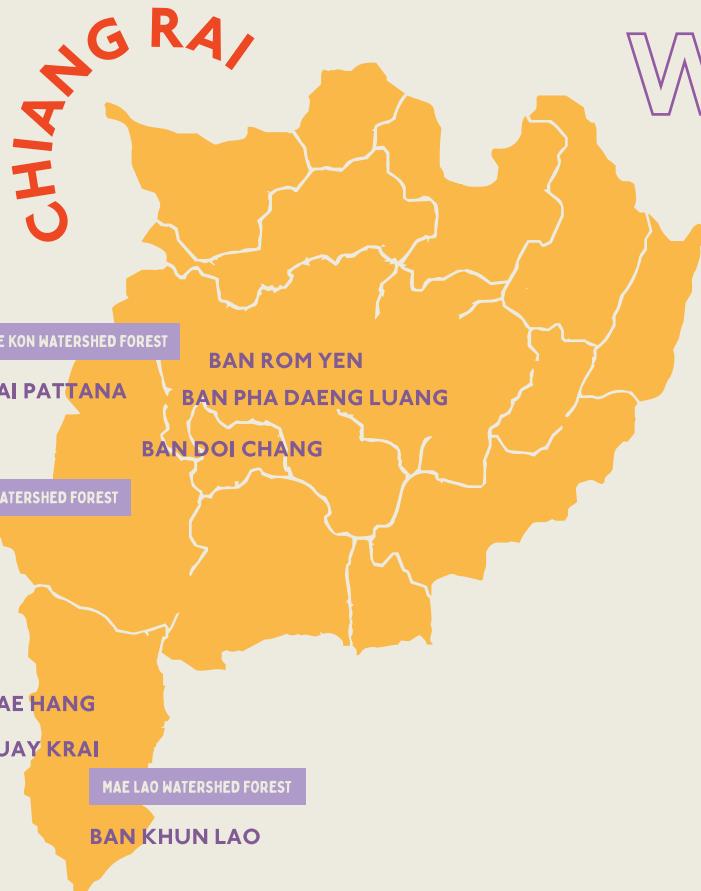
We are going to bring HILLPOP to the world. With a global audience, more coffee can be shared. More coffee means more reforestation, more land reverted to balanced and natural state. With all that happening, HILLPOP can champion sustainable coffee production, raise awareness of the environmental issues we are all facing, and encourage a global audience to take easy steps to protect the future.

THE COFFEE INDUSTRY TODAY



HILLPOP DIRECT TRADE WITH OUR FARMER





WHERE IS IT FROM. WHO MAKES IT?

All our coffee comes from micro lots tucked away under the jungle canopy in Chiang Rai, Northern Thailand.

We use both single-origins and blends, depending on what flavour profile we are striving for. All roasting, blending and brewing is done in-house at our facility outside of Bangkok, by a group of passionate coffee nuts.

Brewing and formulation is done by Hillpop founders; Swedish brothers Ben and Dannie Sorum, with 18 years in F&B they know a thing or two about tasty drinks.



COFFEE TYPES:

Catimor
Typica
Yellow Bourbon

ALTITUDE:

1100m - 1300m

*All our coffee
is certified organic
and direct trade*



NOT YOUR AVERAGE COLD BREW

We love coffee in all shapes and forms, but we got especially interested in cold brew coffee a few years back. As much as we love it, we weren't content with the way it was being made. Steeping coffee in a bucket wasn't going to cut it.

We wanted a cold brew that was ambient temperature shelf stable, no preservatives or stabilizers, and tastes as it was brewed freshly for you.

We spoke to every beverage producer and food scientist we could find, and they all said the same thing. Can't be done. We weren't having it.

2 years later, we had a pretty unique take on producing cold brew coffee safely and hygienically that satisfied our goal. We were finally able to start brewing.

Quality raw material

+

Thinking outside of the box

+

Don't take no for an answer

WHAT'S DIFFERNT? WHY'S IT BETTER?

Thai jungle grown Arabica coffee.

No nonsense added—natural ingredients all the way.

Passionate beverage people behind the brand.

Fights deforestation and promotes sustainable agriculture.

Supporting the hard working farming communities.



NOT *necessarily* A SUBSTITUTE FOR YOUR DAILY LATTE

As much as we would think it's awesome for people to switch out their daily latte, we know that won't be the case. We love all kinds of coffee and heck, we drink it hot all the time as well.

What we do hope is that instead of an energy drink which is full of who-knows-what or the cola that packs a daily dose of sugar into one serving, HILLPOP can fill that need.

We are 100% transparent with what goes into HILLPOP and stand by the process whole-hartedly.

We drink HILLPOP in the afternoon with lunch, before the gym, or when on the move. We even sneak in a shot of something high-proof once in a while. It's our daily fuel when keeping busy. But every now and then, it's back to basics with a hot black coffee.



Indulgent chocolate



Bold
pure coffee



Tropical coconut

HERE'S WHAT'S INSIDE A CAN OF HILPOP

EACH CAN CONTAINS 230 ML
CARBONATED ORGANIC COLD BREW COFFEE.

organic
COFFEE

WATER

organic
CANE SUGAR

CO₂

chocolate or coconut
NATURAL FLAVOUR

45
CALORIES OR LESS



ORIGINAL

Bold, never brash.

It's refreshing, balanced, and just a little fizzy.
You'll notice the difference.

Carbonated Cold Brew Coffee - 230 ml

Caffeine - 147 mg

100% Shade Grown Arabica

Cold Brew Coffee (water & coffee) 96.5%

Organic Cane Sugar 3.5%

Total Energy 45 kcal.



Carbonated Cold Brew Coffee - 230 ml

Caffeine - 147 mg

100% Shade Grown Arabica

Cold Brew Coffee (water & coffee) 95.8%

Organic Cane Sugar 4%

Natural Chocolate 0.2%

Total Energy 45 kcal.



COCONUT

Like a holiday in a can.
It's smooth and invigorating,
best enjoyed under the shade of palm trees.

Carbonated Cold Brew Coffee - 230 ml
Caffeine - 147 mg
100% Shade Grown Arabica
Cold Brew Coffee (water & coffee) 95.8%
Organic Cane Sugar 4%
Natural Coconut 0.2%
Total Energy 45 kcal.

PLAYS WELL WITH OTHERS

A few serving suggestions to stir your creativity, we are all for mixing things up, so we have formulated HILLPOP to play well with others.

Perfect Serve

Hillpop sparkling coffee
served over ice, with a slice of citrus



Cocktail

120ml Hillpop Original
30ml Whiskey infused with sundried banana
5 ml D.O.M Benedictine
5 ml Fernet Branca



Float

200ml Hillpop Coconut
1 scoop vanilla ice-cream



Iced Latte

60ml Hillpop Concentrate
120ml Milk



Affogato

60ml Hillpop Concentrate
1 scoop vanilla ice-cream



Highball

200ml Hillpop Chocolate
30ml Cointreau
5 ml Fresh Lemon

TO JOIN US IN SHARING

PREMIUM, ORGANIC COLD BREW COFFEE
WITH THE WORLD—WHILE KEEPING
THE RAINFOREST ALIVE.



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