

**B2B BUYER DECK · 2026**

# Premium Coffee, Crafted for the World.

**MEET THE FOUNDERS**

**Quality coffee,  
real passion.**

From origin to your cup —  
crafted for cafés & businesses worldwide.



**Talat Kıyar**  
Founder · Kahveci Grup



**Serdal Şahin**  
Founder & CEO · TSARA Group

# Who We Are

Two brands, one trusted sourcing partner — retail and wholesale, under TSARA Group.



## KahveciGrup

Coffee for every day — %100 Arabica espresso origin series + traditional Turkish coffee. Retail & wholesale, fresh-roasted in İstanbul.



## TSARA Coffee

Our premium reserve label — exceptional beans enriched with Madagascar vanilla. The luxury tier (+50%), co-sold with KahveciGrup.



## TSARA Group

Part of a wider ecosystem — Care, Health, Travel, Energy, Trade & AI — so you source more from one partner.

# The Coffee Collection

%100 Arabica espresso, fresh-roasted in İstanbul — the 'Historic Beauties' landmark origin series.



**Etiyopya**

500g · 1kg

**₺800 · ₺1.500**



**Kolombiya**

500g · 1kg

**₺800 · ₺1.500**



**Vietnam**

500g · 1kg

**₺800 · ₺1.500**



**Pamukkale**

500g · 1kg

**₺800 · ₺1.500**



**Kapadokya**

500g · 1kg

**₺800 · ₺1.500**



**Antik Perge**

500g · 1kg

**₺800 · ₺1.500**

Plus Türk Kahvesi (₺600 / ₺1.000) and TSARA Madagaskar Vanilla-Infused (₺1.000 / ₺2.000).

TSARA COFFEE · PREMIUM RESERVE

# Crafted with Passion. Built for the World.

Exceptional beans enriched with Madagascar vanilla, for those who expect more. Premium tier at +50%, co-sold with KahveciGrup.

## TSARA Signature

Madagascar Vanilla Infused · Signature

₺1.500 /  
₺3.000

## TSARA Premium Roast

%100 Arabica · Premium Roast

₺1.200 /  
₺2.250



**TSARA**  
— COFFEE —  
*Best Day Start with Coffee*

**Crafted with passion.  
Built for the world.**

Born from exceptional beans enriched with the unique touch of Madagascar vanilla, TSARA Coffee is more than a drink — it is an experience. In every cup, we bring together quality, aroma, and inspiration.

“ Our mission is simple:  
to offer people not just coffee,  
but unforgettable experiences. ”

*Serdal Şahin*  
Serdal Şahin (Coach Şahin)

100% ARABICA PREMIUM BEANS  
IDEAL AROMA & PERFECT BALANCE  
RICH FLAVOR AND FULL-BODIED  
MADAGASCAR VANILLA INFUSED TO PERFECTION

# Madagascar Vanilla

Single-origin Bourbon from the SAVA region — gourmet retail and Grade A wholesale.



**Vanilla Pods — 1 / 3 (retail)**

**₺100 · ₺270**

**Gourmet Pack — 100g / 500g / 1kg**

**€18 · €75 · €130**

**Wholesale Grade A · MOQ 10kg**

**€90-108 / kg**

**Caviar Vanilla**

**€144 / kg**

# Why Us

Not a broker. Direct from origin, with the documents and consistency professional buyers need.



## **%100 Arabica**

Premium beans only



## **Fresh Roast**

Roasted to order in İstanbul



## **Direct Source**

Verified farms, traceable origin



## **Private Label**

Your brand, our roast



## **Worldwide**

DHL Express, sea & air freight



## **10+ Years**

Experience in direct sourcing

# Pricing & MOQ

Retail prices below; bulk coffee & private label quoted on request.

Product	Brand	500 g	1 kg
Türk Kahvesi	KahveciGrup	₺600	₺1.000
Origin Series (Ethiopia · Colombia · Vietnam · Pamukkale · Cappadocia · Perge)	KahveciGrup	₺800	₺1.500
TSARA Madagaskar	KahveciGrup	₺1.000	₺2.000
TSARA Signature	TSARA Coffee	₺1.500	₺3.000
TSARA Premium Roast	TSARA Coffee	₺1.200	₺2.250

Bank transfer (Ziraat) — 2% discount. Vanilla packs in EUR for export. Sample & wholesale terms on request.

# More from the TSARA Ecosystem

Source more than coffee from one trusted partner.



**Vanilla**

Madagascar Bourbon



**CocoPeat**

Growing media



**Palm Oil**

Towin Agro



**Charcoal**

Premium hardwood



**TSARA Group**

Care · Health · Travel · Energy · AI

# How to Order

Simple, fast and transparent — no friction.

1

## Choose & submit

Pick products on kahveci-grup.com and send your order in one click.

2

## Pay by transfer

Ziraat EFT/havale with a 2% discount, or card & export terms.

3

## We ship

Fresh-roasted, dispatched within 2 business days. Worldwide.

**Payment: Ziraat bank transfer · 2% havale discount · private label & export on request**

► [Order on kahveci-grup.com](https://kahveci-grup.com)

# Let's Work Together

Wholesale, private label and distribution — tailored quotes, your brand, your volumes.



**Talat Kiyar**

**Founder, Kahveci Grup**

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**Serdal Şahin**

**Founder & CEO, TSARA Group**

[kahveci-grup.com](http://kahveci-grup.com)

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