

Indonesia's favoured brand Fore Coi-?ee opens first store in Singapore

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Fore Coi-?ee, the herald of Indonesian coi-?ee culture announced its highly anticipated entry into the Singaporean coi-?ee scene - launching its i-?rst store in Singapore on November 9th, 2023, at Bugis Junction. With a journey spanning over i-?ve years of unwavering commitment to excellence, Fore Coi-?ee has risen to prominence as a prominent player in Indonesia's coi-?ee landscape, boasting an impressive network of 150 stores across the nation by September 2023.

Fore Coi-?ee, as the torchbearer of Indonesian coi-?ee culture in Singapore, oi-?ers not just a cup of coi-?ee, but a gateway to an inspiring everyday life. Founded in 2018, Fore Coi-?ee has emerged as a powerhouse in Indonesia's coi-?ee industry, marked by its dedication to quality and innovation. The brand's success lies in its adept use of cutting-edge technology, from tools to its mobile app, combined with skilful bean blending techniques.

With a resolute commitment to sourcing highly curated coi-?ee beans directly from Indonesian farmers in regions like Aceh Gayo, Toraja, West Java, and Bali, Fore Coi-?ee's beans undergo a meticulous roasting and preparation process before being expertly crafted by their baristas. This commitment to authenticity extends to their signature coi-?ee blends that promise to redei-?ne Singapore's coi-?ee culture in the 'Indonesian way.'

Vico Lomar, Co-Founder & CEO, of Fore Coi-?ee, said, "Fore Coi-?ee's brand positioning and menu rei-?ect its role as an ambassador of Indonesian coi-?ee culture in Singapore. The brand's signature coi-?ee blends, crafted with a deep understanding of the discerning Singaporean palate, redei-?ne the local coi-?ee landscape through an Indonesian lens."