
A BRAND INTRODUCTION



QahwaSaki

Gear & Guidance for Good Coffee

Better coffee at home

without overspending on equipment you don't need.

A pun, with a bit of lore.

PART ONE

Qahwa

"Coffee," in many languages — from Arabic *qahwa*, the word that travelled with the bean itself.

PART TWO

Saki

The one who serves your drink — and in deeper lore, a confidant who knows your secrets and looks out for you.

Put together: a barista, exactly what we want to help you become.

The best possible cup of coffee at home *a little easier, a little cheaper.*

WHAT WE DO

We curate gear with honest trade-offs, write beginner-friendly guidance, and stay with you after the purchase, so you actually succeed.

WHAT WE DON'T DO

We're not trying to win the crowded coffee-gear market. The goal is *your* success, not the size of our catalogue.



Home coffee should feel

01

Accessible

Available locally
Affordable for real budgets
No imported-gear gatekeeping

02

Practical

You shouldn't have to read archives
of scientific papers to know what
works

03

Enjoyable

It should just work
A morning ritual
Not a science experiment

Beginner home baristas.

We answer the questions a new home barista actually runs into, and pair the answers with the gear and techniques we recommend.

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- What grinder is "good enough" to start?
 - Why does my coffee taste sour / bitter / flat?
 - Moka pot, V60, or French press for me?
-



*Guidance and gear,
arriving together.*

A trusted advisor, not another store.

MOST COFFEE BRANDS

Push *their* gear.

- Endless SKUs to choose from
- Marketing copy, no real trade-offs
- You're on your own after checkout
- Sale ends at "Buy Now"

QAHWASAKI

Curate for *your* success.



- A short list, chosen on purpose
- Honest trade-offs, written plainly
- Post-purchase support that's real
- White-label gear when it serves you better

Everything you need. Nothing you don't.

STARTER KIT

- 01** Moka Pot — the everyday espresso-style brewer.
- 02** Hand Grinder — fresh grind, no electricity needed.
- 03** Digital Scale — the single best upgrade you can make.
- 04** Milk Frother — for the morning latte habit.

Curated together. Guided together. Supported together.



A two-way street.

The r/QahwaSaki subreddit is where we listen, and where we learn what's really happening in real kitchens.



Questions

The ones you're afraid to ask. Ask them here.



Setups

Show your counter, see what others run.



Mistakes

Share the ones that taught you the most.



Comparisons

Real feedback shapes what we stock next.

We work in the open.

Sourcing, logistics, returns, feedback, the trade-offs behind decisions, shared publicly.

Five characteristics shape how:

01

Transparency

We share what we know. No gatekeeping.

02

Inclusivity

For everyone. Everywhere.

03

Adaptability

We change as the community's needs change.

04

Collaboration

We're in this together.

05

Community

We work things out together.

THE GOAL

Coffee knowledge made more accessible, decisions more transparent, community more central.



AN INVITATION

**Come make
better coffee
with us.**

*Become a **QahwaSaki!***

WEB

qahwasaki.com

REDDIT

[r/qahwasaki](https://www.reddit.com/r/qahwasaki)

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