Tenom Coffee is of the robusta variety. It is the traditional firewood and drum rotation method of roasting coffee beans in Tenom, followed for almost 50 years, that gives Tenom coffee its perfectly roasted, aromatic, unique and great taste. This local coffee is fresh and contains no artificial ingredients or colourings.

The geographical area is located in Tenom, in the north of Borneo.

In the 1900’s, after the completion of the railway from Api (now known as Kota Kinabalu) to Tenom, the British North Borneo Chartered Company began to clear the land and started planting coffee, rubber and other crops in the Tenom area. In Tenom, robusta coffee, also known as ‘coffee canephora’, is a species of coffee plant typically located in hotter and more humid areas at lower altitudes, around 200 m-1500 m above sea level, at year round temperatures of about 16ºC-32ºC and with an average rainfall of about 1 000 mm-2 500 mm per year.

Even though Malaysia is located in the world coffee belt area, compared to other places or regions in Sabah, Tenom provides the most suitable climate and best location for the growing of ‘coffee canephora/robusta’.