

June 2020

# Indonesian Food and Beverage Industry During Pandemic Covid-19

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## EXPORTERS OF FOOD & BEVERAGE

### *What's inside?*

Entering the second semester of 2020, the pandemic of Covid-19 has not finished yet. Many of the world's residents are still waiting for the vaccines and comically-proven medicine to treat the symptoms of this contagious virus, while still struggling to economically survive. On the other side, this outbreak has provided larger market opportunities for food & beverage producers, particularly the ones that likely to boost human's immunity and health.

# EDITOR DESK

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## **The Pandemic of Covid-19 Triggers the Growth of Local Food & Beverage Industry**

Dear Readers,

The existence of contagious virus namely Corona or Covid-19 is real. The outbreak happens in many countries, including Indonesia. For months, people are encourage to stay at home to avoid interactions with others who might have been infected.

The economy in almost all over the world goes slow down. Indonesia, with its population of more than 250 million, has to cope with a number of problems and challenges to maintain the sustainability of business sectors. More importantly, the government must prioritize the availability of human's primary needs like food and beverage. In fact, humans do not only need food to eat. They also need to earn money to pay for the bills, installments and also school fees.

On the other side, due to Covid-19, many workers lose jobs which encourage them to find another vacancy or start new business. Thus, the individuals' social media accounts in Indonesia is increasingly crowded with people offering services or products, especially food products. While many restaurants and shopping centers are closed temporarily or even permanently, the home-based food sectors are mushrooming. Currently, people buy food and beverage online either in the packages of ready-to-cook or ready-to-eat.

In the national scale, the Indonesian government also keeps supporting the food and beverage exporters to continue their production activities. They are encouraged to meet local demand first before dispatching their products overseas. This strategy is to prevent losses due to a more difficult licensing process and also higher distribution costs. During pandemic, a number of countries apply very strict regulations on goods entering their territories through customs areas, in order to prevent the spread of the Covid-19.

Addressing this condition, the Indonesian Ministry of Trade has arranged some strategies to enhance the export performance of food and beverage products. Although Indonesia is still facing difficult times caused by the contagious virus, but the wheels of the economy must be strived to keep running. People are encouraged to return to their activities by implementing health protocols to always wear masks, maintain physical-distance with other and frequently washing their hands or using hand sanitizers. Also, it is good to consume healthy food or drinks to increase body immunity, which are made from traditional plants as described in this edition.

Thank you

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## HOT ISSUE

### Covid-19 Impacts the Growth of Food Containing Immune Boosters



No one has ever imagined that there will be a long-term pandemic this year. Many governments have set the targets of economic growth in their respective countries. In fact, the world is now facing a global recession. However, there are still opportunities for all nations to survive.

By identifying local potentials to meet market demand, the government in collaboration with business actors, can explore market opportunities provided by the pandemic. In Indonesia, the food and beverage sector is benefited by the awareness of the population to boost their immunity to avoid the

infection by that contagious virus.

Uniquely, in Indonesia where more than 400 cultures exist, most of the native inhabitants prefer to consume herbal drinks to maintain their health or to cure some illnesses. They try to reduce the quantity of chemicals that entering their bodies. Thus, during pandemic, the demand for this traditionally-made products increase.

Several types of plant are hereditary believed to have efficacies to support human's immunity. Ginger, clove, lemongrass, turmeric, galangal, nutmeg and cinnamon are the examples

of herbal raw materials that can be processed to become traditionally healthy food and beverage products. Those plants are also able to be used as oil diffusers.

Some countries that had the highest demand to Indonesian medical herbs during Covid-19 pandemic in January to June 2020 were India (48.56%); Singapore (9.75%); Japan (7.23%); Malaysia (5.23%) and the United Kingdom (5.17%). Meanwhile, the products with largest export market share were turmeric or curcuma (USD 2.38 million); ginger neither crushed nor ground (USD 1.60 million); ginger crushed or ground (USD 211 thousand) and cumin seeds crushed or ground (USD 10 thousand).

Overall, total export value of medical herbs from Indonesia in the first semester of 2020 was USD 4.20 million. This transaction record was higher in comparison to the same period in last year which only achieved USD 3.17 million. It can be concluded that the export transaction of medical herbs from Indonesia to overseas markets were increased during pandemic era this year.

## Sido Muncul Expands Its Market to Saudia Arabia

The increasing demand in the world markets towards medical herbs or food that contain immune booster has been responded positively by PT Industri Jamu dan Farmasi Sido Muncul Tbk. In August 2020, the company which is also known with Sido Muncul brand will realize its first export to Saudi Arabia. The product to be dispatched to one of the countries the Middle East region is 20 feet container of Tolak Angin Cair, which is one of its flagship products.

The ceremonial of export launching to the Saudi Arabian market will be carried out through live streaming from three cities, namely the Sido Muncul factory in Semarang, Sido Muncul's marketing office in Jakarta, and also its distribution branch in Saudi Arabia. The Director General of National Export Development at the Indonesian Ministry of Trade, Kasan Muhri, is also



scheduled to attend the event in Jakarta.

PT Industri Jamu dan Farmasi Sido Muncul Tbk has conducted an Efficacy Test or Benefit Test in 2007 towards Tolak Angin product, by the Research Institute of the Faculty of Medicine, Diponegoro University in Semarang. The research has shown that by drinking two sachets of this liquid beverage a day can increase T-cells in human body, as the indicator of endurance, both healthy and sick people.

In addition, Tolak Angin has also conducted a Toxicity Test in collaboration with the Faculty of Pharmacy, Sanata Dharma University. As a result, Tolak Angin is proven safe for consumption for 232 months as long as it is according to the prescribed dose.

However, it should be understood that Tolak Angin is not produced to ward off certain viruses. The case of COVID-19, for example, can only be overcome with specific vaccines. To some extent, Tolak Angin is recommended to in the purpose of maintaining humans' body immune system.

Sido Muncul's success in exporting Tolak Angin is inseparable from the company's compliance with

government regulations, particularly Food and Drug Supervisory Agency or Badan Pengawas Obat dan Makanan (BPOM). The initial export of Tolak Angin to Saudi Arabia is proof that native Indonesian herbal medicine can be accepted by other countries.

PT Industri Jamu and Pharmaceuticals Sido Muncul, Tbk also received the Best of the Best Awards from Forbes Indonesia as one of the companies with the best performance in 2019. This award is given to the best companies listed on the Indonesia Stock Exchange (IDX). Forbes Indonesia selected 50 companies based on positive long-term performance. Companies that receive the award have gone through the appraisal process by looking at long-term performance based on several assessments such as sales growth, net income, and return on equity. Besides, companies that are included in the list are companies that consistently maintain performance growth in the next three to five years.

# MARKET REVIEW

## Indonesia Food & Beverage Industry: Opportunities and Challenges in Global Trade after Covid-19



Indonesia's export value for food and beverages products increased 8.9% during five years from 2015 until 2019. The transaction grew steadily each year as seen on the graphic below, from USD 3.01 Billion (2015) to USD 4.15 Billion (2019). In 2019, Indonesia ranked the fourth position in ASEAN as food and beverages exporting countries after Thailand, Singapore and Viet Nam.

Furthermore, in January to May 2020, Indonesia's food and beverages export performance also slightly rose from USD 1.6 Billion in first month to become USD 1.63 Billion after five months. In other words, the increase was recorded as 2.2%. In this period, the global market share of this product was dominated by

food preparation items (10.73%), processed shrimp (10.44%), processed tuna (9.48%), pasta (7.90%) and processed crab (7.47%). The biggest export destinations for food and beverages products from Indonesia were USA (21.36%), Philippines (12.64%), Malaysia (7.83%), Singapore (5.74%) and China (5.48%). There were also countries where Indonesia's food & beverages export significantly moved forward, like Cambodia (193.34%), Puerto Rico (185.44%), UAE (37.21%), Germany (28.36%) and Myanmar (17.57%).

The food and beverage industry is one of eight national priority sectors. This industry always generates positive development year by year. In 2019, the sector

grew 7.78%. This level was bigger than the increase of overall non-oil and gas sector which was only 4.34%. Moreover, the food and beverage contribution to GDP in the first quarter of 2020 achieved 19.98%.

On the other side, the food and beverage industry in Indonesia also has to deal with some challenges. The first is the requirement to enter overseas markets which related to some regulations such as food safety, market access, production continuity and on-time delivery, sustainability and also traceability. Secondly, the local industry also expected to enhance by adopting innovative production technology and improve the logistic chain.

Market and product development is the third challenge in Indonesian food and beverage industry, that can be implemented by conducting processed food diversification, proposing for certification and improving the packaging design, identifying international consumer trend, also accelerating branding and promotion activities. The last one, the local industry is impacted by Covid-19

outbreak around the world that has caused the increasing logistic expenses, the alteration of international trade system, stagnant trade co-operation between nations, and the upcoming global economic recession.

In response to that challenges, the Indonesian Ministry of Trade together with business people, have identified the opportunities provided to bring the local food and beverage industry upward. The opportunities are divided into three items consisting of the rising world demand towards food and beverages; the changes of consumer trends; and Covid-19 aftermath.

The rising world demand, as the first opportunity, specifically requires food and beverages products that have long-term expiry date, supporting human health, and able to boost immunity. Regarding this issue, many of Indonesian food and beverage producers have obtained Good Manufacturing Practice (GMP) and Hazard Analysis and Critical Control Points (HACCP) certification. Some of them also take advantages of local herbal resources that have been clinically examined to improve health and immunity.

Meanwhile, the changes of consumer trends show that people, nowadays,

decided to buy food and beverages products not only to survive but also to exist and enjoy newest lifestyle, such as specialty coffee or tea in which the demand keeps rising in many countries. In addition, the world consumers also prefer to buy organic or halal food to ensure the safety of the food and beverages products they consume.

According to this trend, Indonesian food and beverages producers have a lot of opportunities to meet the demand, since the majority of Indonesian citizen are Muslims who only consume halal products. Besides, Indonesia also has various specialty coffee products which have already acknowledged globally. As well as coffee, Indonesian local tea also receives high demand from some countries.

In respond to Covid-19, Indonesian Ministry of Trade has determined eight strategies to keep continuing the export development of national food and beverages products. The first one is the determination of product and market approaches. Currently, food and beverage is one of the eight national priority products. From the market side, the government recommends targeting regional markets that are relatively close to Indonesia to reduce distribution costs.

The product approach divides three categories, namely products that still grew positively during the COVID-19 pandemic such as processed food and beverages and medical equipment; products that are predicted to immediately recover pandemic including automotive items, textile sector, footwear, electronics



and steel; and new products that have emerged due to pandemic like pharmaceutical products and new export products resulted by industrial relocation from several countries to Indonesia.

Meanwhile, the market approach is adjusted by considering the conditions of the export destination countries in handling of COVID-19 in each country. Until next year, the national export focus on countries where pandemic have recovered or are starting to recover, such as Australia and New Zealand; European Union countries such as the United Kingdom, Germany, Italy, France; the Middle East such as the United Emirates; Saudi Arabia, Kuwait and Qatar; African regions such as Algeria; also American region like Canada and Mexico.

The second one is the relaxation of export and import regulation for export purposes. In this case, some regulations are made easier, for example the regulations related to the prohibition of limited export of certain products.

In addition, the Indonesian government also facilitates import permits for food raw material products to be reused in the food production process for export markets.



The third strategy is to increase local products' added value and competitiveness. Among the various efforts to increase the added value of Indonesian products is by completing international standard product certification related to food hygiene and safety. In addition, DGNEED also encourages the development of packaging designs used by Indonesian food and beverage products.

Subsequently, strengthening market access has been determined as the fourth strategy. Indonesian Ministry of Trade has a number of Trade Attaches and Indonesian Trade Promotion Centre (ITPC) offices in a number of countries in the world. They also play a role as business agents to build and maintain relationship with local government, in order to build

trade co-operations and agreements.

Number five, the optimization the usage of e-commerce platform is also conducted. This year, DGNEED has launched a new e-commerce application namely InaExport. This is a one-stop-service platform to provide convenience for business actors in obtaining export trade information. This application is a new form of previous application called Customer Service Centre (CSC), which has been upgraded to improve service from DGNEED to business sectors in Indonesia.

There are six main features at InaExport consisting of buyer service, export information, inquiry service; business consultation, permanent trade display, and online feedback. This application is

able to be downloaded through App Store or Google Play.

The next strategy is strengthening export-oriented SMEs. The education and training system conducted by Indonesian Export Training Centre (IETC) under DGNED has obtained ISO 9001: 2015 certification. In 2020, DGNED have arranged training programs for 62 batches, with a target of 1,833 participants. The districts selected for virtual training are Semarang, Pekalongan, Surakarta, Yogyakarta, Subang, Tegal, Kebumen, and Purbalingga. The seventh strategy is by increasing export performance in the special economic zones (Kawasan Ekonomi Khusus/KEK) and cross-country posts (Pos Lintas Batas Negara/PLBN). The example of the product is processed palm in Arun, Aceh. While, Sei Mengkei in North Sumatera develops processed products.

The last strategy is the optimization of warehouse receipt systems (WRS) for export commodities.



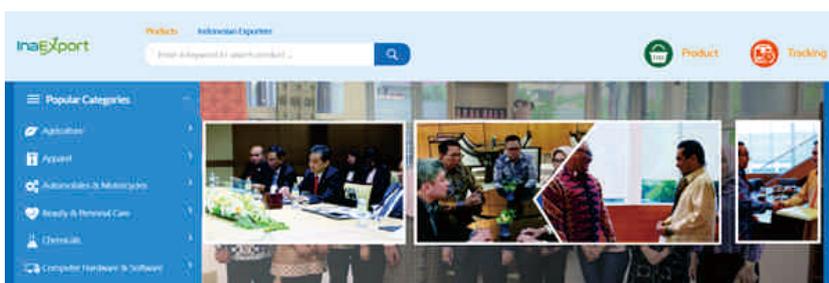
*Arafa Tea, local tea brand from West Java, produces black tea, white tea, green tea and also chocolate tea*



Indonesian Ministry of Trade has 124 warehouses throughout Indonesia, which managed by the Commodity Futures Trading Supervisory Agency (Badan Pengawas Perdagangan Berjangka Komoditi/BAPPEBTI).

The implications of WRS that spread throughout all sectors from upstream to downstream (agriculture-industry) will have a huge impact on economic

development, both regional and national. One of the positive impacts is an increase for farmer income, the growth of the warehousing industry in the regions, the development of financial institutions which in the end will increase the distribution of regional income. The implementation of WRS will also have an intangible impact in creating patterns of business independence and entrepreneurship among farmers and business actors, deleting the old paradigm to reject technological advances, and encourage local farmers to utilize internet in obtaining information and marketing products.



The look of InaExport application which can be accessed through the link of <http://inaexport.id/>

## List of Exporters

### 1. CAHAYA KALBAR Tbk, PT

Address : Jl. Raya Pluit Selatan Blok S no. 6, North Jakarta 14440  
Contacts : (62-21) 6691746, Fax: (62-21) 6695430  
Email : cekamrkt.2@cahayakalbar.com  
Website : www.cahayakalbar.com  
Products : Cocoa butter, fat and oil, food and beverages, margarines excluding liquid margarines, palm oils

### 2. CAPUNG INDAH ABADI, PT

Address : Jl. Raya Magelang - Purworejo Km. 12, Tanggulrejo - Kec. Tempuran, Magelang - Central Java (56161)  
Contacts : (62-293) 335034, 335022, Fax: (62-293) 335021  
Email : info@sari-sehat.com  
Website : www.sari-sehat.com  
Products : Food and Beverages, Herbal products

### 3. INTRAFood SINGABERA INDONESIA, CV

Address : Jl. Arak-Arak No. 52, Kel. Telukan - Kec. Grogol, Sukoharjo - Central Java  
Contacts : (62-271) 648959, 641277, 652919, 634873  
Email : info@intrafood.net, rezawijaya@intrafood.net, stevenna@intrafood.net  
Website : www.intrafood.net, www.singabera.co.id  
Products : Coconut sugar, food and beverages, gingerbread and the like

### 4. RIANA CIPTA PANGAN INDONESIA, PT

Address : Jl. Daan Mogot No. 57, Samp. Kompl. Rasa Sayang Blok E No. 19 West Jakarta (11460)  
Contacts : (62-21) 5606128, 5606117, Fax: (62-21) 5688632  
Email : info@ilovehappyfood.com  
Website : www.ilovehappyfood.com  
Products : Food and beverages, jelly, prepared foods obtained from unroasted cereal

### 5. SARI INCOFOOD CORPORATION, PT

Address : Jl. Address: Jl. Bukit Barisan No. 3B, Medan - North Sumatera (20111)  
Contacts : (62-61) 4561016, 4561015, 4515531, 4524968, 4535842  
Email : me22@sif.co.id, prdjkt@yahoo.com, anni.salim@yahoo.com  
Website : www.sariincofood.co.id  
Products : Coffee, extracts, essences & concentrates of tea or mate, food and beverages, other cereals

**6. SELERA INDONESIA SUKSES JAYA, PT**

Address : Jl. Pantai Indah Selatan Komp. Pergudangan SIT PIK Blok E-1 No. 11,  
Penjaringan, North Jakarta (14460)

Contacts : (62-21) 29514945, HP : (62-812) 10899001, Fax: (62-21) 29514946

Email : benny@bumbuseleraindo.com, info@bumbuseleraindo.com

Website : www.seleraindo.com

Products : Food and beverages

**7. SMART TBK, PT**

Jl. Address: Plaza BII Tower II Floor 28-30, Jl. M.H. Thamrin No. 51 Kav. 22, Jakarta

Contacts : (62-21) 3181288, 50333888 ext. 8159 Fax: (62-21) 3181289,  
3925786, 50194316

Email : hesti.suryani@sinarmas-agri.com, heri-harjanto@sinarmas-agri.com

Website : www.smart-tbk.com

Products : Cocoa butter, fat and oil, cocoa paste wholly/partly defatted, cocoa paste,  
whether or not defatted, cooking oil, crude palm oils, food and beverages,  
margarine, excluding liquid margarine, shortening, vegetable fats & oils

**8. SINDE BUDI SENTOSA, PT**

Address : Jl. Diponegoro No. 35, Tambun, Bekasi - West Java (17510)

Contacts : (62-21) 8801762, 8801850 Email: customer\_care@sindebudi.com,  
indah626@yahoo.com, jny@sindebudi.com

Website : www.sindebudi.com

Products : Food and beverages

## INTRAFOOD SINGABERA INDONESIA

Intrafood is a pioneer of Indonesian traditional ready-to-drink beverages. Founded in Solo City in 1984 by Na Sing Hie, based on inspiration from Old Javanese recipes. For over 30 years, Intrafood is always committed to maintain the

taste of traditions that are rich in benefits by using the best spices and natural ingredients from farmers in Indonesia. The high quality of our products is maintained by the development of production processes that are modern technology and

handled by experts. Intrafood products have now distributed both domestically and abroad.

*Product:*  
INTRA GINGER CLASSIC



*A classic product from Intrafood with traditional recipe that has been preserved for over 30 years.*



*INTRA GINGER MILK*

*A variety of ginger drink that has been combined with milk and adjusted to today's tastes.*



*CUP-Q*

*The latest line from Intrafood that allows you to enjoy café beverages at the comfort of your own home.*



## SARI INCOFOOD CORPORATION, PT

PT SARI INCOFOOD CORPORATION has been established since 1985 as a coffee beverage manufacturer company that brings out the potential of Sumatra island which is one of the best coffee beans producers in the world.

PT SARI INCOFOOD CORPORATION is a pioneer in instant coffee and pre-mixed coffee products that have been marketed evenly in the country, and now have been producing a range of quality beverage products, specially developed by research and high precision, under strict quality control at every stage, to cater to the needs and preference of consumers taste.

### High Quality Standard

Production process and quality management system applied by PT SARI

INCOFOOD CORPORATION are certified with ISO certifications:

- ISO 22000: 2005 for the implementation of food safety management systems
- ISO 17025: 2005 for accredited laboratories
- Halal certification from MUI

One of the best brands of PT SARI INCOFOOD COOPERATION is INDOCAFE with the well-known variant, INDOCAFE COFFEEMIX, an instant and conveniently-prepared coffeemix.

Unlike other companies, PT SARI INCOFOOD CORPORATION products are produced from scratch, starting from the raw materials to the packaging process are all conducted under one roof to ensure the total quality control of the

contents and packaging. The quality of packaging and its materials were also carefully selected to ensure the product quality and freshness are delivered to the consumer.

### Global Marketing

PT SARI INCOFOOD CORPORATION has also proven to be the pioneer of the largest instant coffee exporter in Indonesia, marketed to more than 30 countries in the world, from neighboring Asia Pacific, Australia, New Zealand to Middle East, Africa, America and Europe.

PT SARI INCOFOOD markets its products for both end consumer and industry, all packaged with safety standards to keep the product quality in high standards.

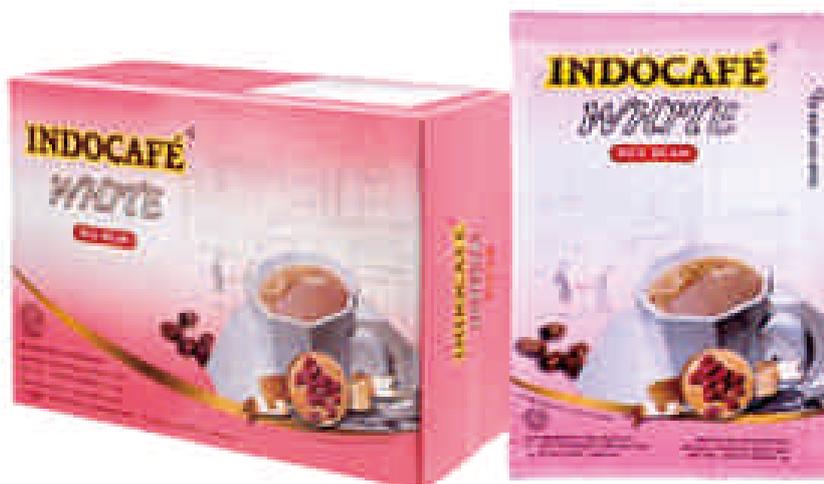
## COFFEE

**Indocafe White Vanilla**

Instant coffee combined with non-dairy creamer, sugar and vanilla flavor in the right proportion, produces a coffee drink with a unique and delicious taste. The aroma and taste of vanilla creates a soothing sensation. Available in convenient sachet packaging, it can be enjoyed anytime.

**Indocafe White Hazelnut**

Instant coffee combined with non-dairy creamer, sugar and hazelnut flavor in the right proportion, produces a coffee drink with a unique and delicious taste. The aroma and flavor of hazelnuts create an uplifting sensation. Available in convenient sachet packaging, it can be enjoyed anytime.

**Indocafe White Red Bean**

Instant coffee combined with non-dairy creamer, sugar and red bean flavor in the right proportion, produces a coffee drink with a unique and delicious taste. The aroma and flavor of red beans create a different sensation. Available in convenient sachet packaging, it can be enjoyed anytime.

## TEA



Made from tea leaves of the finest quality, manufactured and packed with strict supervision, to ensure that you only receive our tea beverage products with guaranteed freshness of aroma, taste and quality consistency.  
MaxTea Lemon Tea

**MaxTea Lemon Tea** has also been long marketed and recognized as a very delicious lemon tea drink. A combination of tea flavor, natural lemon flavor with a sweet taste that fits, and enriched with vitamin C provides freshness when consumed cold, or when consumed warm gives a comfortable sense of pleasure.



### MaxTea Apple Tea

With the experience and expertise in making lemon tea drink, MaxTea now serves instant Apple Tea drink just as great. A combination of tea flavors, apples with the right level of sweetness, enriched with vitamin C provides freshness when consumed cold, or when consumed warm gives a delightful sense of pleasure.



### Teaplus

PT. Sari Incofood corporation. proudly presents to you our latest breakthrough, Teaplus, tea with pleasant aroma and taste practically packed in individual tea bag. Whenever you want to enjoy a hot sweet tea, simply put one tea bag into your mug, pour the boiling water over the tea bag, let it steep for 2-3 minutes, stir briefly, take out the pouch and voila! It's ready to enjoy. For sweet ice tea, serve over ice.

**CREAMER**



**Indocafe Indo Creamer & Max Creamer**

With the consumers tastes in mind, our creamer is made from the best selected ingredients that made our creamer the suitable partner for your drinks. Instant creamer of milky white color with milky aroma and creamy flavor, contains low-calorie vegetable fat, can be added to drinks or food to suit your taste.

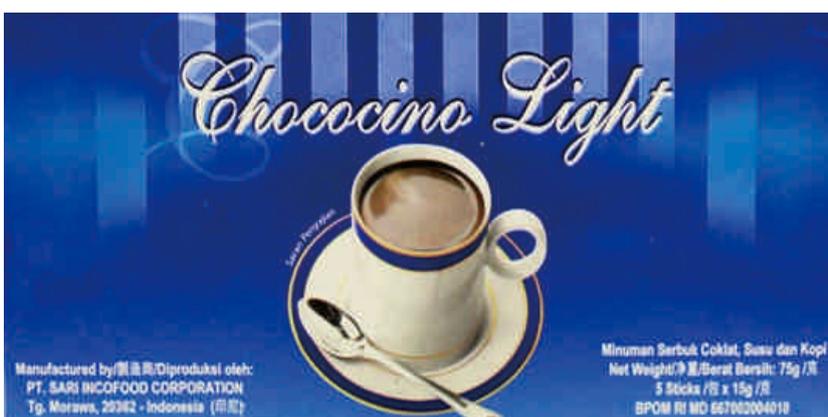
**CEREAL**



**Indocafe Ginseng Cereal**

Produced from the finest quality natural cereal grains, creating a nutritious food that can be prepared conveniently. Specially blended by taking into account the need of nutritious intake for consumers who need a practical breakfast, which makes Indocafe Cereal Ginseng the most appropriate choice. The Ginseng's extract and the mixture of wheat grains, rice and corn has made the product a healthy and delicious intake.

**CHOCOLATE DRINK**



**Chococino Light**

A delicious and convenient chocolate drink made from cocoa beans of the finest quality. A low calorie chocolate drink made from the perfect blend of quality chocolate, instant coffee, and skim milk that gives you the sense of pleasure and relaxation.

## SELERA INDONESIA SUKSES JAYA, PT

Since she was a child, Mrs. Tjoe Sioe Tjoe has always liked traditional Indonesian spices. Driven by curiosity and love for the distinctive flavor of spices, she founded Sinar Pagi restaurant in 1988.

The dishes served in the restaurant were delicious and rich in flavor, making the restaurants beloved by many. Due to the customers' request, she later expanded to catering business and packaged spices. This is mainly because her customers wanted to taste Sinar Pagi cuisine in their home, without going to the restaurant. In addition to that, packaged spices also convenient to be brought abroad.

In 2006, SeleraIndo, was founded. The term "SeleraIndo" is derived from two Indonesian words,

"Selera" which means "Appetite" and "Indo", an abbreviation of Indonesia. The company specializes in manufacturing traditional herbs and spices, catering the needs of many. Its leading products include Woku, Sour Vegetables Soup, Padang Sauce, Brisket in Black Nut Sauce, and Rendang.

The distinctive flavor comes from the best materials; carefully selected traditional spices. It is then processed with state-of-the-art and hygienic food processing technology, until comes the final product: high quality packaged spices.

SeleraIndo seasoning currently has more than 30 variants of spices and sauces. They are available at nearby modern market. With SeleraIndo seasoning, traditional dishes can now be

easily cooked by anyone; from housewives, college students, even Indonesians who live abroad.

In the future, SeleraIndo will keep trying to introduce Indonesian cuisine to the international world.

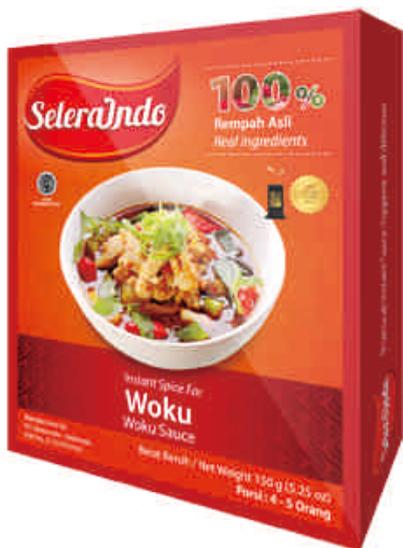
### *Vision:*

- Providing convenience to cook a delicious meal for consumers.
- Providing various high-quality spices beloved by Indonesians throughout the country.
- To be the first choice of people who love to cook.

### *Mission:*

- Providing seasonings for hotels, catering, restaurants and retails.
- Providing sales in numerous outlets and markets.

SEASONING



Woku Chicken



Fried Chicken



Javanese Fried Noodle



Sambal Balado



Satay Sauce

**BREAD FILLING**

---

**Chicken**

*Other Chicken flavors :*

- Chicken Meatball
- Chicken Rendang
- Mushroom Chicken
- Kungpao Chicken
- Black Pepper Chicken
- Woku Chicken

**Beef**

*Other Beef flavors :*

- Beef Rendang
- Black Pepper Beef
- Teriyaki Beef
- Curry Beef

**Mayonnaise / Cream**

*Other Mayonnaise/Cream flavors :*

- Milk Cream
- Cheese Cream
- Egg Cream

**Tuna**

*Other Tuna flavors :*

- Modern Tuna Filling



**Coconut Powder**

## SINDE BUDI SENTOSA

### BRIEF COMPANY PROFILE

Founded in 1978, PT Sinde Budi Sentosa has grown from a humble pharmaceutical company with a small factory in Bekasi in West Java, into a respectable global player with established operation and distribution networks in home country Indonesia, Belgium, Brunei Darussalam, China, Hong Kong, Malaysia, Nigeria, Saudi Arabia, Singapore, South Korea and the Middle East.

PT Sinde Budi Sentosa has rolled out 12 products for both internal and external remedies, classified under 9 product categories. Internal remedies include Larutan Penyegar (Cap Badak & Lasegar), Energy Drink (Ena'O & Enerbee), Health Drink Sanzha Plum, Indonesian Traditional Jamu Ginpasak, Chen Chu Liang Teh and Headache Powder. Meanwhile external medications include Balm (Cap Badak & Bapala), Fungus Medicated Oil and Medicated Skin Cream.

Our main product line, Larutan Penyegar, is a

pioneer of similar cooling products in the market. The brand has become a generic term locally, and is a recognised name in the national level.

In addition, PT Sinde Budi Sentosa also has the sole authorised right to distribute the Cough Syrup Cap Ibu dan Anak (Nin Jiom - Hong Kong), Stomachache Medicine Pil Chi Kit (Teck Aun - Malaysia), Medicated Oil (Siang Pure - Thailand) in Indonesia.

Our success does not make us rest on our laurels.

PT Sinde Budi Sentosa continues to invest strategically in R&D and integrated manufacturing facilities to make sure we deliver the best value for you, our customers. Implementing strict quality control measures, such as Good Manufacturing Practice (GMP) standards, as exemplified by the Indonesia's Good Drug Manufacturing Practice (CPOB) and Good Traditional Drug Manufacturing Practice (CPOTB), we are committed to provide safe, effective medicines for the well-being of your loved ones. One of

the measures adhered is BS EN ISO 22000:2005, a complete food safety system from raw materials, storage, production, distribution to consumer.

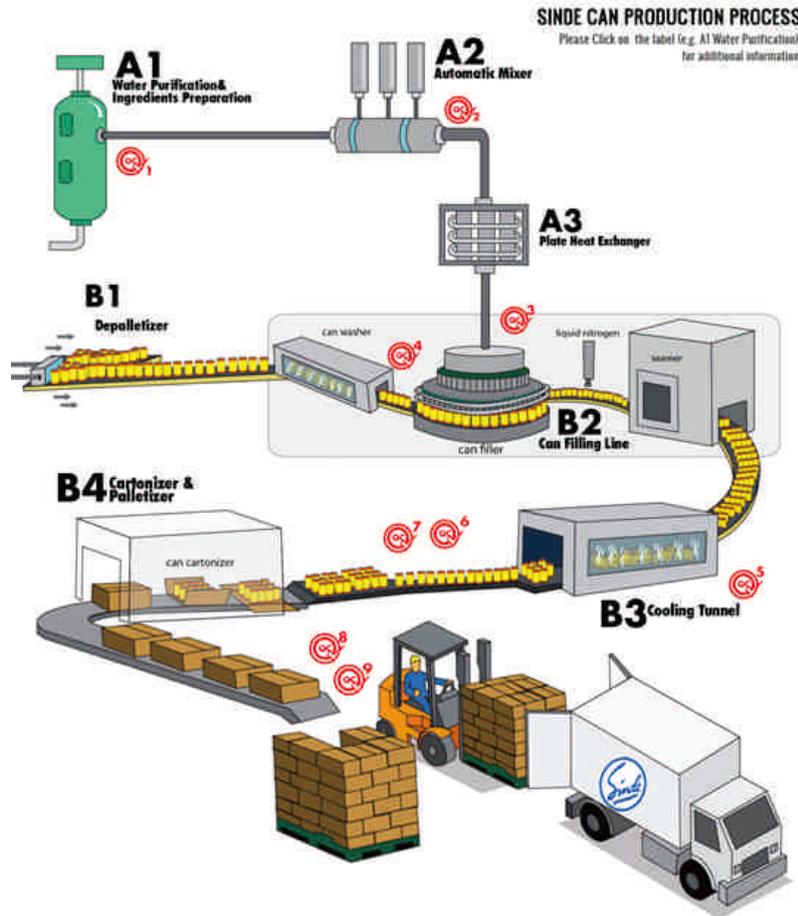
#### *VISION:*

To become one of the top national pharmacies in Indonesia, producing traditional and modern medicines, health food and drinks, as well as other health products, with state-of-the-art technology, complying with GMP (Good Manufacturing Practice) standards.

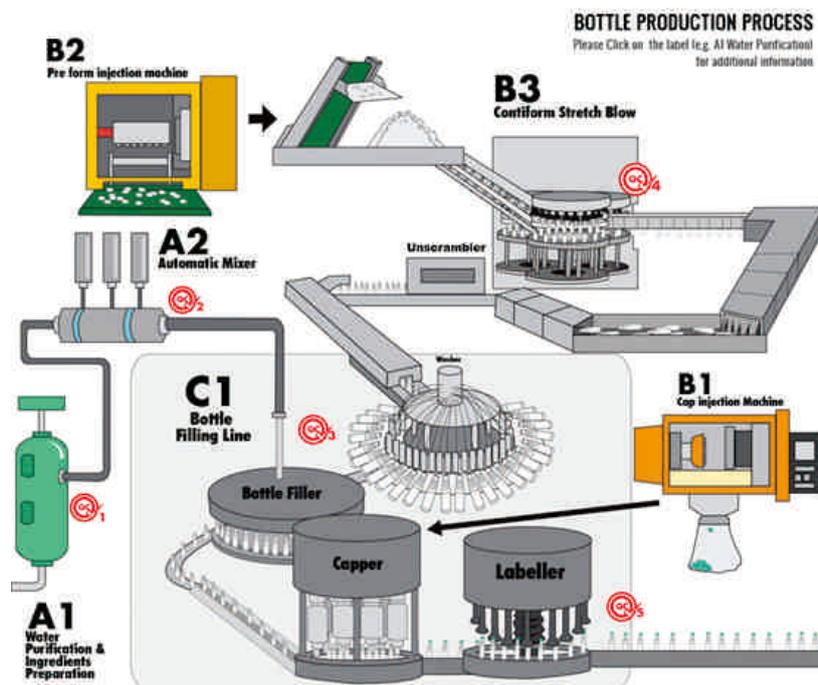
#### *MISION:*

To market and promote it's own and partners' pharmaceutical products at a reasonable price level, both in domestic and export markets, for the benefit of customers and other stakeholders. Our motto is "the client is the king, your satisfaction is our delight", and our production is aimed at fulfilling the needs of the people of Indonesia and other countries.

### CAN PRODUCTION PROCESS



### BOTTLE PRODUCTION PROCESS



## OUR ACHIEVEMENTS

At PT Sinda Budi Sentosa, we are inspired by a single goal: your well-being. That's why we're fully dedicated to developing new, safe medicines to prevent and treat your health issues and concerns. We have a very strict quality control and our adherence to international standards and global accreditation bodies is evidence of our commitment for your well-being.

Our products are in accordance to Good Manufacturing Practice (GMP) Standards set by Directorate General of Food and Drugs Safety of Indonesia's Health Ministry:

1. Certificate of Good Traditional Drugs Manufacturing Practice (CPOTB) No: 0027/CPOTB/13/43/III/2008
2. Certificate of Good Traditional Drugs Manufacturing Practice (CPOTB) No: 0026/CPOTB/08/43/III/2003
3. Certificate of Good

Traditional Drugs Manufacturing Practice (CPOTB) No: 0025/CPOTB/06/43/III/2003

4. Certificate of Good Drugs Manufacturing Practices (CPOB) No:1637/CPOB/A/VII/96
5. Certificate of Good Drugs Manufacturing Practices (CPOB) No:1568/CPOB/A/III/96
6. Certificate of Good Drugs Manufacturing Practices (CPOB) No: 1529/CPOB/A/II/96

Our Larutan Penyegar Cap Kaki Tiga and Lasegar have also been halal certified by the Majelis Ulama Indonesia (MUI) with Halal Certificate No: 0120035580705.

Internationally, Sinda Budi has met the high quality standards set by the Anglo-Japanese-American Registrars and has been certified with BS EN ISO 9001:2000 Quality Management System (Certificate No: AJA06 / 10861), and BS EN ISO 22000:2005 Food Safety System (Certificate No: AJA08/12826).

### *Other Certificates Received:*

1. Participation Award in National Seminar "Future Challenges for Pharmaceutical Distribution in Relation to Supply Chain Application and the Widespread of Illegal Products" - 2004 GP. Indonesian Pharmacy
2. Certificate for product adherence to Indonesian National Standard (SNI)-2005 Department of Trade and Industry
3. Trophy Award for a Dynamic and Fair Company (Zero Strike) Regency Level - 2007 , Bekasi Regent
4. Trophy Award as First Winner of K3 Competition for Intra-Village Level - 2007 Head of Setiamekar Village, Bekasi
5. Trophy Award as First Winner of K3 Competition for Village Level - 2007, Bekasi Regent
6. Award Certificate as A Dynamic Company who Cares for Environment for Regency Level - 2007 , Bekasi Regent

## HEALT BEVERAGES



### LARUTAN PENYEGAR CAP BADAK

One of Sinde's innovation is Larutan Penyegar Cap Badak (Larutan Penyegar), a health beverage to cure Body Heatiness and its symptoms. Introduced in 1981, Larutan Penyegar is the pioneer of curative beverage in Indonesia. Since then, it continues to be recognised as the market leader throughout the country.

Utilizing advanced technology from Germany, Larutan Penyegar is uniquely processed to contain the healing properties of its herbal ingredients but without their murky colour, pungent smell and bitter flavours. As a result, Larutan Penyegar's tasteless, colourless and odourless properties are widely accepted and consumed by all age group; young and old.

Additionally, the integrity of Larutan Penyegar has been applauded by the Indonesian Muslim Council for upholding the highest standard of traditional Muslim food and beverage (known as 'Halal').

Aside from the original tasteless, colourless and odourless formula in 200 ml and 500 ml bottle, Larutan Penyegar is available in 7 fresh fruits flavours in 320 ml can; Orange, Strawberry, Melon, Lychee, Guava, Grape and Apple flavour.



### LASEGAR

Lasegar also consists of naturally sourced water that is processed using latest technology. The difference from Larutan Penyegar is that it uses natural ingredients from Indonesia's special traditional recipes. Unlike traditional medicines, for example jamu, that often tastes or smell awful to some people, Lasegar is colorless and tasteless, and preservative-free. Lasegar is useful to cure heatiness, fever, mild flu, ulcers, sore throat, and constipation.

Lasegar is available in six natural essences: lime, orange, guava, strawberry, lychee and melon. Lasegar in sachet packaging is available in two colorless essences: orange and lime. The packaging forms are 200 ml and 500 ml bottles, 320 ml can, and 7g sachet.



### ENA'O

Launched in 2002 and marketed in packaging 150 ml (bottle) and 238 ml (can) as well as 4g powder (sachet), ENA'O grew rapidly to become PT. Sinda Budi Sentosa's product of choice within national energy drink market. Entering the market with better and more acceptable taste and specially formulated to have less sour taste, ENA'O is available in over 32 provinces of Indonesia.



### LIANG TEH CAP PISTOL

Zhenzhu Liang teh at the launch in early 2011 that is formulated especially to help relieve and prevent heartburn, these products are made from a combination of natural herbs are efficacious and First in Indonesia in cans.

*Caution:*

It should not be used for more than 4 weeks without the doctor ordered! Over the counter Medicine

## BALMS



### BALSEM KUNING CAP BADAK

*" For external use only "*

Badak Balms are effective to relieve headaches and toothaches, as well as to suppress itchiness and clear blocked noses due to nasal influenza, PT Sinda Budi Sentosa offers an effective liniment with active ingredients. Badak Balms are available in 36g and 20g bottles.

## STANLI TRIJAYA ABADI, PT

Our journey started as a family run small bakery in 1988. Weighing and kneading the dough manually, baking it to perfection in a firewood oven and finally using a lit candle to seal the plastic, those are the ways of the old. As our business grew, everything changed, except our commitment to quality.

PT. Stanli Trijaya Mandiri was officially built in the year 2000. During that time, we invested in better machineries and ingredients to create better and better breads for our consumers. That is how our brand Roti Garmelia came to be. The creation of this brand is the reflection of our commitment and dedication to continually improve our products to better serve the market. In the year 2005, our company branched out into the pre-packed cake industry and the brand Padimas was born. The name "Padimas" itself roughly translates to Golden Wheat as a reflection to our dedication of using the

best ingredients to create the tastiest products.

As we grew more aware of the importance of quality and standard for our products, we decided to get certified for ISO 22000 in 2015. It is a sign of our company's unrelenting efforts to continuously improve the standard and quality of our products.

To get ourselves closer to our consumers, we decided to open our first retail store in 2016, aptly named Garmelia Bakery. The concept of the store is to provide the best quality products with the best value to our consumers so they can enjoy our fresh products daily. As such, we offered freshly baked breads and pastries with various options whether you would want healthy bread, toast bread for your family, or a gift for your friends, our stores have it all. Today, our products are widely available across Indonesia and we have started to expand

overseas to become a truly global company. With decades of experience and our commitment to our customers' satisfaction, we will continue to strive to provide the best quality products with the best value to our customers in the decades to come.

### *Vision*

To create great products that make people happy and to be a respected member of the community whilst building sustainable relationships with all the parties involved.

### *Mission*

- To promote the well-being of our employees and provide them with opportunities to learn and grow together
- To create products that are fun and delicious
- To create mutually beneficial relationships with our customers and suppliers
- To support the community that we operate in

## PRODUCTS



### **Padimas**

Padimas Cream Cake is made from high quality natural ingredients, without preservatives and processed with Japanese high tech machines.



### **Ojisan Cake**

Authentic Japanese Giant Castella Cake (with MUI Halal Certificate).

1<sup>st</sup> giant castella cake in Bandung and fresh from the oven.

## UNITED FAMILY FOOD, PT

PT. United Family Food, are a distribution, also a dairy and confectionery company; committed to continuously serve the best products and service to our customers. Our company is known for the best quality products with an attractive packaging and great taste. Our effort is to give satisfaction to consumers with various products to fulfill the needs of children and families.

Business experience locally and internationally made us become one of the best recognized confectionery companies. Our products are of international quality with uniqueness of their own and they have been exported to many countries in Asia, Africa, America, Australia, and South Pacific. To bring the brand awareness, we do TV, magazine, and radio advertisement programs. Our team survey the market regularly and give valuable inputs to deliver the best value to our customers. Supported by wide distribution networks, our

products can be found almost everywhere in Indonesia. We also participate in many charity events, especially events that have primary concern on children.

We are now implementing international standards to improve our products as well as our company for our customer satisfaction. They are:

- a. Halal Certification.
- b. Good Manufacturing Practices (GMP).
- c. Hazard Analysis and Critical Control Points (HACCP).

### MANUFACTURING

PT. United Family Food started as distribution company based in Jakarta, the capital city of Indonesia. The company was established in 2002 with its office location in Kedoya, West Jakarta.

In 2008, PT. United Family Food expanded the business into dairy production and built a ± 50.000 m<sup>2</sup> factory equipped with modern facilities and laboratory in

Cikande, Banten, Indonesia. Six years later, Fonusa established confectionery production facility in the same factory. The laboratory and QC procedures which have been certified by HACCP guarantee the hygiene and safety of our products.

We produce hard and soft candy with range of products from milk candy Milkita to other candies such as Cola Candy, DeFanty, Split, SuperZuper and Jagoan Neon. We are the first confectionery company which introduced pillow-pack packaging in Indonesia.

Our candies always use safe and healthy ingredients for the good of our consumers. Quality is our core value in our products. We continuously launch new products to satisfy consumers needs.

Our consumers, especially children, deserve happiness and good things in their lives, that is why we always make the best candies for them.

PRODUCTS



*Milkita Assorted Milk Candy*



*Jagoan Neon*



*Super Zuper*



*Milkita Assorted Milk Lollipop*



*Pino*

## PONDAN PANGAN MAKMUR INDONESIA, PT

PT. Pondan Pangan Makmur Indonesia is a food manufacturer produces ready to use premix such as Cake Mix, Cookies Mix, Ice Cream Mix, Pudding Mix , Others Dessert Mix , as well as Seasoning mix. Established in 1978 under CV. Samseno as the name of company.

The factory was located in Kapuk Muara, West Jakarta In 1992, we have moved to a new factory site in Jatake

industrial zone, Tangerang In Year 2000, the company name changed to PT. Pondan Pangan Makmur Indonesia (PPMI). In our endeavors to increase the quality and standard of PPMI's products, we have consistently make improvements from time to time in every sections & departments in order to fulfill standard Good Manufacturing Practices (GMP), HACCP, and Indonesian National Standard (SNI).

PONDAN - PPMI products are widely distributed throughout the nation and we maintain a good cooperation with all our distributors in any fields. To support marketing activities, we have marketing team located at the big cities in Indonesia, where they will work together with sales team to sell and distributes PONDAN - PPMI products.

### COOPERATIONS

PONDAN FOOD - PPMI productions are marketed and distributed 80% to domestic market Indonesia while the remaining 20% is distributed for export market to some countries such as : United States, Netherlands and others Europes, Suriname, Yemen, Australia, Hongkong, China, Vietnam, Brunei

Darussalam etc.

*Company Vision:*  
Pondan is an established business company with a strong brand, has a long proven commitment in the quality products at affordable prices and full support in promoting its products.

*Company Mission:*  
To give each customer the satisfaction of using Pondan's products with product line quality controlled and a sustainable product development in line with the changing demands of the customers.

### BRANDS



*Quality Food for Lifestyle*

#### PONDAN

Dessert mix (cake mix, cookies mix, ice cream mix, dessert mix, pudding mix)



#### UNIFOOD

Experienced in flour and seasoning mix / Paste



#### GUSTO

Cake and Bread Premix, Bread Improver, also cake/bread and glazing for Horeca Industry. Bread and Cake Shop.

PRODUCTS



Pancake Original Pouch 125g



Chocolate Cupcake



Tiramisu Steam Cake Mix



Martabak



Donuts Indo



Chocolate ice Cream



Vanilla Ice Cream



Durian Ice Cream



Pudding Mix Chocolate



Pudding Mix Vanilla



Pudding Mix Strawberry



Kentucky



Banana Fritter Mix



Flour Fried Meatball



Pondan Passcafe White Coffee



Pondan 3in1 Coffe Mix Original



Pondan Passcafe Original



Gusto Burger 10kg



Gusto Sweet Bread 10kg



Gusto Bread Improver 10kg

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