



CULINARY

BOOK/01

INDONESIAN
CREATIVE
INCORPORATED

WWW.BEKRAF.GO.ID



BOOK/01

CULINARY

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CULINARY

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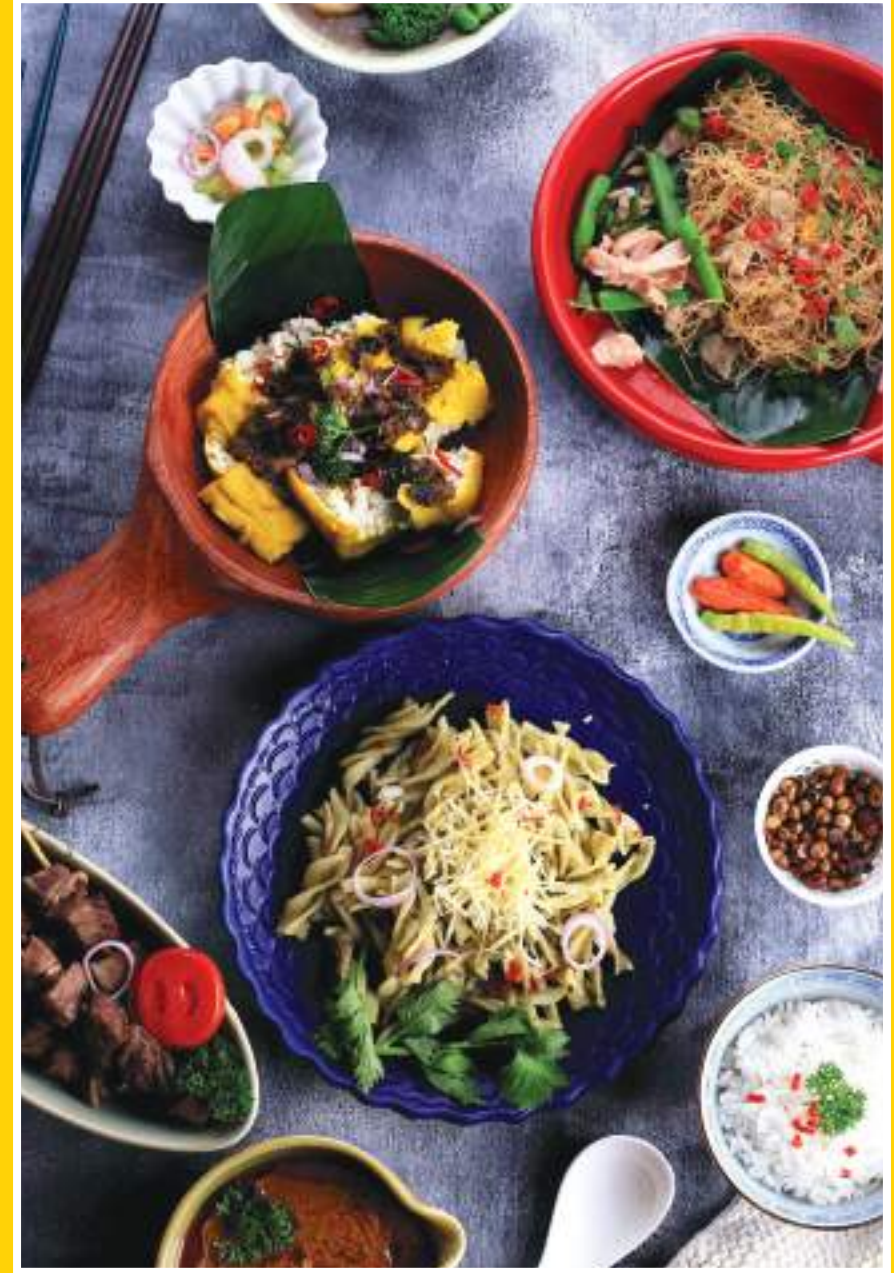
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FOREWORD



CHAPTER

II

INDUSTRY

OVERVIEW



The Crown

The crowning of Indonesian herbs and spices in the world's eyes has started since more than hundreds, if not thousands, of years ago. Traders came from across the oceans for the indigenous and most luxurious herbs and spices of Indonesia such as nutmegs, cloves and maces which were three of the most sought after spices by traders. Spices were considered special because of the aroma and the capability to enrich the flavour of food and preserve it. These qualities are amongst many reasons why Indonesian food is special, for spices and seasonings are at the core of every Indonesian dishes.

It is rare if it is not impossible to find Indonesian dishes comprised of only 1 type of herb or spice. Indonesian seasonings are rich in mixture. The dishes are made with techniques and recipes that were influenced by many long lived cultures derived from India, China, Arab, and Nusantara itself. Heritage is indeed a distinct value of Indonesian dishes. Hundreds to millenia-old dishes and beverages are still widely consumed today. Sambel, Pindang, Rawon are some of those heritage dishes recorded to dated back to 901 AD.



Indonesia's culinary sector has grown on an average of 7 to 14% per year in the past five years. The beverage sub-sector, especially packaged drinks, has the highest growth of 14% per year and the figure tends to increase every year.³ The growth in culinary is also supported by the increase of investments. An expansion that included three factories located in Karawang, Pasuruan and Bandar Lampung was undertaken by PT Nestlé Indonesia. The total investment value has reached up to US \$ 100 million or around Rp 1.4 trillion. PT Nestlé Indonesia produces liquid drinks (Milo) at Karawang factory, liquid milk products (Bear Brand) at Pasuruan factory, and spices (Maggi) at Bandar Lampung factory. The increase of this investment also increases the total production capacity of PT Nestlé Indonesia from 620,000 tons to 775,000 tons per year.⁴

To adapt with Indonesian dishes palates is to be familiar with cultures far beyond current culture we know today. For example, there is a high probability that dishes with curry-based quality were created based on the influence of India who brought spices like coriander, cumin, and ginger to Indonesia more than 10 centuries ago. Though it has been around since so long, taste-bud gap is still needed to be bridged. Indonesian strong flavors may not be for every taste-buds around the world. Yet, culinary and its arts as we all know holds plenty of fascinating story to tell. Telling stories about Indonesian food would be one of the ways to bridge that gap.¹ Perhaps realising this, in 2018, the Ministry of Tourism have selected 5 Indonesian cuisines as national food: Soto, Rendang, Satay, Nasi Goreng and Gado-Gado. These cuisines are crowned because of its commonality in terms of flavor and nationwide availability - making them the rightful representatives of Indonesian cuisine.

Food, beyond being the necessity for survival for every human being, is a cultural industry. In June 2018, BEKRAF's Deputy of Research, Education, and Development, Boy Berawi shared that as much as 41,40% of the total tourism and creative economy income in 2016 came from culinary subsector² - which is the highest among 16 Indonesia's creative sub-sectors. While in 2018 the Ministry of Industry stated that Indonesia food and beverages sector succeeded in contributing up to 6,34% to Gross Domestic Product (PDB) and believed that it will become a prime contributor in 2019.

¹Daroe Handoyo, Vice President of AKSI, CEO of CRP Group.

²Agmasari, Silvita. (2018, February 6th). Industri Kuliner, Penopang Tertinggi Perekonomian Kreatif di Indonesia. Retrieved from: <https://travel.kompas.com/read/2018/02/06/185000027/industri-kuliner-penopang-tertinggi-perekonomian-kreatif-di-indonesia>.

Jakarta, the capital city of Indonesia, has experienced a food awakening since 2010. Quite accidentally, it is also the year when Instagram was released. Since then, a surge in the newly opened and the resurrected old establishment can be seen with naked eyes. Young chefs with fresh ideas emerges in this dynamic and constantly-hungry-for-innovation city, giving the locals a taste and experience of artisanal pastries, modern Japanese izakaya, beerhouses, Scandinavian-style coffee shops to Australian-inspired brunch eatery.⁵ Now, many capital cities have followed the steps. Surabaya, Yogyakarta, Bandung, Medan, have now become an interesting and well-spirited platform for the culinary players.

These increase is also triggered by the rising needs of communities in sleepless, fast paced, big cities, where its citizens rarely has time to cook for themselves and the convenience offered by the internet and digital start-ups contribution in delivery and booking services.⁶ Some of these are Go-jek, Kulina, and Qraved. With the ease to create a media or voice platform in the internet era, Indonesian culinary industry focused media also gets more diverse and penetrate more easily than before. Not to mention the rise of social media influencers. New media existence, both local and Indonesian version of international brands, such as manual.co.id, TopTables, Tastemade Indonesia are ready to power up the culinary industry.

³Insight from Parama Indonesia.

⁴According to Airlangga Hartarto, Industry Minister.

⁵Kevindra Soemantri and Natasha Lucas, Top Tables, Geometry, Jakarta, 2018.

⁶According to Agni Pratama, Director of Parama Indonesia.

Acknowledging this power and potential for growth, the government is actively supporting the industry to ensure it happened. BEKRAF has been actively promoting culinary industry at many creative industries marketing opportunities, and neatly branding Soto and coffee in the activities. Some of them are the appearance of Soto, Kopi, Jamu, Teh, and other Indonesian food at London Book Fair 2019, not only to serve the guest, but also as a discourse. Soto and Kopi Indonesia pavilion at Asian Games 2018, and many more. BEKRAF also partnered with start-up incubations and investment platforms such as Food Start-up Indonesia and Kreatifood.

Culinary industry players have also continuously challenged themselves and helping the country to establish a good branding on culinary sector. Some proven with achievements and appreciations, such as 7 Indonesian restaurants that have received the Restaurant Local Appreciation by The Ministry of Tourism, with 5 restaurants from Bali and 2 from Jakarta. These restaurants are the ones that managed to break through the careful selection processes to be rewarded the appreciation. Several individual names have also received Culinary Ambassador Appreciation by The Ministry of Tourism. It is an award for those in the culinary industry who had been constantly persistent in promoting the rich Indonesian food archipelago. They are: Mrs. Sri Owen (English), Chef Agus Hermawan from Ron Gastrobar (The Netherlands), Chef Yono Purnomo from Yono's Indonesian Fine Dining (United States) and Chef William Wongso (Indonesia).

In the case of promoting and spreading the power of one's culinary industry and influence to global scale, these kind of achievements are highly important. At one of BEKRAF's interview sessions with industry experts for the creation of this book, Kevindra Soemantri from TopTables said that Indonesia culinary industry has a uniqueness which letting top-down approach very effective and acceptable. Allowing top chefs, top restaurants, and top of mind people to offer something new for Indonesian culinary players to happily follow. Although, he noted that curating (culinary) brands in a right way is very important because otherwise Indonesian consumers will be the ones who are at disadvantages.⁷

Top-down approach might start from featuring Indonesian food through other popular medium and sub-sectors, such as Films and Animation, Apps and Games, and Music. Just like what South Korea is doing through K-Pop and K-Drama. These sub-sectors are important because it is a long lasting medium that can penetrate deeply. An example of how these other sub-sectors have played a role for Indonesia is the appearance of Indomie and Indonesian fried chicken with sambal in one of the episodes of First We Feast⁸ Youtube channel of which the global phenomenon Indonesian singer-rapper Rich Brian is hosting. These episodes, telling how to cook Indonesian food, raked up in total of more than 5 million views.

⁷Setiawan, Robi., and Kemenpar. (2018, November 25th). Kemenpar Beri Penghargaan Pada Industri dan Tokoh Kuliner. Retrieved from: <https://www.cnnindonesia.com/gaya-hidup/20181125164346-269-349115/kemenpar-beri-penghargaan-pada-industri-dan-tokoh-kuliner>.

⁸Fitria, Riska. (2019, August 22nd). Rich Brian dan Joji Adu Kebolehan Bikin Buger, Siapa yang Juara. Retrieved from: <https://food.detik.com/info-kuliner/d-4677005/rich-brian-dan-joji-adu-kebolehan-bikin-buger-siapa-yang-juara>.

But this effort to hype up Indonesian food can't happen alone. Indonesian food should then also be widely available and its existence is well connected with other industries and platforms. To do so, one of the strategies of Indonesia Ministry of Tourism in 2018 was by gathering 100 Indonesian restaurants owned by Indonesian diaspora for Wonderful Indonesia Gastronomy Forum and to create a promotion partnership.

To some culinary and traveling enthusiasts, it is easy to notice that Indonesian culinary brands has already making appearances abroad by branching and exporting well branded packaged food to supermarkets overseas. Several food brands—with different styles and market targets— expanding abroad are Potato Head, Three Buns, Es Teler 77, J.CO, Bumbu Desa, Ayam Bakar Mas Mono and Kebab Baba Rafi.⁹ While Indonesian local packaged food brand doing exports are Silver Queen, Kacang Dua Kelinci, Mariza Food, La Fonte, Indomie, Kopi Kapal Api and Equil.¹⁰ Anyhow, increasing people's interest towards Indonesian food will affect the country's tourism.

The culinary industry has always been tied closely with tourism. Based on research conducted by UNWTO in 2012, 87% of their respondents admit that culinary is an essential element on a travel journey. A culinary expert, William Wongso, also shared his perspective on food tourism trend. According to him, tourism activities that implements food tourism activities were already offered in many developed countries since before the year 2000.

There's no doubt that with the active roles of the government, associations, culinary business owners, players, experts, and those with a simple love for food will continue to be a great boost for the industry to expand both nationally and globally. Appreciation for Indonesian cuisine has also increased and matured remarkably compared to 10 years ago¹¹, even successfully reaching international audiences. The appreciation can be seen in increasing demands for Indonesia-originated food, especially the traditional ones. Other than the food itself, the culinary landscape of Indonesia has expanded greatly and has now beautifully transformed into a gigantic industry filled with all kinds of figures from outstanding food photographers to talented chefs that will continue to change the game as we know it.¹²

⁹Njajan.com. (2018, August 28th). 4 Restoran Indonesia yang Sukses Ekspansi ke Luar Negeri. Retrieved from: <https://www.njajan.com/2018/08/restoran-indonesia.html>.

¹⁰Sarah, Ferda. (2019, August 26th). 10 Produk Makanan dan Minuman Asli Indonesia yang Mendunia. Retrieved from: <http://www.sukita.info/sarah/10-produk-makanan-dan-minuman-asli-indonesia-yang-mendunia/>.

¹¹According to William Wongso, Culinary Expert.

¹²JakartaNow!. (2018, February 11th). Ubud Food Festival 2018 Looks To The Future With 'Generasi Inovasi'. Retrieved from: <https://nowjakarta.co.id/dining/culinary-talk/ubud-food-festival-2018-looks-to-the-future-with-generasi-inovasi>.

CHAPTER

III

METHODS



Use Case Creation

In late 2018, The Indonesian Agency for Creative Economy (BEKRAF), expressed its plan to create a book as a tool for BEKRAF in promoting and marketing 16 Indonesia's creative economy subsectors abroad. Realizing the diverse information needs of each of the subsectors when it comes to promotion, and the various stakeholders each of it has, BEKRAF decided to approach the creation of this book differently than a typical informational book.

A Human Centered Design approach was used to map the needs and created a focused solution, both for BEKRAF and creative industries stakeholders.

Prior to this book, the process with Human Centered Design approach was done by these steps:



Several discussions between BEKRAF and design consultants was conducted to map the journey and understand the experience of BEKRAF's officers in terms of promotion and marketing efforts. The use case then transformed as a workshop tool to trigger discussions between BEKRAF and invited sub-sectors' stakeholders in the workshop sessions later on.

Interview Planning

Based on the use case created, BEKRAF recommended 32 names from 16 creative subsectors as participants and source person of the interviews. The planning period Included consideration of what topics should BEKRAF touch on the workshop and how to gain understanding of it from the participants. The participants comprised of industry experts from various backgrounds such as media, consultants, community manager, curator, festival director, designers and other creatives, association representative, marketing director, and many others.

Interview Sessions

The interview sessions happened within 5 days, with a 1 hour session per participant. In each session, BEKRAF officers, interviews/workshop facilitators/consultants, notetaker, and participants are always present. The sessions were recorded (audio and video) for reporting and notetaking purpose. The use cases that were made from previous steps were brought as a discussion trigger along with a book mock-up of each sub-sectors.

Report

A report of findings and recommendations from interviews was developed and used to help navigate data collection and organize information that will be presented in the book.

The process had given BEKRAF a recommendation on what kind of information and how it should be organized based on inputs from several stakeholders that BEKRAF believe are highly knowledgeable of their own industries. Hence, it is useful for the purpose that BEKRAF is aiming at.

CHAPTER

IV

INDUSTRY

PROFESSIONALS



Brand category: food.
Production method: homemade.
Halal certified: yes.
Capacity: 36.000 pieces/month.

Ingredients:
 -
 Chocolate powder.

Distributions:
 -
 1. Jakarta.
 2. Bali.
 3. Makassar.
 4. Cities in Java Island.

Contact:
 -
 Babatan Indah A2 no. 9a,
 Wiyung, Surabaya
 +6285-6339-9240
 www.bronchips.com
 @keripikbrownies

BRONCHIPS

Bronchips is a brand for packaged snacks containing thin, dry and crispy brownies. Currently Bronchips provides 4 variants of flavor: Chocochips, Cheese, Beans, and Green tea Almonds. Innovation of a classic snack is the uniqueness Bronchips product has to offer. It creates curiosity and it comes with a zippered pouch packaging, making it easier for customers to save and eat it for later. Another plus point, Bronchips' brownies has 12 months shelf-life, making it possible to be distributed to further areas within the country.

Notable achievements & event participations

-
1. _____ Certification ISO 9001:2015
 2. _____ Sent 5.000 pieces to Taiwan in July 2019
 3. _____ Trade Expo Indonesia 2018
 4. _____ Sial Interfood 2018
 5. _____ East Food, Surabaya 2018
 6. _____ Interfood Bali 2019
 7. _____ Kreatifood, Surabaya 2019

Contact:
 -
 Jl. Ampera 2 Komp. Veteran no. 2
 South Jakarta
 +62812-3949-1659
 www.forayya.com
 @forayya.id

Distributions:
 -
 1. Jakarta.
 2. Bandung.
 3. Malang.
 4. Yogyakarta.

Ingredients:
 -
 Papua sago.

Brand category: food.
Production method: homemade.
Halal certified: yes.
Capacity: 10.000 pieces/month.

Forayya produces High protein cookies made from processed Papua sago, (a local food ingredient). Forayya contains high protein, gluten free and served with low calories and fibers which does wonders for your digestion, making it the perfect option for a well-rounded healthy snack.

Forayya

Notable achievements & event participations

-
1. _____ Tastefully Malaysia, 2018.
 2. _____ Malaka Halal Expo, 2018.

Brand category: food.
Production method: manufacture.
Halal certified: yes.
Capacity: 2500 pieces/month.
Origin: jakarta.

Ingredients:

Distributions:
 1. Store & online marketplace.

Contact:
 Jl. Balikpapan 1 no. 14 Cideng,
 Central Jakarta, DKI Jakarta 10130
 +62821-2345-6588
 www.happinaz.com
 @happinazenak

HAPPINAZ

Indonesia is rich with tropical fruits, which are well-liked by many people all over the globe. The nature of these tropical fruits (e.g. pineapple, salak, etc.), they decompose very easily. HAPPINAZ offers an innovative tropical dried fruits that come in packaged. HAPPINAZ uses dehydrating technique to reduce the fruits' water content which subsequently prolong its shelf-life up to 12 months. The first product from HAPPINAZ was dried pineapple. Now they have more than 10 dried fruits to offer.

Notable achievements & event participations

- 1. _____ Top 30 FSI 2018a.
- 2. _____ MIHAS Malaysia 2019.
- 3. _____ TEI Tangerang 2018.



Contact:
 Jl. Kaliwaron 60, Surabaya 60285
 info@haveltea.com
 +62858-5559-1136
 www.haveltea.com
 @haveltea

Distributions:
 1. 100 Food service and 10 premium retails.
 2. Export to Singapore every month.

Ingredients:
 Tea, Secang, Ginger, Pepper, Cinnamon, Lime, Cardamom, etc., Lemongrass.

Brand category: beverage.
Production method: manufacture.
Halal certified: yes.
Capacity:
 1. 100.000 teabags/month.
 2. 20 tons/month.

Haveltea, a gourmet Indonesia tea purveyor blended with herbs, spices and fruits. Haveltea's halal-certified tea blends are sourced from selected tea plantations across Indonesia. The direct proximity sourcing throughout plantation-production-market ensures fresh products at an affordable price. This method supports better economic impact towards local farmers and produce minimum carbon cost for greener business practices. Haveltea serves retail, wholesale, export, OEM (private label) and educational class.

Haveltea

Notable achievements & event participations

- 1. _____ Top 30 finalist, Food Startup Indonesia 2017.
- 2. _____ Kreatifood's Best Growing Food Startup 2018.
- 3. _____ DBS Social Enterprise participant.
- 4. _____ Food Hotel Asia in Singapore 2018.
- 5. _____ Malaysia Halal Showcase (MIHAS) 2018.
- 6. _____ Malaysia Halal Showcase (MIHAS) 2019.
- 7. _____ Sial Interfood 2018.
- 8. _____ Trade Expo Indonesia 2018.
- 9. _____ Trade Expo Indonesia 2019.



Brand category: food.
Production method: manufacture.
Halal certified: yes.
Capacity: 100 packs/day.
Origin: bali.

Ingredients:
 -
 Ginger.
 Cinnamon.

Distributions:
 -
 1. Bali and overseas.

Contact:
 -
 Jl. Angantaka Kutri,
 Abiansemal, Bali

 +62812-3935-2948
 Social Media: @initempeid

IniTempe

IniTempe, is a creative tempe-based foodmaker from Bali. They are innovating the way tempe is consumed by turning it as the main ingredients for biscuits. Their tempe biscuit is vegan, gluten free and their tempe campur is created by mixing tempe with black sesame or pumpkin seeds. IniTempe do their business by empowering local non-gmo soy farmers in Grobogan, Central Java. By creating small social impact and innovative product, IniTempe believes that it will give value to their products and push their products globally.

Notable achievements & event participations

-
- 1. _____ Covered by CNN Indonesia 2018.
- 2. _____ Covered by Metro TV, 2018.
- 3. _____ Covered by Sedap Magazine and Bali Advertizer.
- 4. _____ Tempe masterclass for Ubud Food Fest 2018.
- 5. _____ Tempe masterclass for Ubud Writers Fest 2018.
- 6. _____ Tempe masterclass for Ubud Writers Fest 2017.

Contact:
 -
 Plaza Marein, Lantai 23
 Jl. Jenderal Sudirman Kav. 76-78,
 Jakarta

info@javanero.com
 +6221-8065-7942
 www.javanero.com

Distributions:
 -
 1. New Zealand.
 2. Australia.
 3. Singapore.
 4. Belgium.
 5. USA.

Ingredients:
 -
 Coffee beans from Indonesia.

Brand category: beverage raw material.
Production method: homemade.
Halal certified: no.
Capacity: 250 tons/years.
Origin: West Java, Flores, Bali Kintamani, Aceh Gayo & Karo.

PT. Javanero Indonesia Arta (Javanero) is a reputable coffee producer with ingredients originated straight from a number of plantations across the nation. Taking selections of area of processing plant into serious considerations, Gamboeng Village, Gunung Tilu, Bandung, West Java, was selected as their very first one to begin their journey in the coffee industry. Now with more than 10 processing plants, PT. Javanero Indonesia Arta produces only the highest quality of the authentic coffee beans.

JAVANERO

Notable achievements & event participations

-
- 1. _____ 4 eme Concours International Des Cafes Torrefies A L'Origine, AVPA 2018.
- 2. _____ West Java Pasundan, West Java Papandayan, Simple Gourmet Award.
- 3. _____ Milan Expo Delegasi BEKRAF 2017.
- 4. _____ Festival Couleurs D'Indonesie, Forum Business, Paris 2018.

Brand category: seasoning.
Production method: handmade.
Halal certified: no.
Capacity: 1.050 kg/month.

Ingredients:
 -
 Pepper.

Distributions:
 -
 1. Offline: retail modern and Hotel, Resto, Cafe.
 2. Online: social media and marketplace.

Contact:
 -
 Jl. Elang Mas XII no. 6 Kartasura, Sukoharjo, Jawa Tengah
 +62856-4560-0060
 www.larisso-id.business.site
 @larissosauce

LaRisso Sauce

LaRisso sauce is a ready-made pasta sauce brand with Indonesian flair. This brand started its portfolio with selling ready-to-eat pasta through a delivery service. Eventually, with the increasing and large number of requests from outside the city, LaRisso sauce innovated its product by providing packaged sauces to serve pasta-lover markets in all over Indonesia.

Notable achievements & event participations

-
- 1. _____ Top 100 The Big Start Indonesia 2016.
- 2. _____ UKM Wow 2016.
- 3. _____ Food StartUp Indonesia 2018.
- 4. _____ SIAL Interfood 2018.
- 5. _____ Kreatifood 2018.



Contact:
 -
 Jl. Watu Ondo, Banyutempung, Salakan, BangunjiwoKasih, Bantul, 55184
 info@matchamu.com
 +6288-8288-2452
 www.matchamu.com
 @matchamu_tea

Distributions:
 -
 1. All over Indonesia.

Ingredients:
 -

Brand category: beverage.
Production method: manufacture.
Halal certified: yes.
Capacity: 840 tons/day.
Origin: Yogyakarta.

As the first and largest supplier of processed and Japan's green tea products in Indonesia, Matchamu puts forward the cultural mission of drinking green tea. They also present a variety of loose green tea and powdered green tea.

matchamu

Notable achievements & event participations

-
- 1. _____ Winner Food Startup Indonesia 2017.
- 2. _____ Selected as BIP Awardee.
- 3. _____ FHA 2018.
- 4. _____ MIHAS 2018.



Brand category: coffee, honey and spices.
Production method: homemade.
Halal certified: yes.
Capacity: 2 tons.
Origin: Aceh, Sidikalang, Lampung, Toraja, Papua, Bali, Malang, Yogyakarta, Banten, Maluku, Pacitan, Flores.

Ingredients:
 -
 Nutmeg.
 Mace.
 Brown sugar.
 Pepper.

Distributions:
 -
 1. Thailand.
 2. London.
 3. USA.
 4. Australia.
 5. Japan.
 6. Taiwan.
 7. China.

Contact:
 -
 Jl. Kelapa Puan Timur 2 NB 3 no. 30
 +62812-8321-2428
 @mozasshealthylabs

Mozass Healthy Laboratory

Mozass Healthy Laboratory was founded by Carlo Mozass, a coffee connoisseur, in 2017 with the idea of living a healthy and natural lifestyle, while also aiming to stimulate the local economy. They provide high quality and healthy variety of foods, such as coffee, tea, honey, spices and coconut sugar. They also practice the philosophy of reuse, recycle, support the organic farming and be environmentally friendly in their business practices.

Notable achievements & event participations

- 6. _____ 'Ngopi Yuk' event, Taiwan 2019.
- 7. _____ CAExpo at Nanning, 2019.
- 8. _____ Indonesian Festival, Osaka, Japan 2019.

- 1. _____ London Market.
- 2. _____ Market for The Green Bean Coffee, Taiwan.
- 3. _____ Black honey for the Royal Family, Thailand.
- 4. _____ London fo Indonesian Organic Food Day 2018.
- 5. _____ Red Cross, Thailand 2019.



Contact:
 -
 Jl. Bugangan Raya no. 32-33
 Semarang, 50126
 +62812-2843-300
 @powergarlic

Distributions:
 -

Ingredients:
 -
 Garlic.
 Ginger.
 Apple vinegar.
 Lemon.
 Honey.

Brand category: beverage.
Production method: homemade.
Halal certified: no.
Capacity: 500 bottles.

POWER-G is made from the essence of garlic, ginger, apple vinegar, lemon and honey. Purely from natural ingredients without a mixture of preservatives or added water. POWER-G is created with a family recipe that has been proven so far to be useful as a health therapy for the body, especially to prevent heart disease and blood vessels blockage, with regular consumption of 2 tablespoons per day, before breakfast and dinner.

POWER-G

Notable achievements & event participations

- 1. _____ The best packaging award, Kreatifood BEKRAF 2018.
- 2. _____ The best retail sales award, Kreatifood BEKRAF 2018.
- 3. _____ Trade Expo Indonesia 2018.
- 4. _____ Agrofood Expo 2019.
- 5. _____ Agrinex Expo 2018.



Brand category: seasoning.
Production method: manufacture.
Halal certified: yes.
Capacity: 180.000.000/sachets and 25.000/bottles.
Origin: Bandung

Ingredients:
 -
 Onions and other herbs.

Distributions:
 -
 1. National supermarket chains, direct customer.

Contact:
 -
 Jl. Cikutra no. 198, Bandung
 roeparasa@gmail.com
 +6281-8220-8160
 www.roeparasa.com
 @roeparasa.1973

Roeparasa

Roeparasa is a company established to help in maintaining, training and marketing local farmers, artisans, and food producers whose products are based in Indonesia. The main focus of Roeparasa is producing multipurpose and diversified natural spices that came from a blend of Indonesian culture. This uniqueness was built with the contribution of Indonesia's diverse local community and artisan farmers which raise agricultural products of the tropical rain-forest country and cultivate its secrets.

Notable achievements & event participations

- 8. _____ Organic Weekend Market, 2017.
- 9. _____ PRI 2017.
- 10. _____ Santan Air, Air Asia Event 2018.
- 11. _____ Organic Healthy Festival 2018.
- 12. _____ MIHAS 2018.
- 13. _____ Kreatifood Roadshow 12 cities, 2018.
- 14. _____ Trade Expo Indonesia, 2018.

- 1. _____ Top 55 UKM Pangan Award 2019.
- 2. _____ Part of Support Local & Shop LOCAL Indonesia.
- 3. _____ Healthy Seasoning packages product, 2017.
- 4. _____ Launched to International Markets, 2017.
- 5. _____ Halal Japan Asakusa, 2017.
- 6. _____ Organic Green Healthy Expo, 2017.
- 7. _____ JIFEX JCC, 2017.



Contact:
 -
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 +62812-1996-4195
 www.tahujeletot.com
 Facebook.com/tahujeletottaisiofficial

Distributions:
 -
 1. Jakarta.
 2. Bogor.
 3. Depok.
 4. Tangerang.
 5. Bekasi.

Ingredients:
 -

Brand category: food.
Production method: manufacture.
Halal certified: yes.
Capacity: 37.500 pieces/day.
Origin: Depok.

Tahu Jeletot Taisi: a brand under CV. Taisi Corporation engages in special culinary production of processed tofu. Starting with the concept of a simple cart at the beginning of 2012 and now is developing into a premium version of a cart and booth. Tahu Jeletot Taisi has currently have 400 outlets. Their products have received certificates from the Health Office and MUI. The brand has also been registered with IPR at the Indonesian Ministry of Law and Human Rights.

Tahu Taisi

Notable achievements & event participations

- 1. _____ Wirausaha Muda Mandiri
- 2. _____ Spice Up Endeavor Indonesia
- 3. _____ Anugerah Wirausaha Indonesia
- 4. _____ MIHAS, Kuala Lumpur 2016
- 5. _____ Franchise exhibition, Manila 2019
- 6. _____ Halal food, Manila 2018
- 7. _____ Peluang Usaha untuk TKI, Hong Kong 2017





BEAU

Talita Setyadi - Chef, BEAU

Pastry Chef from Indonesia, Talita Setyadi, has returned back home in 2013 after studying in Paris. Talita Setyadi opened her first bakery, BEAU. The bakery provides food and pastries which all made of natural and local ingredients, to about 100 cafes, restaurants and hotels in Jakarta.

Johnny Andrean Group

1. J.Co

First to open in May 2006, J.Co is the remarkable result of many year-long research and developments to truly produce the exact products as they have planned. Donuts might be their main focus, but selectable beverages are also available as a company to keep customers coming back. One of this lifestyle cafe specialties is always being able to adapt and recreate the local taste palate of whichever area it is in - which is the biggest reason why it has expanded to several countries such as HongKong, Abu Dhabi, Dubai, Singapore and the Philippines.

Contact:

-

www.jcodonuts.com

Social Media: @jcoindonesia

2. Roppan

Roppan is an innovative concept brought to you by Johnny Andrean Group. The name itself originated from Roppongi Hill, a district in Japan Capital Tokyo, which is famous for its nightlife, attractions, shopping and dining places. Pan is the Japanese word for Bread. You will surely be greeted by its atmosphere that's always fun, cheerful, inviting and relaxing, leaving you with Japanese Roppongi feel. Designed with a semi-open kitchen, Roppan is committed to serving the most appetizing and freshest ingredients from the kitchen.

Contact:

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www.roppan.com

Social Media: @roppanista

FOOD ESTABLISHMENT

Potato Head Family

1. Pizza Garden

Potato Head Beach Club's upper level restaurant deck features a leafy, laid-back garden serving Neapolitan pizzas and punchy cocktails. Designed to be shared and eaten with your hands, the wood-fired pies are topped with local cheeses, high-quality cured meats and prime Indonesian farm produce.

Contact:

-

Jl. Petitenget No. 51B, Seminyak
Badung, Bali, 80361

+62361-4737979
www.ptthead.com

2. Potato Head Beach Club

From garden to glass. House-infused spirits mix with colourful, indigenous fruits and exotic spices to pay homage to their Balinese culture and climate. Their non-alcoholic offerings, including inventive mocktails and homemade juices, are just as considered. An award-winning wine list awaits, too, as does a wide range of premium spirits and liqueurs.

Contact:

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Jl. Petitenget No. 51B, Seminyak
Badung, Bali, 80361

+62361-4737979
www.ptthead.com

3. Potato Head Folk

Potato Head Folk has been created by PTT Family, the hospitality and entertainment group behind the internationally acclaimed 'Potato Head Beach Club' in Bali. Located in Singapore, Potato Head Folk is the first international venture of PTT Family. One of the most intriguing parts of this restaurant is the mural on the walls and sculptures that creates the fun and whimsy mood for all the guests.

Contact:

-

36 Keong Saik Rd., Singapore 089143

+65 6327 1939
www.pttheadfolk.com

4. Three Buns

Three Buns is a culturally led creative space with a restaurant at the core. Their gourmet burgers and crafted cocktails are the main spotlight. This burger joint also acts as a hub for supporting and building our local creative community, whilst also working closely with like-minded international talent from the fields of art, music and fashion.

Contact:

-

Jl. Senopati No.90, RT.7/RW.3, Selong,
South Jakarta, Indonesia 12110

+6221-29307780
www.threebuns.com

Union Group

1. Loewy

The idea to establish Loewy was a spontaneous one: that there is a need in Jakarta for a casual bistro - an everyday place with an interesting but accessible menu, a well-designed but informal decor, and adding to the mix: a buzzing, energetic bar serving the best, stiffest drinks in town. The inspiration came from traditional Parisian bistros by way of New York City. The style of the interior is retro/classic with a modern interpretation. The original Thonet chairs, the leather banquette seats, the subway beveled tiles, the tin and copper ceiling panels, the white brick wall, evoking this 'Paris bistro meets New York loft in the 1940s' feel. It is then combined with a modern layout and concept, creating an overall ambience that is uncluttered, clean, understated, and timeless.

Contact:

-

Oakwood Premier Cozmo - Lingkaran Mega Kuningan

+6221-25542378
www.loewyjakarta.com

2. The Dutch

The modern gastropub concept from The Union Group ups the game with a modern interior, a menu of elevated comfort food with a creative edge, a wide selection of beers on tap and handcrafted cocktails. The dutch offers a wide selection of homemade sausages and cured meats by Chef Chris Moes and refined twist of comfort food and pub classics that pair well with ice-cold beers drawn straight from the copper Brauhaus bridge.

Contact:

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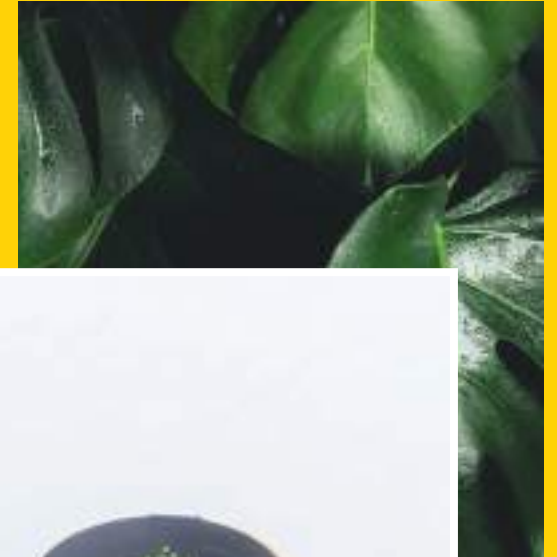
18 Parc Place Tower E, GF SCBD
Jl. Jend. Sudirman Kav 52 - 52, Jakarta

+6221-5152828
www.thedutchjakarta.com

CHAPTER

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CULINARY APPROACH

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- LaRisso

organic

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- Mozass Healthy Lab
- Roeparasa

traditional

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- IniTempe
- Javanero
- Matchamu
- POWER-G
- Roeparasa
- Tahu Taisi

vegan

-
- Forayya

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- Potato Head Beach Club
- The Dutch

casual dining

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- Pizza Garden
- Potato Head Beach Club
- Potato Head Folk
- The Dutch
- Three Buns

pastries

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- BEAU
- J.Co
- Roppa

CHAPTER

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IMPORTANT

CONTACTS



JEF

Jakarta-Eat Festival

Hosted by: GCM Group

A place for all the food enthusiast will gather and share their love for food. Jakarta Eat Festival is a gathering event started back in 2018. Some of the activities that were covered in this event are including the cooking demo, talk shows, workshops, and culinary bazaar.

Contact:

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sosmed.jef@gmail.com
+62(21)-21232052
www.casaindonesia.com

JFFF

Jakarta Fashion & Food Festival

Hosted by: PT Summarecon Agung Tbk dan Dinas Pariwisata dan Kebudayaan Provinsi DKI Jakarta

This annual event is presented by State Government of DKI Jakarta and in collaboration with PT Summarecon Agung Tbk. There are several activities during a month long event including fashion show, night carnival, culinary expo, run event and awarding night.

Contact:

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jfff@summarecon.com
+62(21)-453 1101
www.jfff.info

Trade Expo Indonesia

PT Debindomulti Adhiswasti

Hosted by: Kementerian Perdagangan Republik Indonesia

Trade Expo Indonesia (TEI) is an annual international B2B-focused trade show. For the past few years, it was held at Indonesian Convention Exhibition (ICE) BSD. The aim for this trade show is to escalate the growth of export alongside with the market expansion of local products in the overseas market. The companies will have a chance to develop their business networks, meet prospective clients, and seek for investors.

Contact:

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info@debindo.com / tradexpoindonesia@debindo.com
+62(21)-829 2661, 829 2667, 829 3677-79
www.tradexpoindonesia.com

AFI

Asosiasi Franchise Indonesia

PT. Trim's Mustika Citra, Es Teler 77, Widyaloka, Nilasari and Homes 21 representing Franchisors in Indonesia on November 22nd 1991, agreed to establish the only organization of Franchise Company Organizations (Franchisors) in Indonesia named the Indonesian Franchise Association (AFI)

Contact:

-

sukandar@indo.net.id
+62(21) 739 5577, 723 4761
www.franchiseindonesia.or.id

APJI

Asosiasi Perusahaan Jasaboga Indonesia

Established on October 10th 1976 in Jakarta by name Catering Association / Catering Services Throughout Indonesia abbreviated as ACSI. In 2003, it was changed to Association Indonesian Food Service Company abbreviated as APJI.

Contact:

-

apji.dpp@gmail.com
www.apji.id

Foodlab Indonesia

PT Cipta Citarasa Indonesia

Foodlab Indonesia is a catalyst in culinary business. They intend to accelerate food business, fine tuning their products, and implemented proper business strategy without leaving details and passion in serving people.

Contact:

-

info@foodlabindonesia.com
+62853 2712 2490
www.foodlabindonesia.com

GAPMMI

Gabungan Pengusaha Makanan dan Minuman Seluruh Indonesia

GAPMMI was founded on April 15th 1976 based on awareness of the importance of advancing the world of food business in Indonesia.

Contact:

-

gapmmi@cbn.net.id
+62(21)-2951 7511
www.gapmmi.or.id

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INDONESIAN
CREATIVE
INCORPORATED