



PT. KOBE BOGA UTAMA

COMPANY PROFILE



PT Kobe Boga Utama's History



Founded in 1979 by Hestia Utomo & Sarwo Utomo, Kobe began its journey as a home industry in Semarang. Our first product was Tepung Bumbu or coating mix, a first of its kind on the market at the time. A pioneer from the start, various category breaking innovations have continued to mark important milestones of our growth. With a focus on delivering quality products to the Indonesian retail consumer, we managed a fast and steady progress.

In 1995, we marked the launch of the export brand, Bali Kitchen, which is a comprehensive line of products featuring authentic Indonesian cuisine. Product line up includes spice mixes, sauces, noodles, pickles, condiments, and other Indonesian specialties.

In 2006, we launched our Food Service division which allows Kobe to customize products for other players within the food industry. We enjoy the ability to offer tailor-made solution, both for industrial supply as well as to service outsourcing manufacturing needs.

Our brands Kobe, BonCabe and Selera are top of mind, multi award winning brands within the Indonesian market and enjoy extensive presence in the export market worldwide.



TINGGAL
ADUK GAK
USAH DIMASAK

DI TUANG
KE NASI MATANG



Selera®

Saus Tiram

Saus Tiram Yang
Gurihnya Alami

Tanpa Pengawet
Tanpa Pewarna Buatan





MAKARONI KRISPI

KRESS DIGIGIT NIKMAT SELANGIT





no.1

**SNACK
TERPEDAS**

DI INDONESIA



Kulit Pangsit Pedas

NIKMAT TANPA BATAS!

Kobe

SNACK

BonCabe

KULIT PANGSIT

Level 10

HALAL

27g

Diproduksi oleh: PT. KUBE BOOM UTAMA
TANGKAVANG 15810 - JEDONGKRA, PO BOX 520 / TNG 15081.
Bisa digunakan sebagai: food packaging kemasan

Berat Bersih/Netto: 27g
BPOM RI MD-00410000277240522

Our Core Business



Expertise & Our Product - Tradisional Retail



Our product variants cover various categories, including various types of seasoned flour, sauces, cooking spices and chili sauce which have reached the General Trade network spread throughout Indonesia and are handled directly by distributors and depots. The General Trade network includes traditional markets, grocery stores and small shops.

Expertise & Our Product - Modern Retail



With leading retail brands, such as Kobe, BonCabe and Selera Oyster Sauce, our products enjoy a strong presence in the Indonesian retail scene.

Our product offering include dry-blended mixes such as coating systems and batter mixes, as well as sauces, seasonings pastes and chili sprinkle.

Our nation-wide distribution network spans across both modern and traditional retail sales channels.

Expertise & Our Product - eCommerce



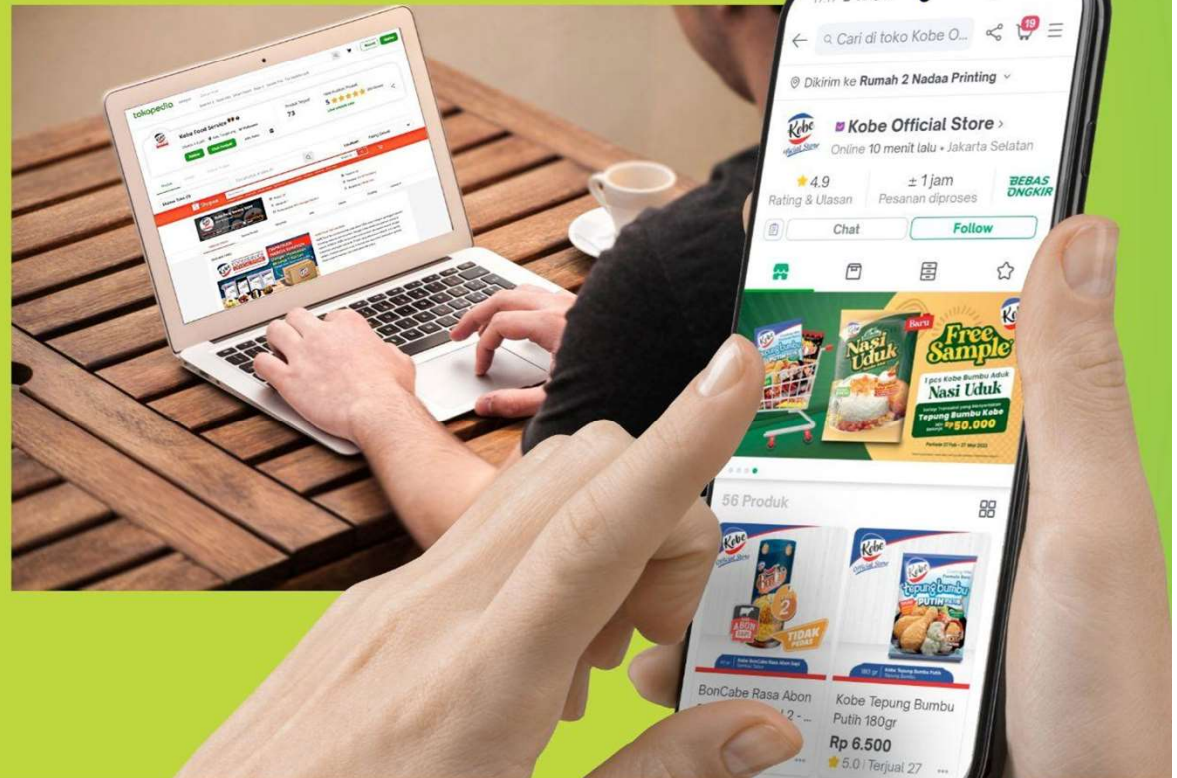
Since 2019, Kobe products have been available and can be purchased online through marketplace media and registered as an official store under the name "Kobe Official Store".

List of Marketplace names as follows:



Shopee

tokopedia



Expertise & Our Product - Food Service



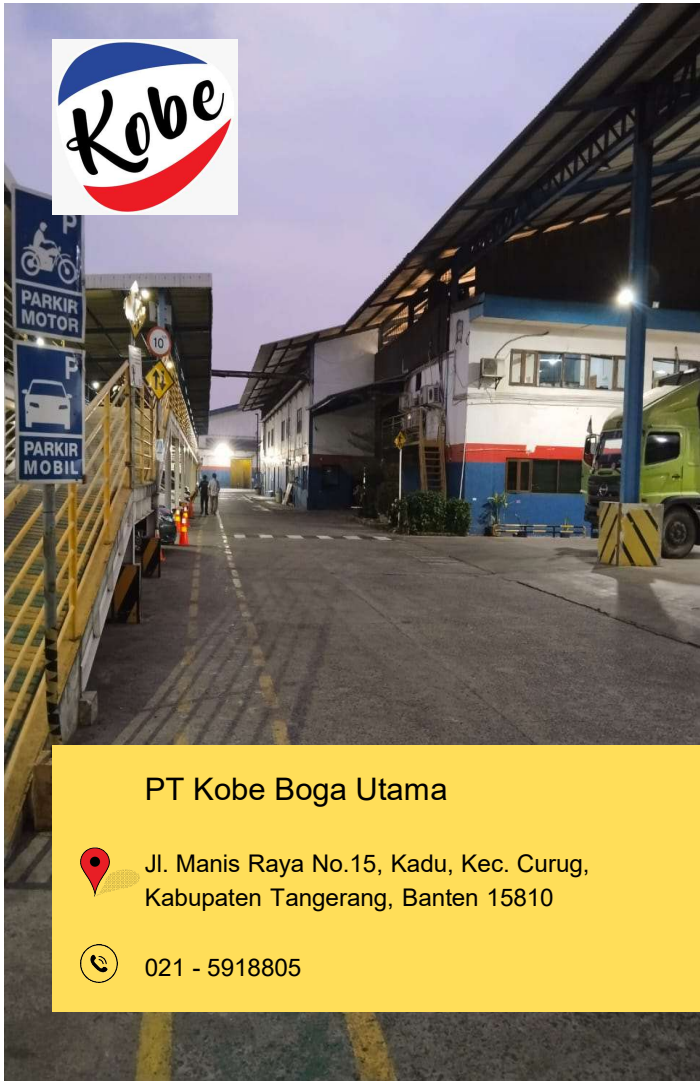
Our Food Service division was launched in 2006 to serve our industrial customers within the food and beverage industry. As a partner to major players in the HORECA industry, we offer custom-made solutions for industrial supply.

Our product range includes noodles, coating systems, dessert, drink mixes and sauces for various applications such as marinades, pasta and pizza sauces. Our current food service customers include multinational players within the food and retail industries.

Expertise & Our Product - Export



Our Export division started in 1995 when our Bali Kitchen product range was launched. In addition to the export of our Indonesian retail brands, our export brands, Bali Kitchen, has been distributed around the globe.



PT Kobe Boga Utama Manis Raya

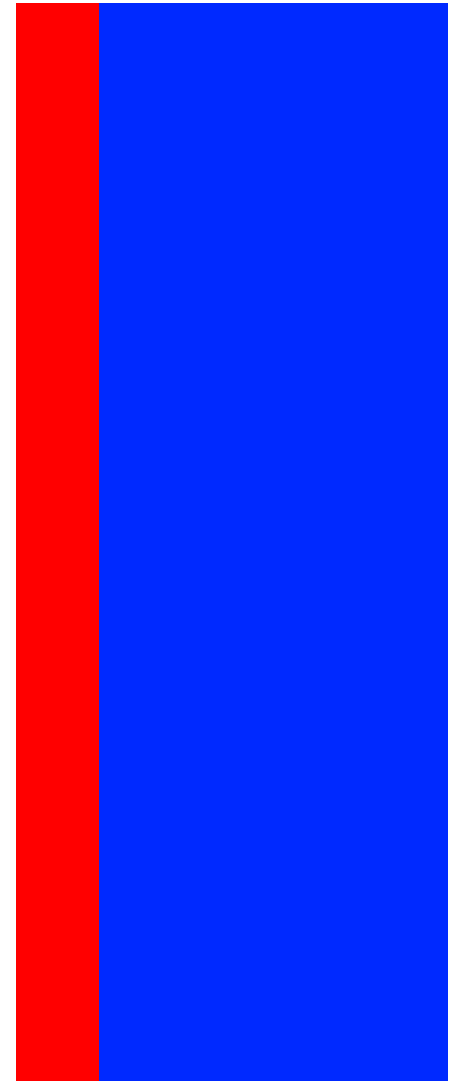
PT Kobe Boga Utama



Jl. Manis Raya No.15, Kadu, Kec. Curug,
Kabupaten Tangerang, Banten 15810



021 - 5918805



PRODUCTION FACILITY

1. Coating Mix Flour

- ✓ 5 Packaging Machine single Line @ 100 ppm
- ✓ 1 Packaging Machine single Line @ 100 ppm

2. Bon Cabe

- ✓ 3 Packaging Machine multiline @ 800 ppm
- ✓ 2 packaging machine single line @ 60 ppm
- ✓ 2 bottle machine single line @ 50 ppm

3. 2 line processing Coating mix Flour @ 2.5 ton per Hour

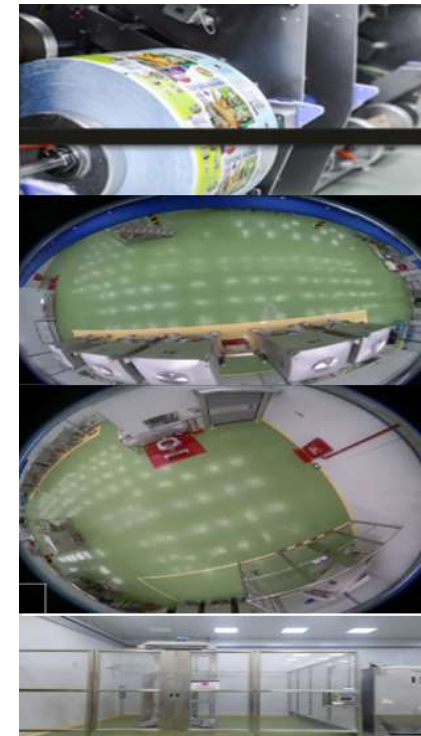
4. 1 line Processing Bon Cabe @ 2.5 ton per Hour

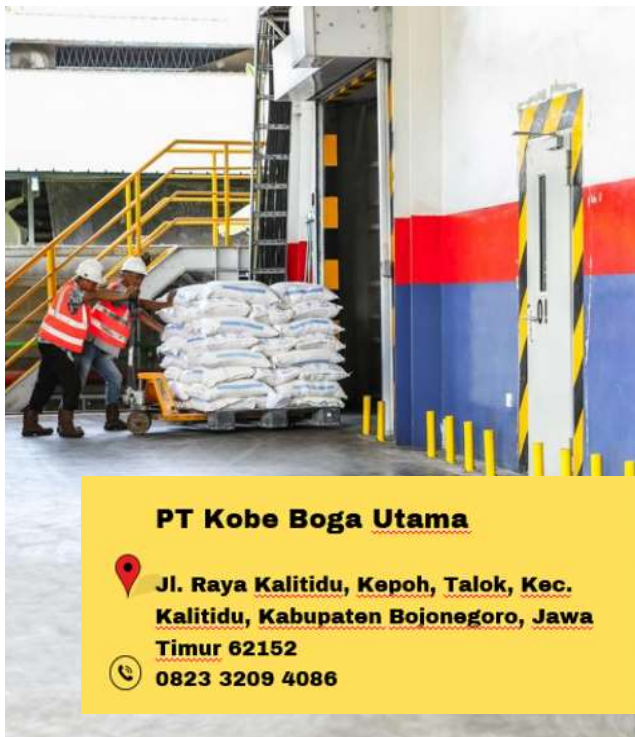
5. 2 packaging Machine Breadcrumb @ 25 ppm

6. 1 Packaging Machine Powder Drink @ 20 ppm

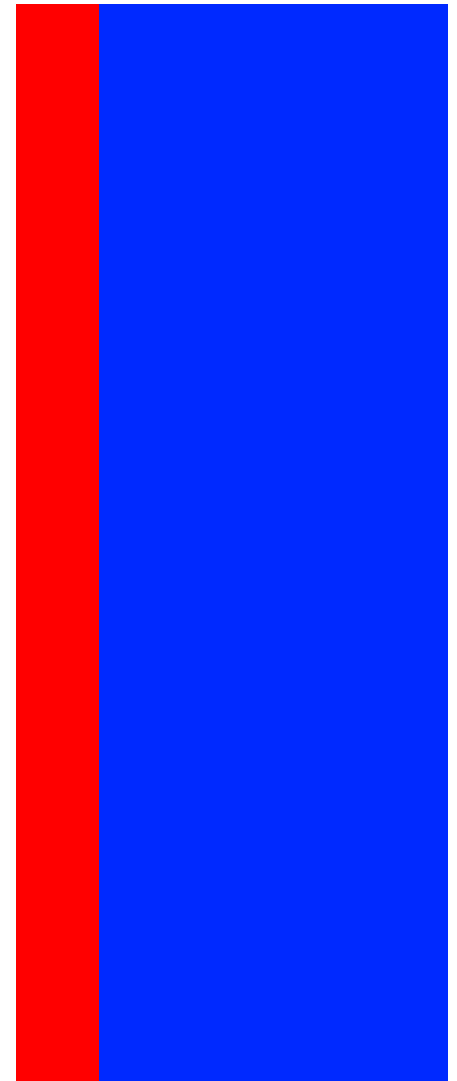
7. Liquid Product

- ✓ 1 Packaging machine multiline @ 360 ppm
- ✓ 3 Packing machine single line @ 60 ppm





PT Kobe Boga Utama Bojonegoro



PRODUCTION FACILITY

Snack Line

- ✓ 12 Packaging Machine Single Line
@ 80 ppm
- ✓ 2 Fryer Processing @ 1.5 ton/hour



CERTIFICATION & AWARDS

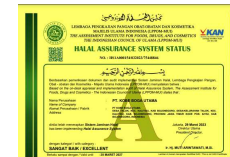


The awards and achievements of KOBE for several periods are a form of commitment, consistency in delivering superior-quality products and services, as well as customer satisfaction.



SERTIFIKAT HALAL, Lembaga
Sertifikat Halal 2022

Best Halal System Implementation
LPPOM MUI 2023



TUV NORD INDONESIA. 2023 Jatake
SNI CAC/RCP 1: 2011

TUV NORD INDONESIA. 2023
SNI CAC/RCP 1: 2011



Halal Assurance System Status
Lembaga Sertifikasi Halal, 2023



TUV NORD INDONESIA, 2023 Jatake
ISO 22000: 2018

TUV NORD INDONESIA, 2023
ISO 22000: 2018





- Word of mouth marketing Kobe: Fried Chicken Flour Category 2011
- Ketahanan Mesin Diesel Museum Rekor Dunia Indonesia 2012
- Rekor Indonesia Sambal Tabur Pertama (Boncabe) 2013
- Word of mouth marketing Kobe: Fried Chicken Flour Category 2013
- Top Brand Fried Chicken Flour 2014
- word of mouth marketing kobe 2014
- 20 Rising Global Stars, Indonesia Forbes Awards 2015
- word of mouth marketing kobe 2015
- Rekor Indonesia Bumbu Nasi Goreng Terpedas 2015
- Top Brand Fried Chicken Flour 2016
- Award 1st Original Brand Indonesia SWA 2017
- Top Brand Tepung Bumbu 2017
- Award DJP Banten KPP Pratama Cikupa 2018
- Award 1st Original Brand Indonesia SWA 2019
- P2K3 Award Provinsi Banten Gold 2023
- Snack Ketahanan Pedas Tertinggi Museum Rekor Dunia Indonesia 2023



