



PRESS RELEASE

For Immediate Release

Dairy Champ Presents *Racikan Creamy Juara* Experience, Café-Style Coffee Recipes for Modern Coffee Enthusiasts

Jakarta, January 8th, 2024 - Coffee has become a lifestyle for urban communities, especially among millennials and Gen Z. Coffee is not only a daily necessity but also a symbol of creativity and exploration of taste. Snapcart, a big data network startup based on purchases, conducted a survey in 2023 that showed the high rate of Indonesian coffee consumption; around 79% of Indonesians drink coffee at least once a day, especially in the morning. The variety of coffee drinks is becoming more diverse and is no longer limited to traditional flavors. Modern coffee enthusiasts can explore the flavors with unique combinations such as milk, syrup, matcha, honey, and even coconut.

Responding to the trend, Dairy Champ collaborated with Muhammad Aga, a famous barista and coffee shop owner, through the #RacikanCreamyJuara campaign. The launch of this campaign was attended by coffee-enthusiasts celebrities, Chicco Jerikho and Merdi Octavia, who also enlivened the inspiring experience. This campaign aims to inspire coffee enthusiasts to create their own café-style coffee creations. With Dairy Champ, coffee enthusiasts can create unique recipes with a distinctive and alluring creamy taste.

"We conducted a poll on social media, and the results showed that 5 out of 10 coffee enthusiasts felt that the creaminess of the coffee they drink in cafes is not enough. Therefore, we want to support the modern coffee enthusiasts' exploration of taste by presenting high-quality products made from selected ingredients so that they can easily create their own coffee creations. Aga, as a professional barista who is known for his expertise in blending various types of coffee, can convey the main message of this campaign in an authentic and relevant way to coffee enthusiasts. Through this collaboration, Dairy Champ aims to provide a #RacikanCreamyJuara experience for modern coffee enthusiasts with homemade coffee creations that have a premium taste and taste better than the coffee from famous cafes," said **Marketing Manager PT Etika Beverages Indonesia, Dodi Afandi**.

As a Q-Grader, Roaster, and Champion of the Indonesian Barista Championship 2018, Muhammad Aga created two #RacikanCreamyJuara menus, namely Latte Creamy Juara and Matcha Creamy Juara. According to Aga, #RacikanCreamyJuara can not only be consumed at home but also can be an inspiration for the business industry since it is easy to blend with any type of beverage. "I really enjoy the process of making #RacikanCreamyJuara, which uses Dairy Champ sweetened condensed and evaporated milk. The unique combination of Skimmed Milk and Buttermilk ensures an optimum creamy taste in the latte. Not just anyone knows that the rich creamy taste is the secret behind every viral milk coffee creation. With Dairy Champ, everyone can create a coffee with a unique combination that suits their taste," said Aga.



Besides enhancing the tastiness of foods and beverages, Dairy Champ sweetened condensed creamer and evaporated milk are also rich in vitamins A, B1, and D3 so that people can still enjoy café-style coffee that contains vitamins, can be customized to their taste, and is even more affordable. Not only as a compliment, Dairy Champ's sweetened condensed creamer and evaporated milk can also strengthen the creamy and rich taste in every coffee blend, making it the perfect choice for the DIY coffee trend.

“Drinking coffee is no longer just a routine but has become a symbol of creativity and exploration of taste among urban communities. Through the *Racikan Creamy Juara* experience, we want to inspire people to create their best version of #RacikanCreamyJuara, which is delicious, easy to make, and always good for sharing moments. The combination of skimmed milk and buttermilk with a natural caramelization process ensures the best creamy taste in the latte without artificial coloring, making every sip of coffee more special,” concluded Dodi.

Let's create your version of #RacikanCreamyJuara!

#RacikanCreamyJuara Recipes

- *Latte Creamy Juara*: Fresh milk, Dairy Champ evaporated milk, espresso, Dairy Champ condensed milk, heavy cream, peanut butter, and maple syrup.
- *Matcha Creamy Juara*: A combination of fresh milk, Dairy Champ evaporated milk, ceremonial grade matcha, Dairy Champ condensed milk, heavy cream, honey, and pistachio paste.

Share your creation by mentioning us on Instagram @dairychamp.id.

About Etika Group Indonesia

Etika Group Indonesia is a subsidiary of Asahi Holding Southeast Asia (AHSEA) which was established to provide high-quality and delicious products to the rapidly growing population of Southeast Asia. Etika Group Indonesia has 3 entities in Indonesia namely PT. Etika Beverages Indonesia, PT. Etika Dairies Indonesia & PT. Etika Manufacturing Indonesia.