



## PRESS RELEASE

For Immediate Release

### **Dairy Champ Celebrates Cultural Diversity with Spectacular 40-Meter Dragon at Cap Go Meh Pontianak**

**Pontianak, February 7th, 2025** - After celebrating the Lunar New Year on January 29, 2025, the Chinese community will hold a *Cap Go Meh* celebration as the peak of the Lunar New Year celebration. This tradition has become an inseparable part of the lives of the Pontianak citizens, West Kalimantan, reflecting the city's harmony and diversity. This year, PT Etika Beverages Indonesia through Dairy Champ supports the *Cap Go Meh 2576* celebration in Pontianak from February 6th to 12th, 2025. As part of this support, Dairy Champ presents a 40-meter dragon which will be presented by the '*Naga Sinar Berkah*' group. This initiative reflects Asahi's dedication to fostering strong bonds with local communities through impactful activities while celebrating and preserving the rich traditions that unite us.

"We are thrilled to collaborate with the Chinese community in Indonesia, particularly in Pontianak, for the first time. It is an honor to be part of the *Cap Go Meh 2576* celebration. At Etika, we cherish cultural diversity as a precious asset that must be preserved, especially through vibrant and traditional festivities. By partnering with *Naga Sinar Berkah* to present a spectacular dragon art attraction, we aim to attract more visitors, enhance the *Cap Go Meh* celebration in Pontianak, and foster a sense of togetherness through this meaningful event.," said the **Marketing Manager of PT Etika Beverages Indonesia, Dodi Afandi**.

Dairy Champ also donated several products as support for local MSME entrepreneurs who participated in the culinary bazaar. Dairy Champ, made from a combination of skimmed milk and buttermilk, presents a perfect creamy taste, making it the main choice for creating special recipes for food and drinks.

*Cap Go Meh 2576* is filled with various interesting arts and cultural activities. Starting from the installation of lanterns, dragon and barongsai performances, traditional dances, *tatung* parades, to culinary and MSME product bazaars. This celebration not only provides entertainment for the community but also opens up economic opportunities for local entrepreneurs and merchants.

"We are honored to be able to perform a 40-meter dragon art attraction from Dairy Champ. We thank Dairy Champ for enlivening the *Cap Go Meh 2576* event in Pontianak. In addition to preserving culture, in Chinese philosophy, the Dragon is an incarnation of the god of heaven who is believed to be able to purify and ward off evil spirits, so that it can protect residents from disasters and bad influences," said the Founder of the ***Naga Sinar Berkah* Group Founder, Fery**.



The *Cap Go Meh* celebration in Pontianak has long been an annual tourist agenda that attracts the attention of domestic and foreign tourists. With the support of Dairy Champ, this event is expected to continue to grow and become one of the cultural icons that is increasingly recognized globally. "We hope that support for this celebration can provide substantial benefits to the community, especially in maintaining and promoting Chinese Culture. In addition, this event is also a forum for multi-product, culinary, MSME, and creative businessmen to introduce and sell their products to a wider market," concluded Dodi.

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#### **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.