



PRESS RELEASE

For Immediate Release

Returning to SIAL Interfood 2025, Dairy Champ Drives Innovation and Competitiveness for Culinary MSMEs

Jakarta, April 24th, 2025 - Amid the rapid growth of Indonesia's food and beverage industry, local culinary MSMEs face the challenge of staying relevant amidst shifting trends and rising raw material costs. According to data from the Indonesian Chamber of Commerce and Industry (KADIN), there were 6.4 million businesses in the food and beverage service sector by the end of 2024. Meanwhile, data from Statistics Indonesia (BPS) recorded 4.85 million food and beverage service businesses—including restaurants, eateries, and catering services in 2023, an increase of more than 21% compared to 2016. These figures highlight the vast economic potential of the culinary sector, while also underscoring the importance of innovation, production efficiency, and consistent quality for businesses to remain competitive in an increasingly dynamic market.

Recognizing these opportunities and dynamics, Dairy Champ returns to SIAL Interfood 2025 as a strategic partner for Indonesia's culinary MSMEs, bringing a range of practical and easy-to-use sweetened condensed creamer and evaporated milk products that help maintain flavor quality and support the growth of a more innovative and competitive food and beverage industry. Over the past three years, Dairy Champ's participation in SIAL Interfood has proven to be an effective step in strengthening its presence in Indonesia's food and beverage sector. According to internal data, during its first participation, only around 5% of booth visitors were familiar with Dairy Champ. However, in the second year, that number surged to over 25%, even earning Dairy Champ the "Best Booth Award."

CEO of PT Etika Beverages Indonesia, Airil Haidi Ahmad Rafiae, stated that Dairy Champ has always been committed to supporting the growth journey of Indonesia's culinary MSMEs. "We believe that the strength of the national culinary industry lies in the ability of business owners to innovate and maintain quality continuously. Through our participation in SIAL Interfood 2025, we aim to reaffirm Dairy Champ's role as a partner that delivers high-quality products and practical solutions for food and beverage entrepreneurs across Indonesia," he said.

More than just an exhibition, Dairy Champ's participation also serves as a long-term strategy to strengthen its position as a growth partner for Indonesia's culinary MSMEs. This year, Dairy Champ offers a more engaging experience for business owners through a collaboration with **Chef Jerry Andrean, the winner of MasterChef Indonesia Season 7**. In an exclusive cooking demo session, Chef Jerry introduces his latest dessert recipe using Dairy Champ products—perfect for business opportunities, [Dishes' Name]. This collaboration is designed to inspire café and restaurant owners and home-based businesses to create dishes that are richer, creamier, and more efficient for large-scale production, while also being profitable.



“The collaboration with Chef Jerry Andean is one of Dairy Champ’s innovative steps in bringing fresh inspiration to culinary entrepreneurs. Through cooking demos and easily applicable recipe ideas, we aim to help MSMEs discover menu opportunities that are creative, efficient, and have high market value. This is Dairy Champ’s commitment to staying close and relevant to culinary business owners across Indonesia,” said **Marketing Manager of PT Etika Beverages Indonesia, Dodi Afandi**

Meanwhile, Chef Jerry Andean shared, “For me, the quality of the main ingredients is the key to success in the culinary business. As a chef, I always look for ingredients that are not only delicious but also deliver consistent results. Dairy Champ products have stable quality, a creamy texture, balanced flavor, and are easy to use for various menu creations—from desserts and beverages to savory dishes. For culinary entrepreneurs, this level of quality is essential because it helps maintain taste consistency while improving production efficiency. With the right ingredients, creative ideas can more easily turn into profitable business opportunities,” he added.

Moving forward, Dairy Champ is committed to continuing its collaboration with players across the culinary industry—from MSMEs to major brands—to deliver product innovations that align with market needs. Through this initiative, Dairy Champ hopes to contribute to the growth of a stronger and more sustainable culinary ecosystem in Indonesia.

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.