



PRESS RELEASE

For Immediate Release

Empowering Local Entrepreneurs: Dairy Champ Launches Dapur Juara to Foster Economic Independence

Jakarta, August 22nd, 2025 - Commemorating the 80th Anniversary of Indonesia's Independence, Dairy Champ celebrates the spirit of freedom in a different way, by supporting the independence and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in the culinary sector. MSMEs contribute more than 61% of the nation's Gross Domestic Product (GDP) and absorb 97% of Indonesia's workforce, with culinary businesses serving as one of the key drivers. Through the Dapur Juara program held in Bandung, West Java, Dairy Champ presented a baking demo with Professional Chef Kamal Arif, who shared recipe inspiration and culinary techniques with dozens of local culinary business owners.

"MSMEs are the modern economic heroes who keep the wheels of business turning. The spirit of our independence struggle must be carried forward by supporting small businesses so they can grow, thrive, and become an integral part of Indonesia Emas 2045. Through Dapur Juara, Dairy Champ provides education, access to quality products, and partnership opportunities to enhance MSME competitiveness. To date, the Dapur Juara program has been held more than 20 times across various regions, engaging over 1,000 participants from diverse MSME sectors. We hope this initiative can contribute to driving regional economic growth," explained **Marketing Manager of PT Etika Beverages Indonesia, Dodi Afandi**.

In addition to enhancing their skills, participants also gained access to product variants that were previously unavailable in local stores, opening up opportunities for new menu creations that could enhance the value of their businesses. Many of them appreciated this opportunity as part of their journey to grow their culinary ventures amid increasingly fierce competition.

"I am truly delighted to share my experiences with small business owners who have such great passion. Every recipe is not just about flavor, but also about creating opportunities to sustain a business and support a family. This 80th Independence Day reminds us that freedom also means being able to stand on our own feet—including in the culinary business. Seeing the participants' enthusiasm, I believe MSMEs can become the driving force of Indonesia's economic independence. I hope programs like this will continue, as they not only build skills but also open networks, boost confidence, and provide real encouragement for entrepreneurs to grow," said **Chef Kamal Arif**.

Mrs. Anita, a home-based cake business owner in Bandung, shared her thoughts after joining the event. "As a small business owner, I often struggle to find new menu ideas. Through Dairy Champ's Dapur Juara, I not only gained new recipe knowledge but also the motivation to keep growing my business. It feels wonderful to improve my skills while exploring flavors with Dairy Champ products, because we, as MSMEs, also want to achieve economic independence, stand on our own, and keep moving forward," she stated.



With the spirit of Economic Independence, Dairy Champ remains committed not only to delivering quality products that enrich drinks and dishes but also to delivering programs that empower MSMEs across regions. At the same time, the brand continues to inspire communities to celebrate independence in simple yet meaningful ways, one of which is through culinary creations. This aligns with the vision of an Indonesia that is sovereign, just, and prosperous as the nation marks its 80th year of independence.

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.