



PRESS RELEASE

For Immediate Release

“Creamy Cheese Stick”: A Simple Snack Idea to Brighten Your Year-End Gatherings

Jakarta, December 16th, 2025 - As the year draws to a close, the Christmas and New Year season becomes one of the most anticipated moments to gather with family and friends. From simple celebrations at home and shared meals with extended family to accompanying the countdown on New Year’s Eve, the warm atmosphere feels even more complete with the presence of practical yet delicious snacks. In these special moments, light refreshments often play an important role in bringing together stories, laughter, and togetherness.

By the end of 2025, culinary trends also show a growing public interest in simple snacks made with minimal ingredients yet still visually “presentable,” especially those suitable for sharing during Christmas and New Year celebrations. Categories such as simple finger foods, no-bake sweets, and sweet-and-savory snacks have become some of the most popular searches on social media, favored as practical options for hosting family and guests at year-end gatherings.

In response to this trend, Dairy Champ once again presents simple snack inspirations that are not only easy to make but also perfect for complementing warm moments of togetherness, through its flagship products—sweetened condensed creamer and evaporated milk—which Indonesian families have long trusted for their creamy taste and versatility in a wide range of culinary creations.

“During the Christmas and New Year season, families tend to spend more time together at home. For this reason, simple snack creations that can be enjoyed together become especially important. We want to provide inspiration that is easy for anyone to follow, without requiring complicated cooking skills. With Dairy Champ, anyone can create creamy and delicious treats that help strengthen moments of togetherness at year-end—without having to spend too much time in the kitchen,” said **Dodi Afandi, Marketing Manager of PT Etika Beverages Indonesia.**

With a range of recipe inspirations that are “Easy to Make, Easy to Like,” Dairy Champ now presents the “Creamy Cheese Stick” recipe—a soft, savory snack that is perfect for family gatherings, from movie-time treats to refreshments served during New Year celebrations. Loved by all ages, this recipe uses readily available ingredients and a quick cooking method, making it easy to prepare anytime. Below is the Creamy Cheese Stick recipe; for those who prefer a visual guide, the recipe video can also be watched directly on the Instagram account @dairychamp.id.



Creamy Cheese Stick Recipe

Dough Ingredients:

- 250 g high-protein flour
- 5 g yeast
- 40 g sugar
- 1 egg
- 120 g Dairy Champ Evaporated Milk
- 25 g butter
- 1/3 tsp salt

Cream

- 50
- 30
- 2
- 1/3
- 250
-

Cheese

- g cream
- g
- cloves
- tsp
- g mozzarella
- Dried

Sauce:

- cheese
- butter
- garlic
- salt
- cheese
- parsley

Instructions

Cream Cheese Sauce:

1. Add the cream cheese, grated garlic, and butter to a pan over medium heat.
2. Season with salt to taste, stir until well combined, then set aside.

Dough:

1. In a bowl, mix the high-protein flour, yeast, and granulated sugar evenly.
2. Add the egg and Dairy Champ Evaporated Milk to the dry ingredients, then knead until a dough forms.
3. Add the butter and salt, and continue kneading until the dough is soft and no longer sticky.
4. Let the dough rest for about 30 minutes, or until it has risen.
5. Grease a baking tray evenly with butter to prevent sticking.
6. Punch down the risen dough, roll it out with a rolling pin to release air, and shape it into a rectangle according to the size of the tray.
7. Prick the surface of the dough with a fork.
8. Spread the prepared cream cheese sauce evenly over the dough.
9. Sprinkle with chopped mozzarella cheese and dried parsley to taste.
10. Bake in a preheated oven using top and bottom heat at 180°C for 15–17 minutes.
11. Cut lengthwise into stick shapes for easy serving.
12. For a sweet touch, serve with Dairy Champ Sweetened Condensed Milk as a dipping sauce.

“Through Dairy Champ’s range of creamy, versatile products that deliver consistent results, we hope everyone—whether kitchen beginners or seasoned home cooks—can create dishes that feel effortless yet bring a special sense of warmth when enjoyed together. Ultimately, food is not only about taste, but about how its presence can help strengthen moments of togetherness at year-end,” Dodi concluded.



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.