



## PRESS RELEASE

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### **Inspired by Viral Ramadan Trends, Dairy Champ and Chef Martin Praja Present “Es Teler Milky Pudding Juara” as an Innovation to Strengthen MSME Competitiveness**

**Jakarta, February 28th, 2025** - Every Ramadan, culinary consumption in Indonesia—particularly in the *takjil* category—experiences a significant surge, creating major opportunities for MSME food businesses. Various studies and digital trend analyses show that sweet *takjil* and refreshing ice-based drinks, such as fruit mocktail, *kolak*, and *es campur*, remain the top choices for breaking the fast. Among this wide range of menu options, *es teler* stands out as a cross-generational favorite that is not only popular but also consistently appears on lists of the most sought-after traditional Ramadan dishes. Amid rapidly changing viral food trends, *es teler* as a classic menu item continues to hold strong appeal, while also opening up opportunities for MSMEs to introduce new, attractive, and competitive innovations without losing its authentic taste.

Recognizing both the opportunities and challenges, Dairy Champ reaffirms its commitment as an MSME partner that consistently supports innovation through recipe development and collaborations with professional chefs. **Dodi Afandi, Marketing Manager of PT Etika Beverages Indonesia**, stated that Ramadan is a crucial period for culinary MSMEs, as it contributes significantly to increased revenue. “However, amid the surge in demand, business owners must also maintain consistent quality to preserve consumer trust. We see that MSMEs need support that goes beyond products alone, focusing instead on solutions that help them maintain quality and operational efficiency, enabling them to continue meeting consumer expectations throughout Ramadan,” he said.

In line with this commitment, Dairy Champ has adopted a collaborative approach focused on recipe development and the use of stable, consistent raw ingredients. In welcoming this year’s holy month of Ramadan, Dairy Champ has partnered with **Chef Martin Praja** to introduce “**Es Teler Milky Pudding Juara**” as a source of inspiration for Ramadan menu innovation—adapting a popular classic dish with a contemporary twist while preserving its authentic flavor profile. This creation was developed to be easily implemented by MSMEs and families, offering practical preparation processes and strong relevance to modern consumer preferences.

Chef Martin Praja noted that *es teler* remains one of the most sought-after *takjil* items every Ramadan, as its refreshing, sweet, and creamy taste aligns perfectly with Indonesian consumer preferences. “To achieve an authentic and consistent flavor, the selection of high-quality and stable ingredients is essential. In my view, Dairy Champ delivers a more consistent, creamy, and well-balanced taste, making the final result easier to control—whether for home use or MSME-scale production during Ramadan,” he explained.



Meanwhile, **influencer and founder of “Bittersweet by Najla,” Najla Bisyr**, shared her experience, noting that Ramadan is the most challenging period due to the surge in demand. “Our main challenge is maintaining consistent taste during peak demand. At the same time, consumers are becoming increasingly discerning—especially in the era of food delivery services and digital reviews—where even slight changes in flavor can immediately affect consumer perception. Therefore, beyond service quality, taste consistency, and production standards are critical factors in maintaining customer trust. Once quality declines, the impact can be felt directly on both brand reputation and sales performance,” she said.

Dairy Champ reaffirmed its role as a strategic partner for culinary MSMEs in addressing industry challenges, ranging from maintaining production efficiency to encouraging menu innovation to strengthen business competitiveness. In line with this commitment, Dairy Champ is sharing the “Es Teler Milky Pudding Juara” recipe through its Instagram account, @dairychamp.id, while also inviting the public to participate in the Dairy Champ Ramadan Recook Competition, which runs from February 11th to March 15th, 2026. Using “Es Teler Milky Pudding Juara” as the main source of inspiration, the competition encourages participants to create innovative recipes using Dairy Champ sweetened condensed milk and evaporated milk, with three main winners standing a chance to receive exclusive prizes, along with 20 consolation prizes as a form of appreciation for selected participants. Let’s #RasakanKemenangan with Dairy Champ!

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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.