

PRESS RELEASE:

"Sang Juara" Dairy Champ Creates Sustainability Through Empowering Local Businesses and Housewives

Jakarta, September 18, 2023 – Renowned for delivering exceptional quality at an affordable price, Etika Indonesia offers a diverse range of dairy products, including the esteemed Dairy Champ Condensed Creamer and Evaporated. Among these, Dairy Champ Condensed Creamer shines as the superior choice, embodying unwavering dedication to culinary excellence. Its rich and creamy texture enhances the taste and texture of a wide array of dishes, setting a new standard for culinary indulgence. Dairy Champ, has been running their latest program, Sang Juara Dairy Champ, since August 20, 2023. This initiative aims not only to empower individuals, families, and local businesses but also to integrate sustainable practices to create a direct positive impact on society.

Sang Juara Dairy Champ drives change through empowerment across various layers of society with two primary programs: **Ibu Juara**, inviting housewives to engage in the world of business and achieve economic independence. With strong support and training, housewives are given the opportunity to develop their own businesses, create new sources of income, and improve the quality of life for their families. Additionally, housewives who already have businesses will receive support through the **Agen Juara** program, helping them expand their businesses by selling Dairy Champ products.

Each program by Dairy Champ is designed with specific strategies to empower participants, foster entrepreneurial spirit, and focus on sustainability. Dairy Champ offers not only exceptional quality but also affordability, ensuring that the creamy goodness remains accessible to all. From sweet desserts to savory sauces, Dairy Champ is the secret ingredient that transforms ordinary recipes into extraordinary culinary masterpieces. This commitment to quality and affordability extends beyond our products, fostering meaningful change and progress within the local community. The **Gerobak Juara** program, for example, is focused on supporting local food and beverage cart businesses to grow and thrive.

Gerobak Juara provides exclusive support to food and beverage cart business owners. This program is committed to advancing strategically positioned and potentially thriving local businesses by providing training, branding for the carts, promotional platforms, and even cart provision for vendors without carts or with limited cart conditions. Through these steps, Dairy Champ aims for vendors to become pillars in sustainable local business growth.

Dairy Champ's commitment to sustainability is one of its broader goals, extending to several market points in Jakarta to encourage communities to advance their businesses and become champions for themselves and their families. The awareness of Dairy Champ as a major brand of the importance of making a significant impact on society has driven the design of this

program. Besides providing direct support in business, Dairy Champ has also designed this program to contribute to supporting sustainable economic growth, enhancing community well-being, and reducing environmental impact via more localized distribution.

Media Contact:

For media inquiries, interviews, and further information regarding the Sang Juara Dairy Champ program, please contact:

Dodi Afandi

Marketing Manager

+62 817-6623-906

dodi.afandi@etika.co.id

About Dairy Champ:

Dairy Champ elevates the flavor and consistency of your beloved culinary creations and enhances the taste and texture of your favourite dishes for a satisfying experience. It's a perfect match for your coffee or tea and it is a great base for soups and sauces. You can also bake, create desserts and bread spreads using Dairy Champ products. Dairy Champ is a leading brand committed to providing high-quality condensed creamer products. With an unwavering dedication to sustainability, Dairy Champ consistently strives to deliver a positive impact on communities, health, and the environment.