



kara®

Profile



— • *The* • —  
**INDONESIAN**  
**PRIDE**

SINCE



1988







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How often  
do you  
hear about  
these  
statements?



Coconut is the tree of life

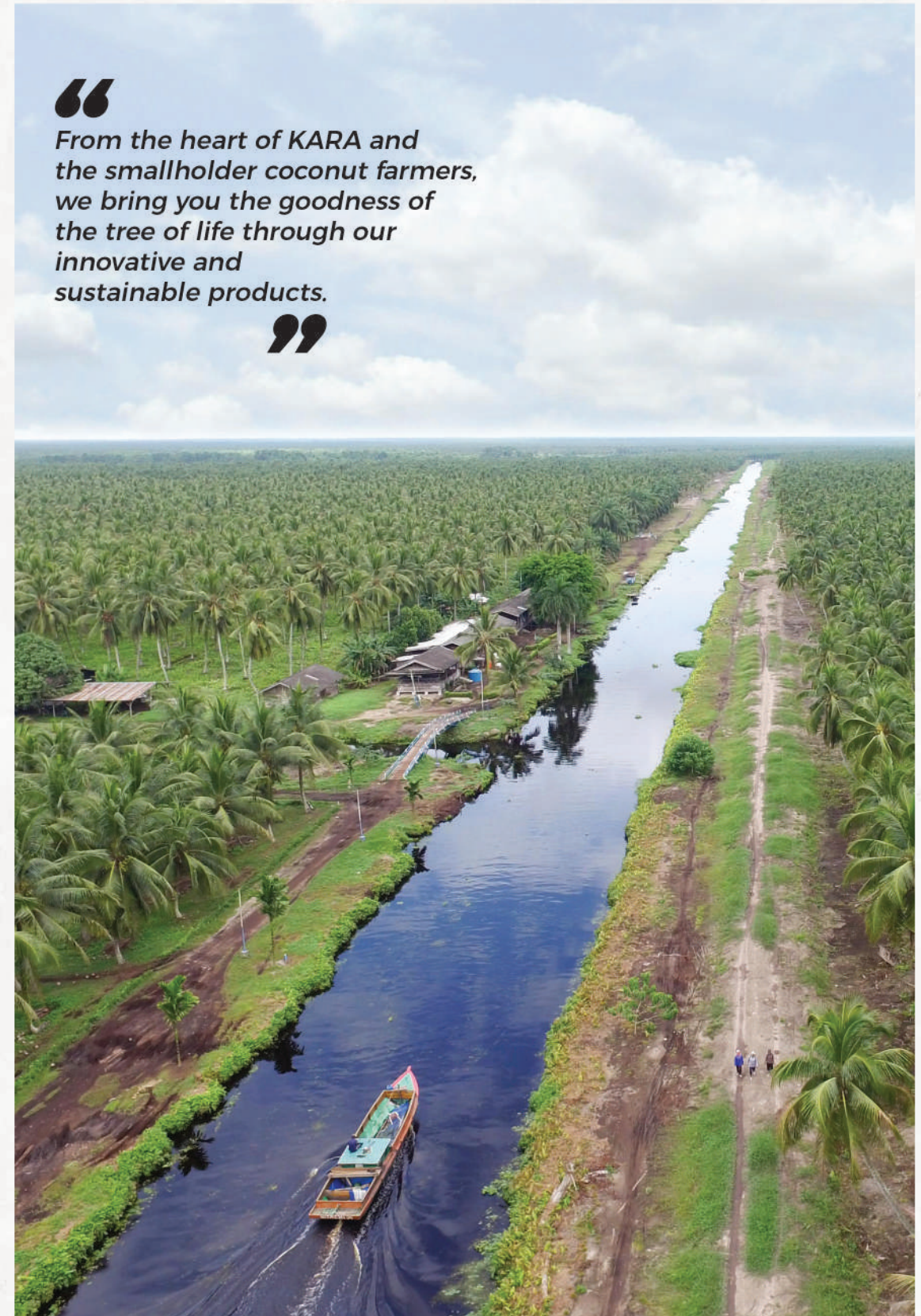
Coconut processing is  
environmental friendly

Big companies improve the welfare of  
local communities

“

*From the heart of KARA and  
the smallholder coconut farmers,  
we bring you the goodness of  
the tree of life through our  
innovative and  
sustainable products.*

”





# #KELAPAINONESIA

KARA has been the pride of the nation due to its reputation as the best packaged coconut cream and the fact that it has been exporting coconut-based products to more than 80 countries.

KARA has been contributing to the lives of Indonesia's coconut farmers because more than 90% of its daily coconut supplies come from the local farmers. This has been giving a direct impact to the welfare of Indonesian coconut farmers.

One of KARA's values is to always strive to contribute more to the social and economic betterment of our smallholder farmers by contributing, among many others, to public infrastructures, facilitating the farmers in their religious activities, and providing better education for the farmers' children.

That is why by consuming KARA products, you are contributing to the betterment of your health as well as to the prosperity of our coconut farmers.



Throughout many years, KARA has been collaborating with Indonesian coconut farmers to produce coconut-based products.

Coconut has been a part of Indonesian culture and the country's culinary. The crop itself can be easily grown in equator area – the facts that Indonesia is a country that is passed by the equator line and known as the second country with the longest beach line in the world has been helping Indonesia to become one of the biggest coconut producers in the world. The demand for coconut products is increasing every day and to meet the needs, the involvement of smallholder coconut farmers surely cannot be separated from its production process.

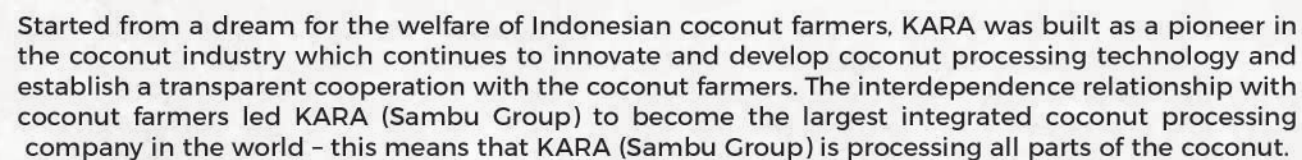
Every single coconut goes through quite a lengthy process – from the trees all the way to the consumers. The coconuts are being harvested by using traditional means by owners of the groves who are the smallholder farmers.

Once the coconuts are harvested, each farmer would transfer their harvest to the collection points where it would then be transported to the processing facilities by using wooden boats and shipped to Sambu Group's processing facilities in Riau. Upon the arrival at the factory, each coconut is going through a hygienic and integrated processing to produce high quality coconut-based products.

“  
*Each coconut is traditionally harvested by farmers, sent by small wooden vessels to a coconut processing facility in Riau for careful processing to reach your hands.*  
”







KARA continues to innovate with coconut and its derivative products to produce healthy, plant-based, eco-friendly and low-allergy products, to meet the needs of the dynamic global marketplace.



# PT KARACOCO NUCIFERA PRATAMA

PT Karacoco Nucifera Pratama (KNP) is a manufacturer and distributor of KARA's latest products to accommodate the market demand for processed coconut products to be distributed to the consumers in Indonesia. KNP products include aseptic coconut water, desiccated coconut, pineapple juice concentrate, canned pineapple, virgin coconut oil, and coconut oil (RBD/CNO/CFAD).



## VISION & MISSION

### VISION :

We are committed to maintain and strengthen the leadership of KARA as the world consumers' brand of choice for coconut products by innovating and developing products in accordance with market growth. We are also committed to develop the communities in our environment by optimizing balanced benefits and the sustainability for all stakeholders.

### MISSIONS :

We are committed to always innovate in harmony with market developments in diversifying coconut-derived products and market classification by certifying the excellence of our products through the guarantee of the highest product quality standards, developing communities within the operational areas to ensure they have long-term benefits by living side by side and working with PT KARACOCO NUCIFERA PRATAMA, and ensuring that all stakeholders receive the best benefits in a balanced and sustainable way.



# CONSUMER PRODUCTS

All parts of a coconut tree can be processed; the leaf, the roots, and the coconut fruit itself are all useful. During the processing procedure, the coconuts are manually sorted and prepared according to the quality standards. The coconut skin paring process is also done manually. The coconut water is processed hygienically. Coconut milk is extracted from the coconut flesh, and from it coconut cream and coconut cream powder are derived. The residue is turned into desiccated coconut.

## FOOD & BEVERAGE



### A true coconut experience

Nowadays, choosing a healthy lifestyle and healthy eating options – especially plant-based diets – seems to be a growing trend. Lying along the equator, Indonesia has a diversity of plants that can be processed and used for beneficial health applications such as the coconut tree. The coconut tree is known as the tree of life.

Indonesia, as one of the biggest coconut producers in the world has a local brand named KARA, that is experienced in fulfilling people's need of coconut healthy products.

KARA Island, which was designed to sound like a name of an island, is a KARA brand outlet that sells healthy coconut-based products. Some of the products that can be found in KARA Island are drinks, dessert, and bakery products. This outlet has successfully attracted many visitors since it was first opened at Gandaria City Mall level 2. KARA, the brand that is famous for its coconut cream products, is now developing into a brand that sells various high quality and healthy products.

KARA Island is present not only as a coconut products distribution point, but also as a communication media for KARA as a brand that is currently developing various coconut products other than the coconut cream products. KARA Island is expected to be the solution for consumers' healthy lifestyle through the production of healthy and tasty coconut-based food and beverage products.



*Freshly made from high quality coconuts and other healthy ingredients, KARA brings you the best coconut bread loaf and coconut cookies which are safe to be consumed by everyone and can really serve as your sources of energy to go through your busiest days with a smile and healthier body.*





# Dessert



KARA, as the producer of various coconut-based products, is bringing you its new, freshening coconut ice cream! A gluten-free and egg-free product that contains natural fibers to improve your metabolism.





This mouthwatering dessert from KARA comes with a combination of fruity flavors - such as strawberry and cacao - to give you the sensation of being back in nature. Not only that, it also provides you with all benefits from fresh coconuts that are very helpful to maintain your healthiness.



# Drinks

Through its series of coconut water beverage from the nature, KARA helps you staying hydrated while pleasing your body with such a sensation from the natural flavors.



Say yes to KARA's delicious smoothies as they combine the freshening coconut water with fresh banana, strawberry, or even better, with KARA's signature coconut cookies! Not to forget that they will definitely provide you with more coconut benefits that can make your body feels so good!



# TRADING

Besides consumer products, KARA also provides some of the products in bulk, such as Coconut Oil (CNO, RBD, CFAD & VCO), Coconut Water, Copra Expeller Pellet, Desiccated Coconut. Sales of bulk products are available, used and resell for Indonesia's market, but also open to opportunities for cooperation in the supply of products outside Indonesia.



## Desiccated Coconut

Desiccated coconut is the fresh and ripe coconut meat that has been peeled, cleaned, grated, ground, dried, sifted, and processed hygienically. A fibrous and healthy ingredient, great for making biscuits and cakes with a unique texture.

- Specification:
  - LFDC (Fine and Medium)
  - HFDC

Size:

- Packaging bag 25 kg

## Aseptic Single Strength Coconut Water

Aseptic Single Strength Coconut Water is the clear liquid from the endosperm of the freshly matured coconut, with no preservatives and additives. This product is 100% sterile and can be used for commercial purposes.

- Size:
  - Bag packaging 20 kg
  - Drum packaging 200 kg
  - Flexbox packaging 1000 kg

## Virgin Coconut Oil

Virgin Coconut Oil is the clear oil extracted from fresh coconut meat with a special mechanical process, without removing the existing natural coconut scent. No chemicals were added during the processing. In other words, virgin Coconut Oil is non-RBD/non-refined oil. VCO is more widely used for health, care and beauty products

- Size:
  - Pail packaging 15 kg
  - Drum packaging 180 kg

## Kara Coconut Cooking

Kara Coconut Cooking Oil is processed through a modern and hygienic process. Clearer, without using artificial flavoring and artificial coloring. Because it is more stable at high temperatures. KARA Coconut Cooking Oil can be used many more times compared to other types of oil so it is more efficient.

- Size:
  - Jerry can packaging 5 L
  - Jerry can packaging 18 L





# PT KARA SANTAN PERTAMA

PT KARA SANTAN PERTAMA is the sole distributor for KARA's famous products: coconut milk, coconut cream (santan), and coconut cream powder in Indonesia. It is also a producer and distributor of Nata de Coco product.



**PT KARA SANTAN PERTAMA**  
Jl. Pluit Selatan Raya Blok S No. 2,  
Penjaringan, Jakarta

# TRADING

The sale of KARA bulk products is done through trading and the products offered is Coconut Cream. Sales of bulk products are available, used and resell for Indonesia's market, but also open to opportunities for cooperation in the supply of products outside Indonesia.

## UHT ASEPTICS COCONUT MILK, COCONUT CREAM AND COCONUT EXTRACT

UHT Aseptic Coconut Milk, Coconut Cream, Coconut Extract is a white, sterile and homogenized cream product obtained from coconut kernel extraction. This product is processed by Ultra High Temperature (UHT) method and packed aseptically so as to achieve the highest hygienic standard without compromising on your need for the natural taste and quality of fresh coconut milk.

### a. UHT Aseptic Coconut Milk

- Size:
  - Carton packing 20 kg
  - Drum packing 200 kg

### b. UHT Aseptic Coconut Cream

- Size:
  - Carton packing 4x5 kg
  - Carton packing 20 kg
  - Drum packing 200 kg

## COCONUT CREAM POWDER

Coconut cream powder made from coconut kernels extracts that has been pasteurized and dried. The perfect raw material for cooking, baking or drinks. This water-soluble coconut cream powder comes with a fine powdery texture and irresistible rich aroma of coconut.

- Size:
  - Carton packing 12 X 1 kg
  - Carton packing 5 kg



## NATA DE COCO

KARA Nata de coco is a chewy, translucent, jelly-like food produced by the fermentation of coconut cream, contains natural fibers which help to prevent constipation and maintain a healthy digestive system. KARA Nata de coco becomes a healthy alternatives food for people who want to maintain normal body weight, and also can accompany a variety of foods, including drinks, ice cream, puddings, and fruit cocktails.

### a. Nata De Coco

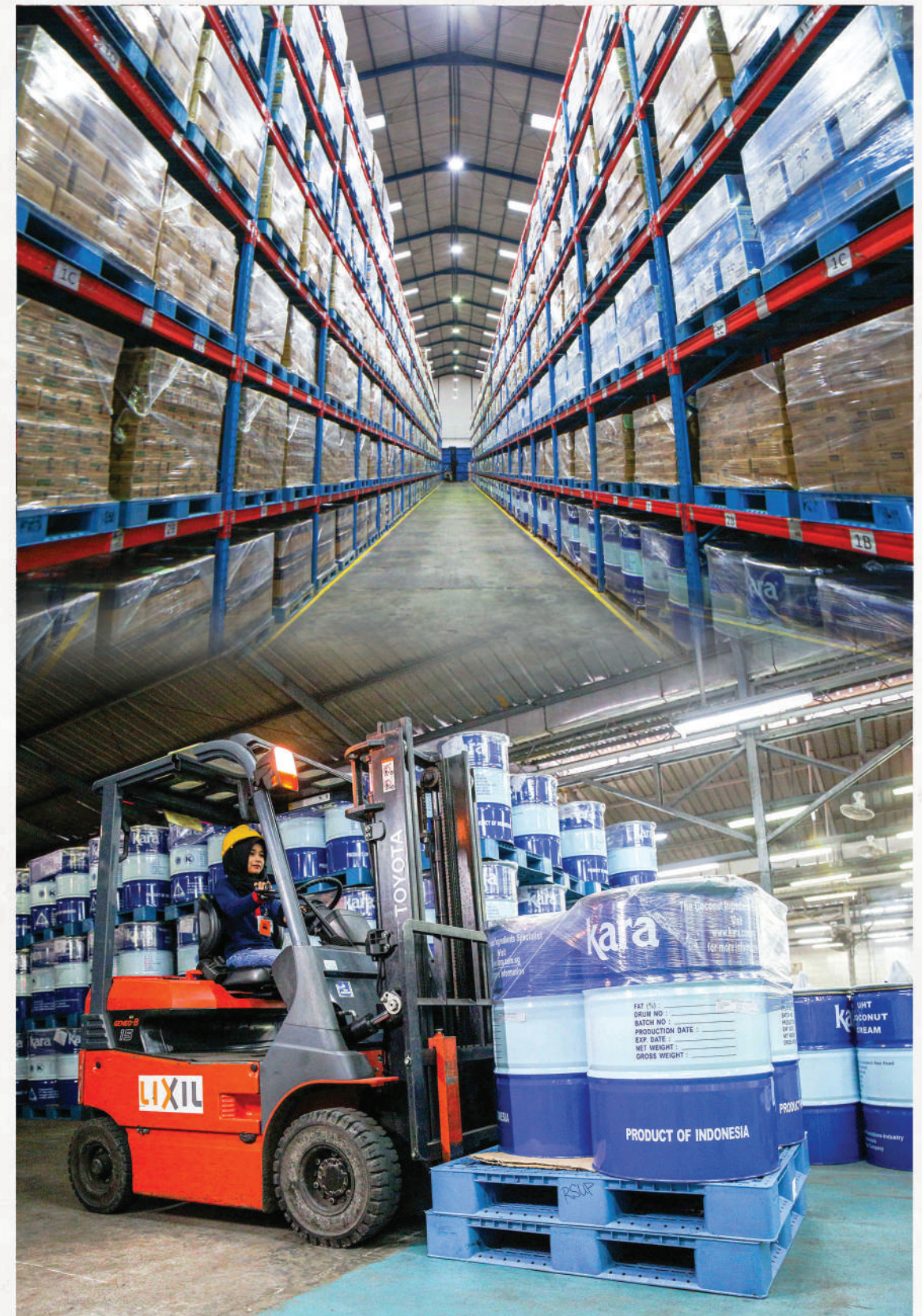
- Size:
  - Bag 1000 ml
  - Bucket 1000 ml

### b. Nata De Coco Slices

- Size:
  - Bag 1000 ml

### c. Nata De Coco Flavored

- Size:
  - Medium cup 220 ml
  - Small cup 130 ml





KARA is certified by various International Food Safety standards as a form of guarantee that we only deliver products with the best quality to our consumers.

## ACHIEVEMENTS & CERTIFICATION



Sertifikat HALAL  
Minuman dan  
Bahan Minuman  
(MUI)



SNI ISO/IEC 17025: 2008  
Testing Laboratory  
(Komite Akreditasi Nasional)



KOSHER CERTIFICATE  
Sertifikat HALAL Konsentrat  
Air Kelapa  
(OK Kosher Certification USA)



- SA 8000:2008  
Social Accountability
- ISO 14001: 2004  
Environmental Management System
- OHSAS 18001: 2007  
Occupational Health and  
Safety Standar



SAN  
Sustainable Agriculture  
Rainforest Alliance USA)



SMK3 Sistem Manajemen  
Keselamatan dan Kesehatan Kerja  
(Menteri Ketenagakerjaan RI)



Food Safety System Certification 22000  
(SGS Indonesia)



# TESTIMONIALS

KARA has now been deeply embedded in the hearts of Indonesian people and here are some testimonials about how KARA has become part of their lives.



Nirina Zubir - Celebrity

"KARA = Indonesia. I love you both."



Ririn Dwi Ariyanti - Celebrity

"Ice cream kelapa pakai taburan gula jawa yang ini superb. Too good!"



Marshanda - Celebrity

"Serius, rasanya enak banget!! Love the ice cream so much."



Agus Hermawan - Chef

"KARA's quality is super fine and it is the best product in it's category. I have no doubt. KARA is considered as "Coconut Cream", while other coconut creams are considered as (just) "Milk". KARA gives balance to the taste, no KARA, no good food."



Matias Ibo - Sport & Health Enthusiast

"I've tried the Pure Coconut Water, Coconut Filling Brownies, and also the Coconut Ice Cream and the champion Coconut Chewy! A very recommended products for coconut lovers, vegans, and healthy snacks."





“

JANGAN ANGGAP  
REMEH PETANI.  
MEREKA JIKA  
DIKAWAL BAIK,  
PRODUKSI APAPUN  
PASTI BISA!

”

- JOKO WIDODO







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 @indonesiakara

 KARA Indonesia

 [www.kara-indonesia.com](http://www.kara-indonesia.com)

wonderful  
indonesia 