



The Minangkabau tribe in West Sumatera has a tradition of encouraging the males to leave independently or “merantau” when they have reached the age of puberty, so most of the time they are told to master cooking at an early age so they can provide for themselves; which was exactly what Ade Surianto, our founder did. With his heritage and background as a scientist, our founder shaped Katuju by developing methods for rendang to be versatile in different markets while keeping the authenticity. Our product contains organic ingredients which are 100% originated from Indonesia, and they do not contain MSG and preservatives. One of Katuju’s biggest achievements was being featured in a National Geographic show ‘Gordon Ramsay: Uncharted’ as a guide for local cuisine. We promote our products through many platforms in the domestic market such as modern retail outlet (e.g. Carrefour), online store (e.g. Tokopedia), and food services (e.g. food truck). People from outside the country have enjoyed our products, with our export destinations to Saudi Arabia and Uni Emirates Arab, and we are looking forward to expanding to other countries.

Business Category



Food & Beverages

Website



katujuindonesia.business.site/

Established



2017