



# PT. KOBE BOGA UTAMA

## COMPANY PROFILE





01

PT KOBE BOGA UTAMA's History

02

Vision, Mission, and Values

03

Awards

04

KOBE Core Business

05

Contact Us



Founded in 1979 by Hestia Utomo & Sarwo Utomo, KOBE began its journey as a home industry in Semarang. Our first product was Tepung Bumbu or coating mix, a first of its kind on the market at the time. A pioneer from the start, various category breaking innovations have continued to mark important milestones of our growth. With a focus on delivering quality products to the Indonesian retail consumer, we managed a fast and steady progress.

In 1995, we marked the launch of the export brand, Bali Kitchen, which is a comprehensive line of products featuring authentic Indonesian cuisine. Product line up includes spice mixes, sauces, noodles, pickles, condiments, and other Indonesian specialties.

In 2006, we launched our Food Service division which allows KOBE to customize products for other players within the food industry. We enjoy the ability to offer tailor-made solution, both for industrial supply as well as to service outsourcing manufacturing needs.

Various innovations in instant spice mixes and batter mixes have increased the presence of our brands in Indonesian households. With a strong concept and the highest product quality, KOBE products have become market leaders across categories. Our more recent success includes BonCabe, BonChili Spicy Chili Sprinkle and Selera Oyster Sauce.



## Vision

To be a leading, strong and competent food company in Indonesia

## Mission

To deliver quality food products to its consumers

## Values





**TOP  
BRAND  
Award**

**2010**

Seasoning Flour  
Marketing Magazine - Frontier Group

**TOP  
BRAND  
Award**

**2011-2017**

Chicken Seasoning Flour  
Marketing Magazine - Frontier Group

**womm  
(Word of  
Mouth  
Marketing)  
Award**

**2012**

The Most Recommended Brand  
(Chicken Coating Flour Category)  
Onbee Marketing Research - Swanetwork

**womm  
(Word of  
Mouth  
Marketing)  
Award**

**2014-2015**

The Most Recommended Brand  
(Chicken Coating Flour Category)  
Onbee Marketing Research - Swanetwork

**MURI  
Record**

**2013**

BonCabe as First Spicy Chili Sprinkle  
in Indonesia  
Indonesian World Record Museum (MURI)

**MURI  
Record**

**2014**

KOBE Nasi Goreng Poll Pedas  
as Spiciest Fried Rice Seasoning in Indonesia  
Indonesian World Record Museum (MURI)

**INDONESIA  
ORIGINAL  
BRAND  
Award**

**2016-2017**

Seasoning Flour  
Swanetwork





With leading retail brands such as KOBE, BonCabe and Selera Oyster Sauce, our products enjoy a strong presence in the Indonesian retail scene.

Our product offering include dry-blended mixes such as coating systems and batter mixes, as well as sauces, seasoning pastes and chili sprinkle.

Our nation-wide distribution network spans across both modern and traditional retail sales channels.





Our Food Service division was launched in 2006 to serve our industrial customers within the food and beverage industry. As a partner to major players in the HORECA industry, we offer custom-made solutions for industrial supply.

Our product range includes noodles, coating systems, dessert, drink mixes and sauces for various applications such as marinades, pasta and pizza sauces. Our current food service customers include multinational players within the food and retail industries.



Our Export division started in 1995 when our Bali Kitchen product range was launched. In addition to the export of our Indonesian retail brands, our export brands, Bali Kitchen, has been distributed around the globe included:

1. Asia-Pacific: Malaysia, Brunei, Singapore, Philippines, Hongkong, Taiwan, Japan, Kuwait, Saudi Arabia, Australia, New Zealand, New Caledonia, India and Maldives
2. Europe: Germany, Finland, France, the Netherlands, Malta, Norway, Sweden and Poland
3. United States. Canada and Barbados



We provide customized contract manufacturing solutions for other player within the food industry. Our current industrial customers include major multinational players within the food and retail industries. Our contract manufacturing facilities provide for the highest quality and food safety standard.

- Our machineries include: packing line, extrusion line, dry mixing line, seasoning & sauce line.
- Our facilities feature new building infrastructure with the highest food safety and hygiene standards. This includes: decontamination room, process area with clean room panels, epoxy floorings, curved corners and tempered windows.
- Our capability includes: packing to retail pouches, dry granular products, dry powder products, extruded products, cereals, puffed snacks, dry mixed products, powdered drinks, powdered milk drinks and cereal drinks.



**Retail:** [dapurkobe@kobe.co.id](mailto:dapurkobe@kobe.co.id)

**Food Service:** [foodservices@kobe.co.id](mailto:foodservices@kobe.co.id)

**Export:** [export@kobe.co.id](mailto:export@kobe.co.id)

**Manufacture:** [general@kobe.co.id](mailto:general@kobe.co.id)



**@DapurKobe**

**@BonCabe**

**@OfficialBonCabe**

**@OfficialBonChili**



**[www.kobe.co.id](http://www.kobe.co.id)**

**[www.dapurkobe.co.id](http://www.dapurkobe.co.id)**

**[www.boncabe.com](http://www.boncabe.com)**

**[www.balikitchen.co.id](http://www.balikitchen.co.id)**



# KOBE PRODUCT CATEGORIES

---



# KOBE Coating Mix



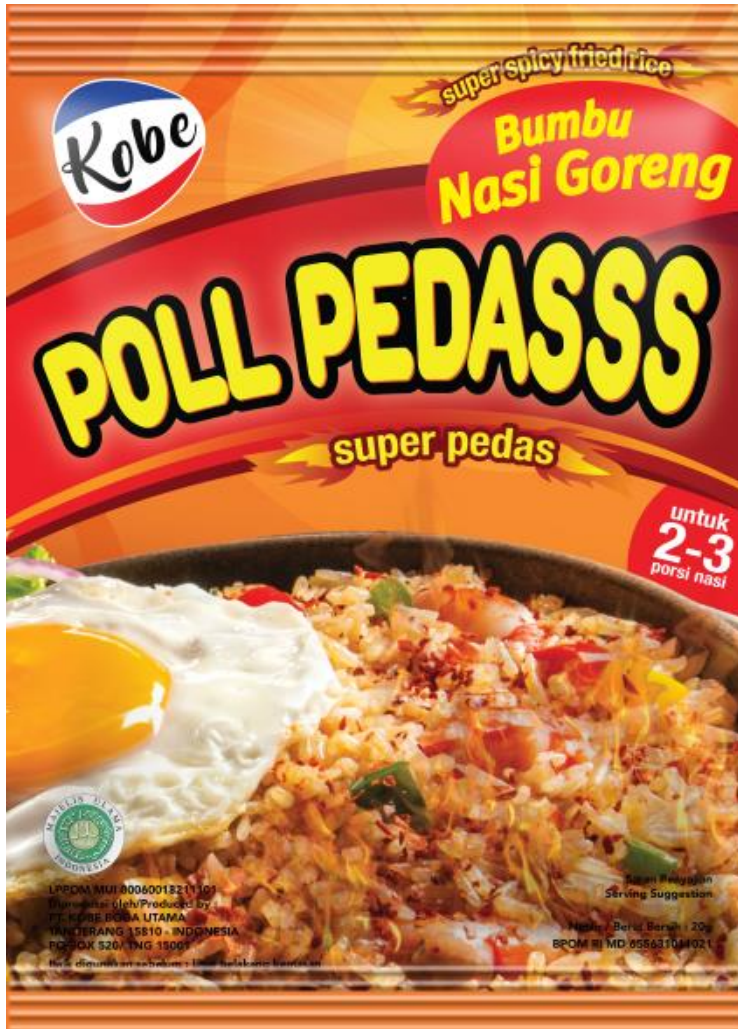
# KOBE coating mix



# KOBE Coating Mix



# KOBE Seasoning Powder



# KOBE Breadcrumbs



# KOBE White Pepper



# SELERA Oyster Sauce



# BALI BULAN & KENARI KEMBAR NOODLES





# BONCHILI PRODUCT CATEGORIES

---





4 FLAVORS  
5 LEVELS  
HOTNESS



Shrimp  
Flavor  
Level 2



Anchovy  
Flavor  
Level 3



Original  
Flavor  
Level 10



Original  
Flavor  
Level 15



Smoked Fish  
Flavor Level  
15



Original  
Flavor  
Level 30

# KOBE BonChili Macaroni

## Lv 10 & Lv 15



# KOBE BonChili Noodles

## Lv 10 & Lv 15





# BALI KITCHEN PRODUCT CATEGORIES

---

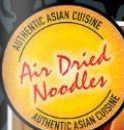


**BALI<sup>®</sup>**  
KITCHEN

## Chili Noodles

NO ARTIFICIAL FLAVOURS  
COLOURS OR PRESERVATIVES

NO ADDED  
MSG



Serviererschlagn/Serving suggestion/Serveringsförslag/Prisopozycja potrawy/  
Begrüßungsforlag/Suggestion de présentation/Servertip/Sugerencia de presentación



Nett wt/Inhalt/Poids net  
200g/7oz

**BALI<sup>®</sup>**  
KITCHEN

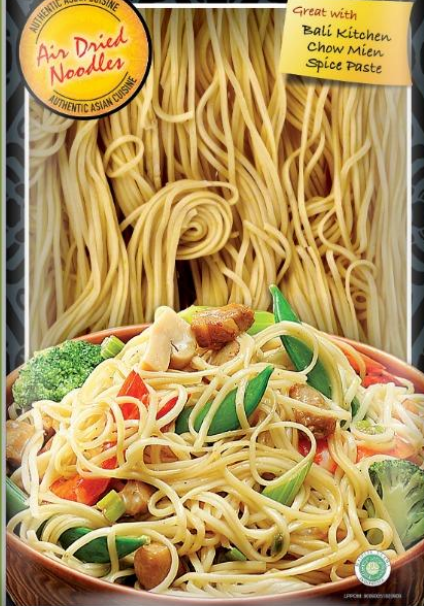
## Chow Mien Noodles

NO ARTIFICIAL FLAVOURS  
COLOURS OR PRESERVATIVES

NO ADDED  
MSG



Great with  
Bali Kitchen  
Chow Mien  
Spice Paste



Serviererschlagn/Serving suggestion/Serveringsförslag/Prisopozycja potrawy/  
Begrüßungsforlag/Suggestion de présentation/Servertip/Sugerencia de presentación



Nett wt/Inhalt/Poids net  
200g/7oz

**BALI<sup>®</sup>**  
KITCHEN

## Mie Goreng Noodles

NO ARTIFICIAL FLAVOURS  
COLOURS OR PRESERVATIVES

NO ADDED  
MSG



Great with  
Bali Kitchen  
Bami Goreng  
Spice Paste



Serviererschlagn/Serving suggestion/Serveringsförslag/Prisopozycja potrawy/  
Begrüßungsforlag/Suggestion de présentation/Servertip/Sugerencia de presentación



Nett wt/Inhalt/Poids net  
200g/7oz

**BALI<sup>®</sup>**  
KITCHEN

## Wonton Noodles

NO ARTIFICIAL FLAVOURS  
COLOURS OR PRESERVATIVES

NO ADDED  
MSG



Serviererschlagn/Serving suggestion/Serveringsförslag/Prisopozycja potrawy/  
Begrüßungsforlag/Suggestion de présentation/Servertip/Sugerencia de presentación



Nett wt/Inhalt/Poids net  
200g/7oz





