

CIMORY
PT. Cisarua Mountain Dairy
Protein is our business

Who does not know Cimory, otherwise known as PT Cisarua Mountain Dairy? It's a famous local dairy producer who specializes in premium pasteurized fresh milks and yogurt drinks at affordable prices. PT. Cisarua Mountain Dairy was founded in 2006 and is one of MACRO Group subsidiaries, which moves in the field of foods based on four of the best natural protein that is meat (PT. Macroprima Panganutama), milk (PT. Cisarua Mountain Dairy), eggs (PT. Java Egg Specialities) and soybeans (PT. Indosoya Protein Source). Under the MACRO Group - which is also active in trading and Cold Chain distribution - Cimory is able to successfully compete with large multinational dairy companies. Being a 100% Indonesian Owned and Operated Family Business, the company continues to realize their vision of increasing protein consumption in the Indonesia society by producing and distributing quality protein-based food and beverages.

The company also operates the Cimory Resto in Cisarua Bogor (near the Puncak). Cimory Resto is a family restaurant established on under the theme of open nature and green mountains. Cimory Resto offers wide range of Western, Oriental and Indonesian menus, served together with borderless view of mountains with lush greeneries and fresh, clean air. With more than 1000 visitors during the weekend, Cimory Resto has become one of Puncak's favorite attractions and a favorite visit place for Indonesian families; especially for Jakarta dwellers who wish to rejuvenate and reconnect with nature.

Mr. Axel Sutantio, the son of the founder (Mr. Bambang Sutantio) believes Cimory is the only dairy company in Indonesia that produces a truly complete range of dairy products in. Compared with other dairy products companies in Indonesia, Cimory produces a wide range of flavors in Fresh Milk products such as Coffee, Banana, Chocolate, Strawberry, Green Tea, Peach Mango and Plain and fresh yogurt drinks such as apple, Guava, Mix Fruit, Lychee, Orange, Red Grape, Mango, Strawberry and Blueberry. Although the company is relatively young, Cimory has already been able to achieve several independent awards such as The Best Indonesian Original Products and best Partnership for small and medium Business, said Mr. Axel proudly. The company has become a source of livelihood for more than 1000 employees. It is the pioneer among national food and beverage manufacturers based on four proteins with emphasis on the best nutritional value. The company who achieved HALAL, HACCP and NKV Certificates has their core concept in approaching and embracing the local community. Today, around 300 farmers are doing cooperation business with Cimory. Cimory absorbs local milk and upholds the 'fair pricing policy' towards their suppliers.

In order to pursue our mission, today Cimory is very proud of having developed and introduced Pasteurized Fresh Milk, Yoghurt Drink, Stirred Yoghurt, Set Yoghurt, Natural Cheese (Cheddar, Mozzarella), Processed Cheese, Fresh Cream and Butter products. We also started to expand our product line to be pioneer as producer of egg based products since 2007 which is subsidized by Dutch Government, said Mr. Axel. We deliver the egg based products mostly to the big restaurants, bakeries,

hotels and caterings. The products that we offer are very high quality products such as pasteurized whole liquid egg, egg yolk, egg white, mayonnaise, sauce and salad dressing. We do not have huge budgets for above-, through – and below the line like many multinational companies in Indonesia, but we have our own strategy to promote our product ranks through community contacts and sponsoring or hosting events like car free day event, sporting event, children events etc. We not only aim to become leader in convenience, high nutritional and added value food and beverage industry, but also want to become a solution for our consumers in regards to lifestyle and health awareness.

Another mission objective of Cimory is establishing excellent and vast distribution networks. Cimory focuses on satisfying their clients by providing cook chain delivery service and facilitating them with discounts & coupons. The motto of its delivery service is “Safety, Practical and Discount Price”

To fulfill requests of our customers, we started this year to expand the Cimory Resto concept to other areas in Indonesia. In line with the theme of open nature and green mountains , our target areas are cool and green areas like in Ungaran-Semarang, Batu-Malang and Brastagi-Medan. It would be interesting if we can cover all of Indonesia with Cimory Resto’s.

Cimory is very aware about total customer satisfaction. Soon, not only people who like food and beverages based on fresh milk can enjoy Cimory products, but vegetarians can enjoy them as well. We are busy to make a plan to introduce high quality processed soya drinks and tofu. We believe we can complete our product rank and satisfy our customers said Mr. Axel before ending the interview.