

COMPANY PROFILE

Culinary Growth Partner

From Supply to Scale We do more than move products. We help food and beverage brands move forward, from warehouse to market, from first listing to lasting demand.



Overview

Contents

01 Our DNA

02 Vision & Ambition

03 Why Prakasa Foods

04 Our Journey

05 Distribution Footprint

06 Channel Ecosystem

07 Our Commitment to Buyers
& Partners

08 Selected Brand Partners

09 How We Work

10 Let's Grow Together

01.



Our DNA

The infrastructure behind better food businesses

In food and beverage, great products are only the beginning. Sustainable growth depends on availability, timing, execution, and the ability to reach the right customer through the right channel.

Prakasa Foods Nusantara is a B2B distribution and commercial growth partner for food and beverage brands in Indonesia. We connect principals with the markets that matter, such as foodservice, modern trade, e-commerce, and international channels through disciplined operations and market-focused execution.

We make the supply chain work harder, so brands can grow with greater confidence.

02 — Vision & Ambition



Our Vision

To become one of Indonesia's most trusted and capable food and beverage distribution infrastructures, **helping ambitious brands build durable market presence.**



Our Mission

To **simplify market access, strengthen supply continuity, and turn distribution into measurable commercial growth** for our principals, buyers, and partners.

Our Ambition To help build a more connected Indonesian food ecosystem, where quality products reach more businesses, more communities, and more consumers, consistently.

03 — Why Prakasa Foods

Distribution with commercial intelligence

Reliable Supply, Built for Continuity We apply structured inventory planning, operational discipline, and responsive coordination to help reduce supply disruption.



Multi-Channel Market Access From hotels, restaurants, cafés, bakeries, and catering businesses to modern retail and digital commerce, we develop routes to market around each brand's opportunity.



A More Precise Route to Market We combine channel knowledge, field insight, and market signals to identify where products can perform, not simply where they can be placed.



Speed with Control Our Tangerang-based operations support efficient movement into strategic commercial areas while maintaining attention to product handling and service quality.



A Partner Mindset We do not treat distribution as a transaction. We work as an extension of the brand team, with shared targets, clear communication, and accountability from plan to execution.

04 — Our Journey

2022 | Building the Foundation

We established our core capabilities in food distribution, with particular attention to dairy products, product handling, and service reliability.

2023 | Expanding Operational Capacity

As the market became more complex, we strengthened our warehousing, planning, and execution capabilities to serve a wider range of business needs.

2024–2025 | Growing the Portfolio

We expanded into plant-based products, functional beverages, packaged food, and other categories shaped by changing consumer preferences.

2026 | Becoming a Culinary Growth Partner

Today, Prakasa Foods brings together physical distribution, channel development, and digital commerce to help brands grow with more clarity and reach.

05 — Our Distribution Footprint

Presence that creates availability



200+

brands and
selected SKUs*



30+

cities reached
across Indonesia*



3

export-market
connections*



100%

focus on the food
and beverage industry

Distribution is not simply the movement of goods from Point A to Point B.
It is the discipline of making sure **the right product** is available, in **the right place**, at the **right time**.

06 — Channel Ecosystem

One portfolio. Multiple paths to market.

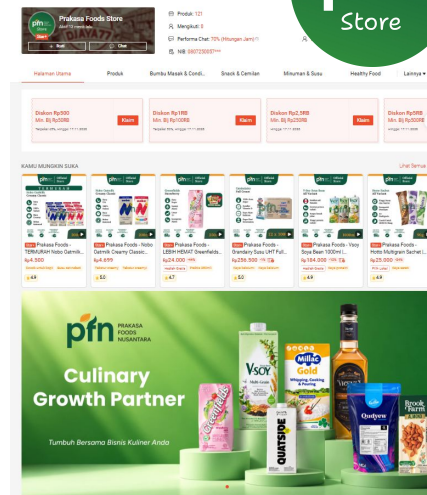
Foodservice Reliable supply for hotels, restaurants, cafés, bakeries, caterers, institutional buyers, and commercial kitchens. We support account needs, SKU and packaging selection, and supply continuity.

E-Commerce & Live Commerce Digital store management, product-listing management, marketplace development, campaign support, promotional calendars, pricing coordination, and online sell-through initiatives.

Modern Trade Structured support for account management, listing, merchandising, promotional programs, category calendars, and retail execution across relevant national and regional accounts.

Export A pathway to selected international opportunities through export documentation, regulatory-compliance coordination, international distribution, and logistics support.

Each channel requires a different playbook. We adapt the route, not the brand's ambition.



Practical support across the route to market

Our channel support covers more than product movement. We help principals select relevant SKUs, coordinate channel requirements, manage product listings and promotional calendars, support export documentation, and execute account-level merchandising where appropriate.

07 — For Principals & Brand Owners, For Buyers & Business Partners

Turn product potential into market presence

Prakasa Foods helps principals and brand owners: Identify and prioritize the most relevant routes to market

- Build a practical distribution and channel-entry plan
- Improve product availability across selected commercial touchpoints
- Support field execution, merchandising, and promotional activity
- Coordinate performance reviews and identify opportunities for improvement
- Scale with a partner that understands both operations and commercial realities

Your brand should not disappear inside a distributor's portfolio. It should have a clear plan to be seen, selected, and remembered.

Dependable products. Responsive partnership.

We help buyers and partners access:

- Consistent product availability and coordinated delivery
- A curated portfolio of relevant food and beverage brands
- Clear commercial communication and responsive support
- Product information and channel-specific assistance
- A supply partner focused on reliability, not just order processing

We believe good service is measured in the details: accurate information, dependable follow-through, and a partner who responds when it matters.

08 — Selected Brand Partners

Our growing portfolio includes selected local and international food and beverage brands, including Greenfields, Outside, Hotto, V-Soy, Soya Bean Milk, Gloria, Fukumi, Nobo, and other partners.

We work with brands that value disciplined execution, market access, and sustainable growth. All brand names and trademarks remain the property of their respective owners.



OATSIDE



V-SOY
Soya Bean Milk



Crémiéra



Omugi



Ny. SIOK

•HOUSEKI
Japanese Rice

FUKUMI 福美



09 — How We Work

A clear path from opportunity to execution

01

Discover

We begin by understanding the product, the ambition, the target customer, and the commercial challenge.

02

Design the Route

We evaluate channels, customer segments, geography, product fit, and the most practical path to market.

03

Plan the Supply

We align inventory, delivery requirements, operational capacity, and service expectations.

04

Execute in Market

We support distribution, account development, merchandising, digital activation, and channel execution.

05

Review & Improve

We monitor performance, identify bottlenecks, and refine the plan so growth becomes more repeatable.

Let's Grow Together

The next stage of your brand should be easier to reach.

Whether you are launching a new product, expanding across Indonesia, strengthening your supply chain, or opening a new channel, Prakasa Foods is ready to help turn the next opportunity into a practical growth plan.

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