



CITA RASA
Food & Beverage

COMPANY PROFILE

Trusted Food & Beverage Supplier

Website:
www.citarasaindojaya.co.id

Email:
info@citarasaindojaya.co.id





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ABOUT US

Cita Rasa Food & Beverage is a trusted food supplier providing high-quality traditional food & beverage to restaurants, cafés, hotels, supermarkets, and catering companies. Through our signature brands – Djeng Sri & Wong Java (Tempe & other Food Series) and Kang Mas Wandi & Cam Cau (Cincau & other Beverage Series) – we deliver not only fresh products but also a commitment to preserving authentic Indonesian flavors. We ensure every product is freshly made, hygienic, and consistent in taste, so our business partners can serve the best to their customers.



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OUR HISTORY

PT Cita Rasa Indo Jaya was founded following the establishment of a sole proprietorship company named Cipta Rasa, which was established on December 21, 1995, by Mr. Suwandi and Mrs. Sri Hartati in Bandung.

In the beginning, the company only sold products purchased from other producers, supplying them to supermarkets. However, by the grace of God Almighty, the company continued to grow and eventually began producing its own products.

Over time, the company has expanded its product range up to the present day and continues to broaden its market reach, with a primary focus on hotels, restaurants, cafes, and catering businesses.





OUR MOTTO

Our company's motto is Halal, Natural, Traditional, Easy to Cook, and Easy to Serve.

Mission

Our Mission is to produce safe traditional ready-to-cook and ready-to-serve food and beverages, continuously improve all aspects of the company, prioritize product quality and customer satisfaction, and develop with a global mindset.

Vision

In line with this motto, our Vision is to become a reputable food and beverage manufacturer that fulfills the needs of consumers who appreciate authentic Indonesian flavors.



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MILESTONES

Several important milestones include achieving PIRT and Halal certification, and currently progressing toward obtaining BPOM certification from the Republic of Indonesia.

Today, the company remains committed to meeting the growing needs for high-quality, easy-to-serve traditional Indonesian food products.



1995

The sole proprietorship Cipta Rasa was established, selling Tempe Polos and ready-to-cook Tempe Mendoan sourced from other producers.

2000

The company built its own tempe production facility and received certification from the Indonesian Health Office (DinKes RI).

2005

Expanded its product line to include Green Grass Jelly (Cincau Hijau) and Black Grass Jelly (Cincau Hitam).

2010

Launched Tempe Bumbu Kuning products.

2013

Launched Black Grass Jelly Cup beverages.

2022

PT Cita Rasa Indo Jaya was officially established, continuing the business legacy of Cipta Rasa.

2023

PT Cita Rasa Indo Jaya products received Halal certification.

2025

Expanded market reach to Jabodetabek and entered the hotel, restaurant, café, and catering segments.



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OUR PARTNER

PT Cita Rasa Indo Jaya is honored to collaborate with a wide range of trusted partners who share our commitment to quality and continuous improvement. These are the companies that have placed their trust in us. Their partnership reflects our dedication to delivering reliable services, building strong relationships, and creating sustainable value together.

Store Partners





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OUR BRAND





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OUR PRODUCT

Djeng Sri & Wong Java (Tempe & other Food Series)



Tempe Malang Super
(Kotak)



Tempe Malang Organik
(Non-GMO)



Tempe Mendoan
Lembaran



Tempe Malang Super
(Bulat)



Tempe Mendoan



Tempe Bumbu Kuning



Tempe Bacem



Tempe Segi Tiga



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OUR PRODUCT

Kang Mas Wandi & Cam Cau (cincau & other Beverage Series)



Cincau Hijau
(Green Grass Jelly)



Cincau Hitam
(Black Grass Jelly)



COMPANY CORE VALUE



Authenticity

We stay true to traditional recipes, preserving Indonesia's culinary heritage.



Freshness

All products are made fresh and delivered daily to ensure consistent quality.



Integrity

We maintain transparency, hygiene, and quality standards in every batch.



Sustainability

Using non-GMO soybeans and local sourcing to support eco-friendly production.



Why Businesses Trust Cita Rasa Food & Beverage?
Trusted by top brands in the F&B industry for
consistency and quality.

 **Consistently Fresh Products**

 **Hygienic & Safe Production**

 **Non-GMO Ingredients**

 **Reliable Supply Chain**

 **Flexible Packaging Sizes**

 **Competitive Wholesale Prices**



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CITA RASA IN NUMBERS

Our growth is built on trust, quality, and partnerships. Backed by decades of experience, a diverse range of trusted F&B products, and strong partnerships across Indonesia, these numbers reflect how Cita Rasa continues to deliver consistency, reliability, and authentic Indonesian flavors to every business we serve.

10+

Years of Experience

100+

Store Partners

+1K

Products Delivered Weekly



Let's Work Together!

Partner with Cita Rasa Food & Beverage today.

Website:
www.citarasaindojaya.co.id

Phone:
(022) 5411407
+62 811-2319-617

Email:
info@citarasaindojaya.co.id

