

PT SEWU SEGAR NUSANTARA  
Member of Great Giant Foods  
Indonesia





**Proudly presents our great foods to great consumers in Japan**



**Strengthen & Expand “Sunpride Family”**



**Fresh Fruit**



**RTD Juice**



**Fruit Can Retail**



**Cavendish Banana  
Chips**



**JUICE**

**100% BUAH  
ASLI**

**100% WARNAI HARIMU**

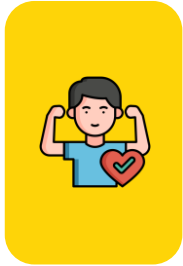
**TANPA  
GULA &  
PENGAWET**

**#MOMENDATAR  
JADI SEGAR**



# Consumers Trends

Consumers are becoming more health-conscious, willing to pay a premium for a more indulgent experience, and increasingly concerned about environmental issues



## Health and Wellness-Driven Choices

- Functional benefits: such as immunity boosters, gut health (probiotics), and energy enhancers.
- Low-calorie options i.e sugar-free, low-fat, and low-calorie products without compromising taste.
- Superfoods: popularity of chia seeds, quinoa, kale, etc.

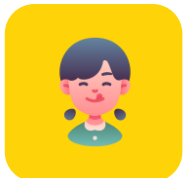


## Premiumization of Everyday Staples

- Artisan and craft products
- Quality over quantity
- Locally sourced ingredients



## Ready-to-Eat and Convenient Solutions



## Indulgence and Experience



## Sustainable and Ethical Practices

- Eco-friendly packaging
- Traceable sourcing
- Support for local farmers



# Product USP and Proposition



## Sunpride 100% Jus Buah Asli. Cek aja labelnya!

*Sunpride, 100% Real Fruit Juice. Go check the label!*

Combination of two mixed fruit, Sunpride Juice is a healthier option to consume fruit juice with no added sugar, no preservatives and no added water.

### SUNPRIDE FRUIT LEGACY



Made from our own plantation with extra quality of fruits

### 100% FRUIT JUICE



Freshly squeezed from 100% real fruit juice

### MIXED FRUIT



Unique taste of combination two fruits

### NO HARMFUL INGREDIENTS



No added sugar,  
No preservatives  
No added water

### CAN PACKAGING



Stored in canned to maintain its quality



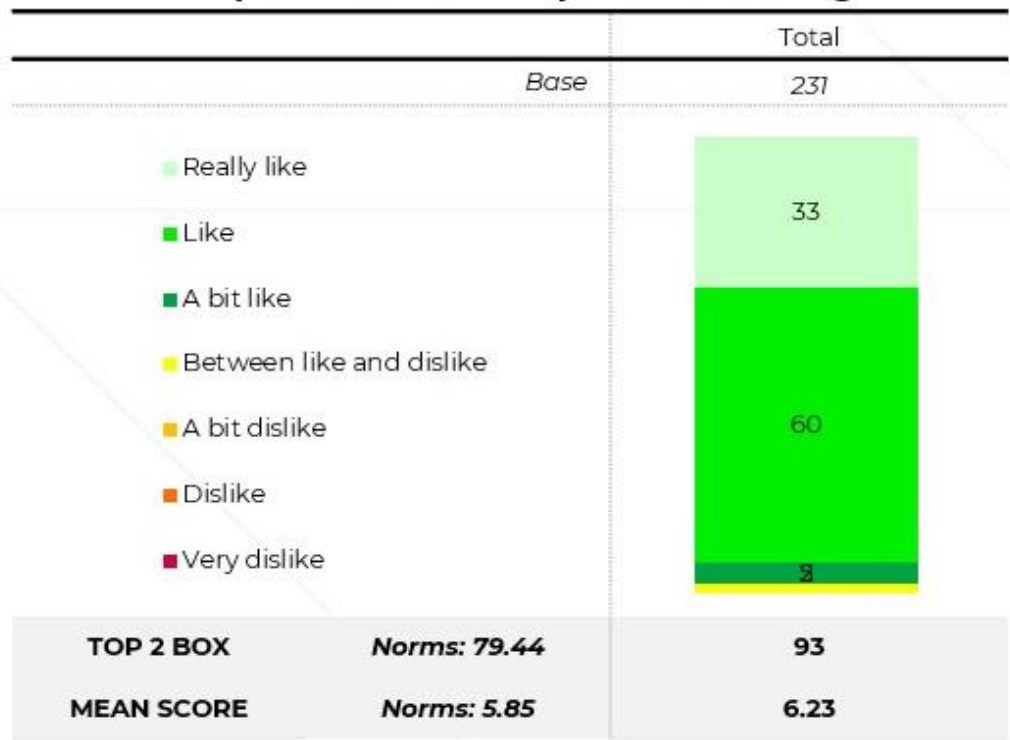
# Proposition 100 % FRUIT JUICE IS HIGHLY ACCEPTED



## Overall liking of Sunpride Juice concept

Almost all consumers like Sunpride Juice concept for its combination of fruits and flavor.

### Sunpride Juice Concept Overall Liking



Source : Q40, Q41, Q42 | Based : All Respondents & Those who like concept & Those who doesn't like the concept.  
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Source: Indonesian Market

REASON LIKE CONCEPT	TOTAL	
	Base	230
100% mixed fruit juice	38	
Combination of 2 kinds of fruit / double the fruit	31	
Double the fruit, double the pleasure, double the benefits	31	
Double benefit	25	

# Product Specification : need input on label requirements





Varian	Pineapple	Pineapple Passion Fruit	Pineapple Guava	Pineapple Apple	Pineapple Mango
Halal	ID00410000266890522	ID00410000266890522	ID00410002455920323	ID00410002455920323	ID00410002455920323
BPOM	BPOM RI MD 565708086021	BPOM RI MD 565708086021	BPOM RI MD 250882001000109	BPOM RI MD 250882001000109	BPOM RI MD 250882001000109
Barcode	8994010020030	8994010020047	8994010020764	8994010020702	8994010020818

Grade

Need advice on Nutrigrade classification requirements



# Well accepted at Indonesia Market. They love the PRODUCT AND PACKAGING



Baik untuk kesehatan, kaya akan nutrisi.  
Kemasannya menarik & terlihat mewah

*Good for health, rich in nutrition, attractive packaging looks premium*

Varian rasa buahnya banyak, kemasan kalengnya menarik, minuman jadi cepat dingin  
*It has many fruit variants, attractive can packaging, it chills faster.*

Juice yang mengandung buah asli yang kaya akan nutrisi

*Juice which contains real fruits rich in nutrients*

Kandungan rasa buahnya lebih banyak, kandungan nutrisinya baik untuk kesehatan dan pencernaan

*Higher fruit contents, good nutrients, good for health & digestion.*

Sehat banget, tanpa tambahan gula dan pengawet apalagi 100% buah asli

*Very healthy, no added sugar & preservative, more over its 100% real fruit juice*

Rasa buahnya enak dan alami karena tanpa tambahan air, tidak memakai pemanis buatan

*Delicious fruit taste and natural because no added water, no artificial sweetener*

Rasanya lebih enak karena kandungan buahnya lebih banyak dan tanpa pemanis buatan.

*More delicious taste because it contains more fruit and no artificial sweetener*

Menarik karena dari 100% dari buah asli, kita tau Sunpride kualitas buahnya bagus

*Interesting because it's from 100% real fruit, we know Sunpride has good quality fruits*



# In Store Visibility

## SUPERMARKET

Together with our Fresh Fruit to endorse  
100 % real fruit juice

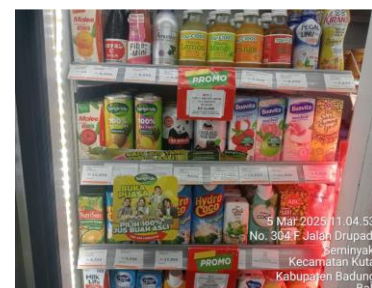
### DISPLAY

### FOOD COURT



## MINIMARKET

Wobbler & POSM instore



## HORECA/ FS

Innovative Chula  
Cooler for Visibility



# Indonesia – Japan F&B Business Matching Event

## Main objective :

- **To explore export opportunities** for our juice products by meeting potential **distributors, importers, or business partners** in Japan's F&B sector.
- **To understand Japanese market preferences and regulations**, including flavor preferences, packaging expectations, and compliance requirements for beverage imports.
- **To seek long-term collaboration** with local partners for distribution, co-branding, or private label opportunities in Japan and possibly broader Asia-Pacific markets.
- **To introduce our brand and unique product positioning**, highlighting key selling points such as "no added sugar," health-oriented formulation, and appeal to younger consumers.

## Second objective :

- **To explore potential improvements in packaging materials** – particularly for shrink film or can options – to enhance durability during logistics and ensure the product remains presentable and dent-resistant for export markets like Japan.





**THANK YOU**

