



practical delicious healthy



makanku.co.id



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**Makan Ku** is a brand from **PT. Halalan Thayyiban Indonesia** that provides numerous Indonesian cuisines in the forms of ready to eat and ready to cook meals.

Makan Ku Brand Profile 2021

> **Makan Ku Ready Meal** products are produced through a retort production process, which aims to sterilize the food with high level of temperature and pressure.

The goal of the sterilization process is to eliminate pathogen bacteria and spoilage microbes in order to generate a sterile product that has a long shelf life and create possibilities to store the product in room-temperature storage.

We use the best raw materials in our product that contains organic rice, Omega-3 based eggs and high quality proteins that are preserved without any added preservatives. Therefore, this product is suitable for any kind of circumstances.

powered by WONG SOLO GROUP

# Why should Makan Ku **?**

#### **New Normal**

To be the main option of food in the new normal era that are practical, delicious and healthy.

#### **Authentic Indonesian Taste**

We provide authentic Indonesian cuisine from all across the country.

#### **Extended Shelf Life**

The shelf life of Makan Ku is 1 year that could be stored in a room temperature storage.

#### Food Grade Packaging

Makan Ku use an international standard of packaging that is categorized as food grade packaging to ensure the safety in consuming the product.

#### **Certified Food Brand**

Makan Ku has obtained the ISO 22000 Certification, Halal Certification from the Indonesian Islamic Council of Religious Scholars, and clearance from the National Food and Drug Agency.

#### **Clean and Hygienic**

Our products are processed with a cutting-edge technology that ensure the cleanliness of the products.

#### Delicious

The delicious taste of Makan Ku was designed by food experts that exists in the Indonesian culinary industry for over 30 years.

#### Non-Frozen Food

Makan Ku Ready Meal could be displayed in an open space without the need of displaying and storing the product into chillers or freezers.

# Consume Makan Ku anywhere.

With the existence of long shelf life, room temperature product and could be cooked without the presence of electricity or fire (in one of our series), Makan Ku could be a credible solution to different kinds of activities such as:



**Camping and Outdoor Activities** 



Traveling



Consumption of Military and Police Task Force



Hajj and Umra



**Natural Disasters** 



Hotels, Cafeteria and Canteen



**Public Modes of Transportation** 



**Geological Exploration** 

# Production Process

Makan Ku was made through hygienic and sterile process that employs the use of modern technology and machines.



### **01.** Cooking

The process of cooking that use high quality raw materials and spices to generate delicious taste.



### **02. Filling** Packing process with a retort pouch pack



#### **03. Exhausting**

Food steaming process in order to eliminate any forms of air inside the food.

### 04. Sealing

Sealing process with in a certain temperature and pressure to ensure the density of our packaging.



#### **05.** Sterilization

Process of putting the finished goods inside the retort machine to eliminate the microorganism pathogen bacteria



### **06.** Packaging

Process of compiling all the food components that will be packed into an Ivory PE Laminated Food Grade Packaging.



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### **Our Products**

We are proud to provide the best products in the form of:

1	MAKAN KU READY MEAL	We provide numerous series within Makan Ku Ready Meal such as:
		Emergency Series Festival Series Home Series
2	MEALS READY TO COOK	Seasoned ready meal side dish with Indonesian delicious and authentic taste that is ready to cook.
3	INDONESIAN TRADITIONAL SNACKS	Providing several Indonesian traditional snacks such as lemper, lemet, and arem-arem that is also processed with retort technology.
4	SEASONING PRODUCTS AND CHILI SAUCE	Seasoning and chili sauce ready meal products, which is ready to serve and also stored in room temperature storage

\*Menu and flavor variants can be adjusted to your needs!

PT. Halalan Theyyiban Indonesia

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Rendans

### MAKAN KU READY MEAL Emergency series

**Makan Ku** Ready Meal Emergency Series is the first-ever Indonesian ready meal product with self-heating technology that does not need electricity or fire in order to cook the food. This particular series is best consumed under emergency circumstances.



Scan to see the video on how to serve



#### TECHNOLOGY

#### Self-Heating Pad

Our self-heating pad contains chalk minerals that contain mixture of aluminum, calcium oxide, and carbonated sodium hydrogen. Food safety is our main concern in regards to this matter. Therefore, we have obtain the MSDS certification that ensures the safety of our self-heating pad.

The heating pad will generate a chemical reaction when soaked with water for approximately 150 – 200 ml. That form of reaction creates a hot steam that is commonly used to heat the food without direct contact towards our food components and practical without the existence of electricity or fire.





### MAKAN KU READY MEAL Festival series & Home series

Makan Ku Ready Meal Festival and Home Series could be heated either with microwave for 3 to 5 minutes or steamed for 10 minutes.



Home Series



### **Beef Rendang**

# Find your favorite menu in all our series.

Don't worry about choosing which series hold your favorite menu, our menu is available in all series. MAKAN KU READY MEAL

# Miscellaneous of Flavors and Joy

With abundance of variants, Makan Ku is ready to give you the authentic taste of Indonesia.



**Sweet and Sour Chicken** 



Chicken with Stir-Fry Tofu



**Spicy Indonesian Chicken** 



**Padang Chicken Sauce** 



Manado Chicken Woku



**Chicken with Vegetables** 



Milkfish with Stir-Fry Tofu



**Milkfish with Vegetables** 



**Fish Curry** 



Javanese Gudeg



**Milkfish with Rice** 



Kapau Rice with Chicken



Kapau Rice with Beef Rendang



Kapau Rice with Jerked Meat



Indonesian Rice Cooked with Coconut Milk with Empal

PT. Halalan Thoyyiban Indonesia



**Chicken Braised in Coconut Milk** 



**Beef Rawon** 



**Beef Rendang** 



**Chicken Stew** 



**Beef Stew** 



Soto Madura



Soto Lamongan



### **Chicken Soup**

#### MEALS READY TO COOK

### **Breakfast series**

The breakfast series consists of selected menus that can be enjoyed at the beginning of the day.



**Corn Porridge** 



**Green Beans Porridge** 



**Black Sticky Rice Porridge** 



**Marrow Porridge** 



Sukabumi Signature Porridge

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### MEALS READY TO COOK Side Dishes

Various side dishes that are ready to be cooked immediately without the need to add more seasoning.



**Grilled Chicken** 



**Fried Chicken** 



**Grilled Carp** 



**Fried Carp** 



**Grilled Nile Tilapia** 



**Fried Nile Tilapia** 

### INDONESIAN TRADITIONAL SNACKS Various Traditional Snacks







Lemper

Lemet

Arem-Arem

# SEASONING PRODUCTS & CHILI SAUCE

### **Seasoning Products**



### SEASONING PRODUCTS & CHILI SAUCE Indonesian Signature Chili Sauce



Various kinds of Chili sauce that is avalaible:

- Padang Ijo Chili Sauce
- Padang Merah Chili Sauce
- Penyet Hijau Chili Sauce
- Penyet Merah Chili Sauce
- Terasi Chili Sauce
- Thai Chili Sauce





# Certification

**Makan Ku** Ready Meal brand has obtained the halal certification from the Indonesian Islamic Council of Religious Scholars, which implicates that, all the raw materials and its production process were complied to their standards.

On the other hand, Makan Ku has also acquire the certification from the National Food and Drug Agency and ISO 22000 on Food Safety Management System.





Halal Certified by Indonesian Islamic Council of Religious Scholars



ISO 22000 : 2018 Food Safety Management System



National Food and Drug Agency (Badan Pengawas Obat dan Makanan)

> Heating Pad Safety Certification

Registration Number: EC No 1272 / 2008 [EU-GHS/CLP] OSHA 29 CFR 1910.1200 America

### **Our credentials**

### **Notable Partners**



Ministry of Social Welfare



Ministry of Religious Affairs

## Our Social Activities

Makan Ku has organized several corporate social responsibility activities in providing our very own ready meal products to the victims of domestic natural disasters.



### **Testimonials.**

what people said about Makan Ku

6 The fish curry is delicious, everything was spot on Andre Taulany Celebrity



66 Makan Ku did not change the authentic Indonesian taste of its menus. The gudeg that I have tried was very delicious

Bang Potan Lecturer





For those of you who missed Indonesian food, you have to try Makan Ku Irfan Hakim Celebrity



**66** It is a breakthrough. Hygienic and creative at the same time

Irjen. Pol. Ahmad Luthfi Central Java Regional Police Chief

For those of you who intends to travel around the world, Makan Ku is very suitable to accommodate your needs when it comes to food

**Eva Yuliana** Indonesian House of Representatives





66 The taste is mindblowing Umi Elvy Sukaeshi Singer

# **DELICIOUS READY MEAL** WITHOUT **PRESERVATIVES**

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www.makanku.co.id Website



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makanku.co.id