



KHONG GUAN GROUP

Company Profile



QR Code E-Catalogue

Our Story

This is our Business Company Profile

Khong Guan Group Indonesia is a renowned company in Indonesia, well-known for their iconic biscuits that are a household staple.

Established in Jakarta in **1970**, the company has expanded significantly and introduced popular biscuit brands across the nation, distributing its products to over **30 countries** globally.

Despite its modest beginnings, **Khong Guan Group Indonesia** has remained committed to introducing **fresh** and **innovative** products that cater to the evolving demands of its consumers. Today, their product range includes a variety of **biscuits**, **cookies**, and **crackers**, available in different shapes, sizes, and flavors appealing to the diverse preferences of its market.

1970 PT KHONG GUAN BISCUIT FACTORY INDONESIA

Khong Guan Group Indonesia began its production with the establishment of their first factory, namely **PT Khong Guan Biscuit Factory Indonesia**, situated on Bogor road in Ciracas, East Jakarta. Having a long standing reputation experience, its products have developed strong brand recognition throughout the years.

1975 PT NISSIN BISCUIT INDONESIA

Khong Guan Group Indonesia establishes its second factory in Semarang, **PT Nissin Biscuit Indonesia**, with the exceptional ability to market their products to every corner of Indonesia and export to various countries worldwide.

1978 PT JADI ABADI CORAK BISCUIT FACTORY INDONESIA

Khong Guan Group Indonesia establishes its third factory in Surabaya, **PT Jadi Abadi Corak Biscuit Factory Indonesia**, supported with high-technology machineries to maintain the quality and taste of the products.

1983 PT MONDE MAHKOTA BISCUITS

As the fourth factory, **PT Monde Mahkota Biscuits** produces high quality products, consistently performing as a top player in the wafer category.

1990 PT SERENA INDOPANGAN INDUSTRI

Khong Guan Group Indonesia establishes its fifth factory, **PT Serena Indopangan Industri**, in Cibinong, with an integrated warehouse for distribution.

Brief History



PT Khong Guan Biscuit Factory Indonesia began its operations in 1970 by making biscuits from home, but later constructed its first factory in Ciracas. The company is dedicated to delivering exceptional quality products that maintain a consistent taste.

This commitment to quality has enabled Khong Guan to establish a prominent reputation as a renowned biscuit producer in Indonesia, particularly with its famed product, the 'Khong Guan Red Tin'.



Jacobis, also formally known as **PT Jadi Abadi Corak Biscuit Factory Indonesia**, opened its Surabaya factory in 1978 to satisfy the growing need for innovative biscuits. They began producing high-quality biscuits at reasonable prices.

Today, **PT Jadi Abadi Corak Biscuit Factory Indonesia** is recognized as the initial premium biscuit maker in Indonesia, having successfully introduced their flagship product, 'Genji Pie', which is a collaboration with Japanese biscuit manufacturers to provide international quality products.



PT Serena Indopangan Industri adapted to the evolving technological landscape by implementing advanced technology in its biscuit production process. In 1990, the company established its factory in Cibinong.

With the aid of this technology, **PT Serena Indopangan Industri** was able to diversify its product range and introduce biscuits with unique flavors, rendering it to be more competitive.

Serena appeals to the younger market through the use of hype and trend.

VISION

Taking pride in our position as the leading producers of premium food and snacks across all categories.



MISSION

Committed to delivering and supplying high-quality products both locally and internationally with unwavering consistency.



Acknowledgements



Halal Award By MUI



Superbrands Award 2003-2004
Superbrands Award 2008-2009



Top Brand Award 2014



Achievement Record
2016



Awards from International Biscuits and Food Competitions

Dominating the Monde Selection International Biscuits and Food Competitions by winning 7 gold medals upon inception and an outstanding record of awards, including 88 gold medals in a row, along with 6 coveted trophies

Khong Guan Group Indonesia delivers high-quality biscuits using rigorous quality control procedures and adhering to strict food safety standards such as **Halal Assurance System HAS 230001, FSSC, ISO 22000:2018, and ISO 9001:2015.**

The company **prioritizes safety, sustainability,** and **ethical sourcing,** meeting all safety and operational standards while ensuring ingredients are responsibly sourced and produced in an eco-friendly way.

Brands

serena

 **KHONG GUAN**

Jacobis

Kogen

Monde

 **NISSIN**

Klik
CRACKERS

CLASSIC
Chocolate Wafer

Bourbon

OZLO
COOKIES

PieBis
Biskuit Rasa Kacang Almond

Gabin
BISKUIT

Rento

Saltcheese

Genji

Troy

Polo
Snack

Lemonia
Lemon Flavored Biscuit

Product Categories

Khong Guan Group Indonesia factories are equipped to produce a **wide variety of biscuit** products across all categories.

These include :

Assorted | Biscuit | Cookies | Crackers | Pie | Sandwich | Snack | Wafer

With its **versatile production** capabilities, **Khong Guan Group Indonesia** can cater to the **diverse tastes** and **preferences** of its customers by offering a **comprehensive range of biscuit products**.



Product Categories



ASSORTED



BISCUIT



COOKIES



CRACKERS



PIE



SANDWICH



SNACK



WAFER

Local Distribution

Khong Guan Group products are sold in all GT & MT channels

- GT & MT channels



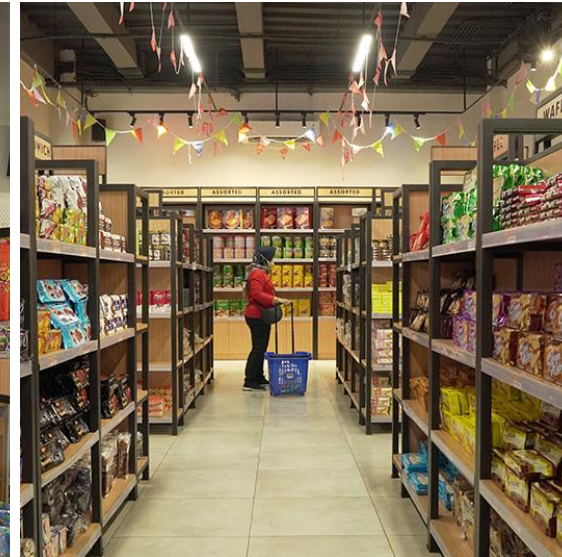
- CVS channels





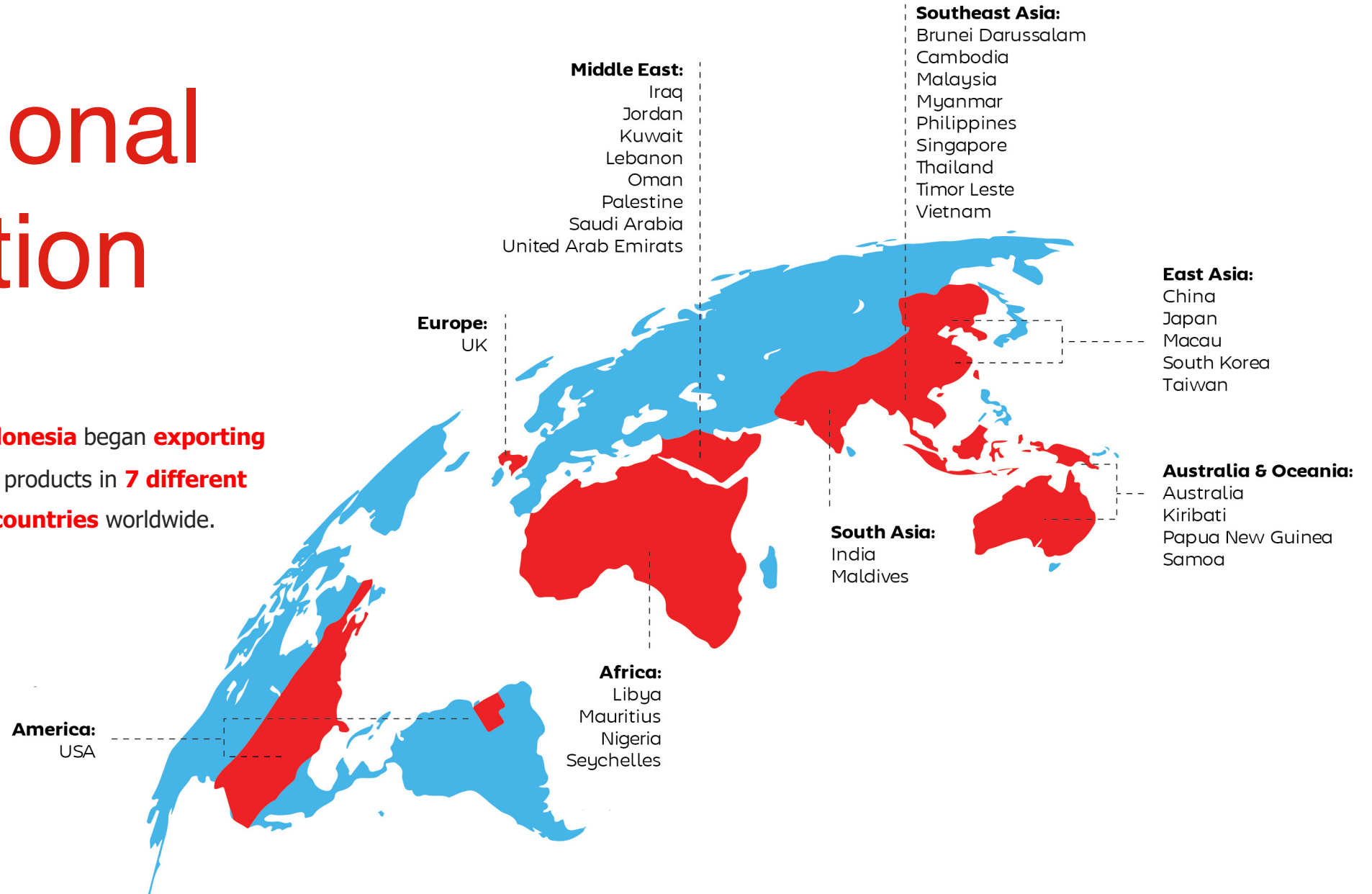
Khong Guan Mart

Total we have **5** Khong Guan Mart in **Jakarta**, that solely **only selling the products** from **Khong Guan Group**.



International Distribution

In 1983, Khong Guan Group Indonesia began exporting custom-made, high-quality food products in 7 different categories of biscuits to over 30 countries worldwide.



International Distribution

Some examples of the GT & MT channels around **ASEAN, East Asia, and Oceania region.**



OEM BRANDS

We take pride in our **partnerships** with **renowned brands**, bringing their visions to life and delivering exceptional results that resonate with their audiences such as below:



Binggrae®



OEM BRANDS



Contact Us

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