



BENFOOD

**Welcome to the
Home of Quality Indonesian
Snacks & Biscuits**

BENFOOD

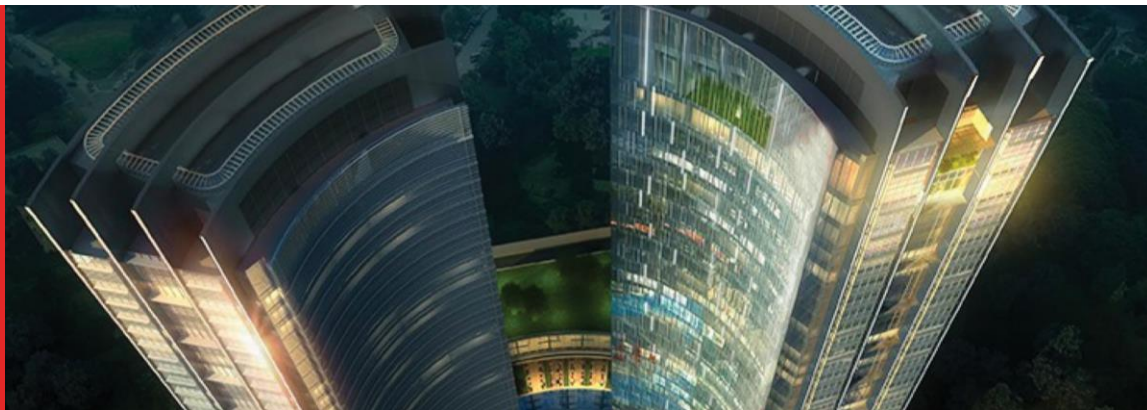


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The logo consists of the word "BENFOOD" in white, bold, uppercase letters, centered within a red, speech-bubble-like shape.

PT Benfood Dinamika Sentosa

was established in August 2020 as a distribution company that commits to provide high quality and halal products.



PT Bright Foods International

is a manufacturing company that producing **biscuit and snack** products since 2014 in Sentul, Bogor and has been **certified** by ISO 22000: 2018 and SNI 2973: 2011.





At a Glance : Alfa Corporation

Retailer & Convenience Store



E-Commerce & Digital Business



Product, Services & Manufacturing

VISION, MISSION, and CORE VALUES

VISION

To become main leading innovative and trusted company in biscuit and snack category

MISSION

Produce high quality, affordable, and tasty biscuit and snack with innovation that everyone loves and enjoys everywhere

G

Grateful

R

Respect

E

Excellence

A

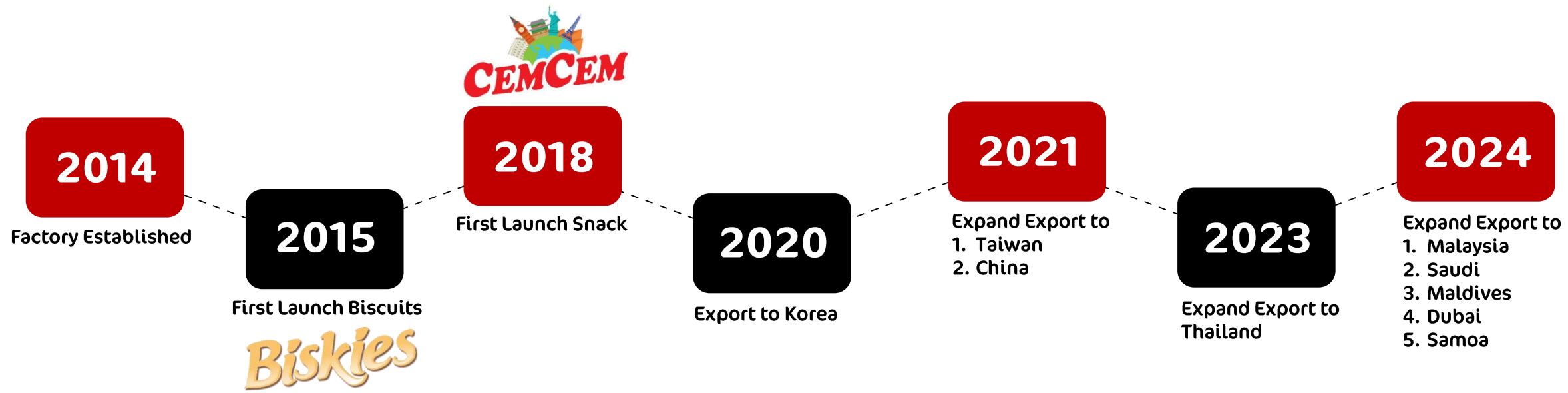
Agility

T

Teamwork



The Infinity Journey





Products Lineup



Biskies

The fantastic fusion of crunchy biscuits with the perfect blend of savory and silky sweet cream. Crafting a flavor loved by all family members and craving it for more.



Try other variants:

Cheese

Vanilla



Product Name	Available Flavors	Configuration
Biskies Cracker Sandwich	Chocolate, Vanilla, Cheese	1 crt = 24 packs @96g



Perfect combination of thin crunchy crackers and indulging cream filling that melts in your mouth. Inspired by French recipe, giving you a perfect companion for your relaxing me-time.



Product Name	Available Flavors	Configuration
Biskies Black Cracker Sandwich	Chocolate Crème, Milky Vanilla	1 crt = 24 packs @72g 1 crt = 6 display boxes x 12 packs @24g



Thin crackers with crunchy texture sensation,
combined with tempting barbeque seasoning. Giving
you perfect companion for your snacking moments.



Cheese

Try other variants:



Product Name	Available Flavors	Configuration
Biskies Cheezy Crackers	Barbeque, Cheese	1 crt = 24 packs @96g

Biskies OAT GANDUM KURMA

Discover the triple goodness of oats, wheat, and dates that provide lasting energy, satisfaction with rich-natural dates sweetness. Good for those needing a nutritious and delicious treat to stay energized throughout the day. #GoodforYou



Product Name	Available Flavors	Configuration
Biskies Oat Gandum	Dates	1 crt = 24 packs @108g 1 crt = 6 display boxes x 12 packs @27g



Try CEMCEM Corn Stick!

A tasty, crunchy corn stick made from real corn. CEMCEM Corn Stick comes with 4 flavors: Chicken & Onion, Cheese, Spicy Balado, and Barbeque.

CEMCEM Corn Stick is the perfect snack for you anytime, anywhere! Get your CEMCEM Corn Stick today and experience the delicious taste of real corn!

Try other variants:



Product Name	Available Flavors	Configuration
CemCem Corn Stick	Chicken Onion, Cheese, Spicy Balado, Barbeque	1 crt = 30 packs @60g 1 crt = 40 packs @15g



Product Name	Available Flavors	Configuration
CemCem Corn Shots	Fried Chicken, Chocolate	1 crt = 30 packs @55g 1 crt = 60 packs @16g





CEMCEM Popcornz: Popcorn that doesn't drain your wallet!
Imagine the best choice of corn grains exploding into a crunchy and fluffy snack, covered in sweet, sticky caramel with alluring aroma.
Try 3 flavors of CEMCEM Popcornz:
Caramel, Chocolate, Spicy Balado!

Try other variants:



Product Name	Available Flavors	Configuration
CemCem Popcornz	Caramel, Chocolate, Spicy Balado	1 crt = 30 packs @55g 1 crt = 60 packs @20g



JOA-YO KOREAN SEAWEED

Joa-Yo Korean Seaweed is packed with rich, savory flavor—perfect for snacking straight from the pack or adding a tasty crunch to your favorite dishes. With its bold Korean taste and irresistibly crispy texture, Joa-Yo is the go-to snack for active and creative teens.

Take a bite, enjoy the crunch,
and make every moment more exciting!

Product Name	Available Flavors	Configuration
JOA-YO Korean Seaweed	Original	1 crt = 5 display boxes x 12 packs @4g

Products Catalog Summary



Dates

24 pcs x 108 g

Carton Dimension (mm)
356 x 240 x 188



Dates

6 boxes x 12 pcs x 27 g

Carton Dimension (mm)
311 x 162 x 217



Chocolate,
Cheese,
Vanilla

24 pcs x 96 g

Carton Dimension (mm)
400 x 258 x 150



Chocolate Creme,
Milky Vanilla

24 pcs x 72 g

Carton Dimension (mm)
345 x 296 x 153



Chocolate Creme,
Milky Vanilla

6 boxes x 12 pcs x 24 g

Carton Dimension (mm)
325 x 135 x 235



Barbeque,
Cheese

24 pcs x 96 g

Carton Dimension (mm)
345 x 296 x 153



Chicken Onion,
Spicy Balado,
Cheese,
Barbeque

30 pcs x 60 g

Carton Dimension (mm)
462 x 345 x 395



Chicken Onion,
Spicy Balado,
Barbeque

4 hangers x 10 pcs x 15 g

Carton Dimension (mm)
500 x 260 x 280



Fried Chicken,
Chocolate

30 pcs x 55 g

Carton Dimension (mm)
446 x 317 x 267



Fried Chicken,
Chocolate

6 hangers x 10 pcs x 16 g

Carton Dimension (mm)
480 x 270 x 315



Caramel,
Chocolate,
Spicy Balado

30 pcs x 55 g

Carton Dimension (mm)
459 x 319 x 377



Caramel,
Chocolate,
Spicy Balado

6 hangers x 10 pcs x 20 g

Carton Dimension (mm)
445 x 250 x 320



Original

5 boxes x 12 pcs x 4 g

Carton Dimension (mm)
330 x 130 x 135

Biscuit & Snack Line



Certifications

Halal Certified



SJH Certified



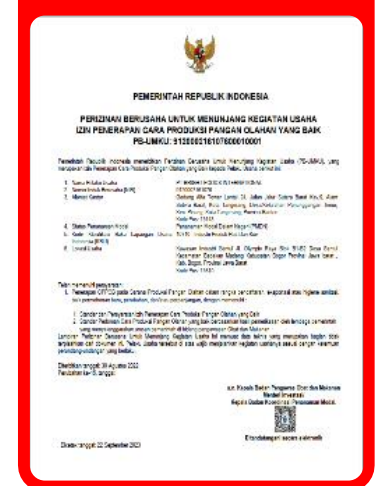
SNI Certified



ISO 22000



BPOM Certified





Biscuits

- 
- 
- 
- 
- ✓ Biscuit Crackers
 - ✓ Malkist Crackers
 - ✓ Sandwich Crackers
 - ✓ Sugar / Salt Sprinkled Crackers
 - ✓ Dusting-Processed Seasoning Crackers
 - ✓ Enrobed / Coated Biscuits



Snacks

- 
- ✓ Extruded Stick
 - ✓ Extruded Balls (Small & Big Size)
 - ✓ Extruded Puff
 - ✓ Extruded Hollow
 - ✓ Extruded with Slurry Seasoning
 - ✓ Corn-based Extrude
 - ✓ Rice-based Extrude



National Distribution Coverage





Marketing Activities - Biskies



Marketing Activities - Cemcem





Above The Line – Our Social Media Biskies

INSTAGRAM

< mybiskies

Biskies
433 posts 18,3K followers 0 following

KREZZ Biskuitnya, Enak Rasanya!
Part of Benfood Group.
@benfoodofficial_id
@cemcemsnack... more
See Translation
linktr.ee/mybiskies

Followed by elsa, degerlianaaa and 30 others

Following Message Email

Promo Leba... Ramadan 2... Find Us PhotoComp... Black Cha

TIKTOK

< mybiskies

@mybiskies
1 Following 14.2K Followers 90.3K Likes

Message

KREZZ Biskuitnya, Enak Rasanya!
Get your Biskies here
https://vt.tiktok.com/ZSMoS8Gk6/?pag...
Email

Pinned

142.5K

124

110

125

801

36

FACEBOOK

< My Biskies

My Biskies
59K likes • 58K followers
http://Linktr.ee/mybiskies

Message Liked

X/TWITTER

< My Biskies

My Biskies
@my_biskies
Linktr.ee/mybiskies Joined March 2023
0 Following 25 Followers

Posts Replies Videos Photos

My Biskies @my_biskies · 23h
Sobat Biskies sejati pasti tau nih jawabannya!
#Biskies #MyBiskies #BiskiesEngage #Hadiah #CamilanKekinian #TebakTebakan #Seruseruan

KUIS BARENG BISKIES
Mana Biskies Oat Gandum Kurma yang asli?
A. B. C. D.

YOUTUBE

< My Biskies

My Biskies
@MyBiskies
207 subscribers • 16 videos
Instagram & Tiktok: @MyBiskies ...more
instagram.com/mybiskies and 2 more links
Subscribed

Home Videos Shorts

For You

611 views

517 views

58 views

Shorts



Above The Line – Our Social Media Cemcem

INSTAGRAM

< cemcemsnack

CEMIL-CEMILan

615 posts 12,1K followers 1 following

Part of Benfood Group.
@benfoodofficial_id
@mybiskies
@benfarm.id... more
linktr.ee/cemcemsnack

Followed by elsa, degerlianaa and 28 others

Following

Message

Find Us

#GoesToRa...

#GoesToGa...

CemCem X...

#maCEMr

TIKTOK

< Ini Snack CemCem

@cemcemsnack

2 Following 5,591 Followers 16.5K Likes

Message

CEMCEM
Ini Snack CemCem, Bukan Cemceman!
IG: @cemcemsnack
linktr.ee/cemcemsnack

FACEBOOK

< CemCem Snack

CemCem Snack

38K likes • 38K followers

CEMILan GokiL dengan Rasa+62 cocok buat kamu yang GokiL
#RiiLGokilnyaRasaPlus62 #CEMiLTrusTrusCEMiL

Shop now Liked

X/TWITTER

< cemcem snack

cemcem snack
@CemCemSnack

1 Following 39 Followers

linktr.ee/cemcemsnack Joined April 2023

Posts Replies Videos Photos

cemcem snack @CemCemSn... · 23/09/24
Promo Spesial Alert! ✨
Beli 1, Dapat 1 GRATIS! Saatnya manjakan diri atau berbagi kebahagiaan dengan orang terkasih. Jangan sampai ketinggalan, ya! Jangan lupa klik link di bio untuk pembelian ya!!!
#benfood #mybiskies #cemcem #biskuit #snack #buy1free1 #senin #pagi

YOUTUBE

CemCem Snack

@CemCemSnack

101 subscribers • 8 videos

Instagram: @CemCemSnack ...more
instagram.com/cemcemsnack and 1 more link

Subscribe

Home Shorts

Shorts



Above The Line - TV Commercial





Below The Line – MT & GT Activities



Sampling, Selling, & Display MT



Program Display & Motorist GT



Below The Line – Direct Selling, Sampling, & Sponsorship

Direct sampling at schools (Biskies Black, Corn Stick, and Corn Shot) | Direct selling door to door (special package 10.000 Biskies Black & Corn Shot) | Canvassing retail (special package 33.000 Biskies Black & Corn Shot)



21 Mei 2024 09:04:34
52 Jalan Pondok Betung Raya
Pondok Betung
Kecamatan Pondok Aren
Kota Tangerang Selatan
Banten

Channel Distribution - Modern Trade



E-Commerce & Online Shop



Shopee



tokopedia



bukalapak



Lazada



*On process



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Banten 15143



THANK YOU

Let's **collaborate** and **grow** together!

