



SNACK FOODS

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SNACK FOODS

Disampaikan pada:

Seminar

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Sabtu, 19 November 2011

Auditorium AMN

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Darmaga-BOGOR

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SNACK FOODS

Agenda :

- Definisi *snacks*
- Jenis-jenis *snacks*
- Beberapa contoh
- Perkembangan *snacks* di Indonesia

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SNACK FOODS

Sulit memberikan batasan?

- 1. Istilah bervariasi**
 - camilan,
 - kudapan,
 - makanan kecil,
 - makanan ringan,
 - makanan selingan,
 - dan ???
- 2. Citarasa bervariasi**
 - asin,
 - gurih,
 - manis; -dan bahkan-
 - pedas;
 - dan ???

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Sulit memberikan batasan?

Menurut SFA

- Jumlah (porsi) kecil (relatif)
~ < 300 Kkal/porsi
- Umumnya:** kaya lemak, kaya gula, kadar air rendah-sedang
- Dikonsumsi between meal → diantara makan pagi, makan siang, dan makan malam.
- Contoh : keripik, biskuit, dll.





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SNACK FOODS ... Industri di Indonesia?















...dan lain-lain



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FOOD REVIEW
SNACK ATTACK
Snack TODAY

SNACK FOODS ... Produk di Indonesia?



- Kering, renyah
- Asin, gurih

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FOOD REVIEW
SNACK ATTACK
Snack TODAY

SNACK FOODS ... Produk di Indonesia?



- Kentang
- Kering, renyah
- Asin, gurih

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SNACK FOODS ... Produk di Indonesia?

- Keripik buah, manis/asin
- Kering, renyah

Nangka

Apel

Mangga

Salak

(PS 1 LS) KERIPIK PISANG ASIN

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SNACK FOODS ... Produk di Indonesia?

- Kering, renyah + lembek/creamy
- Manis, asin, dll

beng-beng

Biskuit Bolu

Roma Biskuit Kelapa

Gery Biscuits

meiji

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SNACK FOODS ... Produk di Indonesia?

- Nuts (kacang-kar=cangan)
- Kering, renyah + lembek/creamy
- Manis, asin, dll






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Smart & Simple Food
Smart Snack

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SNACK FOODS ... Produk di Indonesia?

- Semi basah, basah
- Aneka rasa





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Smart & Simple Food
Smart Snack

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SNACK FOODS ... Produk di Indonesia?






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SNACK FOODS ... Industri Pangan Indonesia tumbuh pesat! (Nielsen, 2011)

INDONESIA GROCERY			
	Rank	Contribution	Value Growth
FOOD			%
Tea	13	1.7	9.5
Instant Noodles	1	11.5	7.4
Stock Soup	10	2.1	7.4
Powder Milk	2	9.8	6.1
Snack	9	2.4	6.1
SCM	6	3.6	5.8
Biscuit	3	6.1	5.3
Baby Cereal	20	0.6	3.9
Energy Drink	11	1.9	3.8



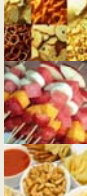

FOOD – INDONESIA GROCERY | YTD Sep 2011 vs. LY| Contribution & Value Growth %



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SNACK FOODS ... Industri Pangan Indonesia tumbuh pesat! (Nielsen, 2011)

INDONESIA GROCERY			
	Rank	Contribution	Value Growth
FOOD			%
Ice Cream	12	1,8	>50
Branded Cooking Oil	5	3,9	> 30
Dry Noodles	16	1,2	> 30
Chili Sauce	19	0,6	>20
Cheese	24	0,2	>20
Soy Sauce	14	1,6	>20
Tea-RTD	7	3	17,5
Liquid Milk	8	2,5	17,3
Chocolate	15	1,3	16,7
Breakfast Cereal	17	1	10,2

FOOD – INDONESIA GROCERY | YTD Sep 2011 vs. LY | Contribution & Value Growth %



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SNACK FOODS ... Industri Pangan Indonesia tumbuh pesat! (Nielsen, 2011)

Modern Snack Val growth

Top Asli >15%

Indofood >10%

Siantor Top >5%

Cassava Val growth

Indofood >20%

Arira >5%






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SNACK FOODS ... Industri Pangan Indonesia tumbuh pesat! (Nielsen, 2011)

	Value Growth
Khong Guan	>10
Mayora Indah	>20
Kraft Foods Indonesia	>5
Ultra Prima Abadi	>1
Amotts	>5
Asia Sakti Wahid Food	>20
Universal Indofood	>1







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SNACK FOODS ... Industri Pangan (lokal) (Nielsen, 2011)




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SNACK FOODS ... Industri Pangan (lokal) ...identitas daerah!





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Industri Pangan di Indonesia tumbuh pesat! (Nielsen, 2011)

Dry Noodles	Growth
Dry Noodles	32.8
Subafood Pangan Jaya	>30
Tiga Pilar Sejahtera	>25
Indofood	>25
Heinz Suprama	>45
Sinar Pangan Sejahtera	>100
Wijaya Panca Sentosa Food	>45
Surya Pratista Utama	>295
Kuala Pangan	>25




3



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Industri Pangan di Indonesia tumbuh pesat! (Nielsen, 2011)

Frozen Fish and Meat	Val growth %
Frozen Fish and Meat	19.7
Prima Food	>15
Supra Sumber Cipta	>15
Charoen Pokphand Indonesia	>10
Askar Murda Sukses	>50
Belfoods	>80
Macroprima Pangan Utama	>5
Dagsap Endura Eatore	>55
Wonokoyo Jaya Korporindo	>55




4



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Industri Pangan di Indonesia tumbuh pesat!

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Tempat kerier potensial bagi lulusan Dept Ilmu & Teknologi Pangan

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Terimakasih

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