



CIPTA

One Company. Countless Creations.

PRODUCT CATALOGUE

2025 / 2026



THE ORIGIN AND GROWTH OF CIPTA FOOD

PT Cipta Aneka Pangan Prima was established in 2006, originating from the founder's strong determination to build an independent business despite personal challenges. The company was founded on the principles of diligence, integrity, and a consistent spirit of innovation. Starting with a 300 m² production facility, Cipta stands as tangible proof that a major company can grow from truly humble beginnings.

Over time, Cipta's production facilities have expanded rapidly, reaching 17,000 m² in 2020. Now, in the year of 2025, Cipta is continuing its expansion through the construction of new facilities and warehouses to boost production capacity and distribution efficiency. This growth encompasses not only infrastructure development but also significant product diversification. From producing only chocolate filling powder for the bakery industry, Cipta now offers hundreds of Stock Keeping Units (SKU), including chocolate sprinkles (meises), compound chocolate bar, jams, emulsifiers, and various other ingredients designed to meet the needs of the entire Indonesian baking industry.

Cipta's development into a major player in the food ingredients industry is inseparable from the support of a solid network, consisting of suppliers, distributors, and loyal customers. The strength of this network remains a strategic asset that the company continues to maintain and reinforce. Furthermore, the internal Research and Development (R&D) team serves as the driving force for innovation, consistently delivering high-quality products at competitive market prices.



CIPTA FOOD JOURNEY

2006

Cipta founded; leased a small plot of land and began operations by producing chocolate filling powder.

2008

Moved to the Cimareme industrial area with owned land; added product lines such as chocolate rice (meises) and chocolate compound bar.

2013

Relocated to Gempol, Cimahi, with a 3,500 m² facility for continued product development.

2015

Established a new division for emulsifiers and jams.

2018

Expanded the facility to 7,000 m² and began using European-standard machinery.

2020

Factory expanded to 17,000 m².

2023

Initiated the implementation of machine automation to improve both team efficiency and quality control (QC).

2025

Construction of a new warehouse and expansion of production facilities on existing owned land.



CIPTA FOOD CORE VALUES

- ✔ Quality
- ✔ Innovation
- ✔ Hygiene
- ✔ Responsibility
- ✔ Sustainability



CERTIFICATION



COMPANY SCALE METRICS

Cipta currently serves 90% of Indonesian territory with an active distribution network that reaches every province. This network reflects the strength of our logistics and our solid partnerships. Furthermore, Cipta's subsidiary has also begun exporting to several countries in Asia, marking the initial step toward the international market and regional leadership in the food ingredients industry.



VISION

To be a pioneer of innovative, high-quality, affordable, and trusted food products in Indonesia and around the world.

MISSION

Development of quality products, continuous innovation, wide distribution, excellent service, and environmentally friendly efficiency.

CIPTA FOOD TEAM & CULTURE

Cipta's work culture is founded on the **FIRE** values (Fighting Spirit, Initiative to Explore, Resourceful Mindset, and Empowered Ownership), which drive every individual to uphold commitment, collaboration, and effective solution delivery. Supported by an experienced internal team, Cipta provides responsive product demonstrations and technical services to address various operational challenges faced by customers.

In our operational activities, Cipta also implements sustainability principles through the use of energy-efficient machinery, the utilization of recycled water from the waste water treatment plant (IPAL), and future plans for adopting solar panels to continuously improve energy efficiency.



OUR NEW PRODUCT



UNCLELY PUFF PASTRY

Ready-to-bake frozen puff pastry sheets with flaky layers for various sweet and savory pastries.



CHOCKELY WHITE

Premium white chocolate, perfect for smooth coating and elegant decoration.



CRONER PEANUT BUTTER

Smooth peanut butter with authentic nutty flavor, perfect as a spread, cake filling, or sauce mix.



CRONER PECTIN

Ready-to-use fruit jam with a glossy finish and real fruit content of up to 50%. Variants: **Strawberry, Blueberry, Pineapple.**



INNOVA PASTE HAZELNUT

Oil-based chocolate filling with rich hazelnut flavor and smooth texture, perfect for spreads, bread fillings, or toppings.



INNOVA DICED PENAUT

Roasted diced peanuts, ideal for toppings or dough mixes.

OUR PRODUCT LINE

COATINGS AND DECORATIONS

BEST


CHOCKELY PREMIUM

Premium compound chocolate with high cocoa content and a rich, indulgent taste.



CHOCKELY SHAVING

Balanced sweet and bitter soft chocolate shavings, perfect for decorative finishing.

NEW


CHOCKELY WHITE

Premium white chocolate, perfect for smooth coating and elegant decoration.



CHOC 168 COMPOUND

Affordable compound chocolate featuring the distinct sweet chocolate flavor loved by many.



INNOVA DIPGLAZE

Premium dip glaze that enhances the appeal, sweetness, and aroma of doughnuts, cakes, and pastries. Variants: **Chocolate, Matcha, Strawberry, Blueberry, Taro, Cheese, Vanilla, Tiramisu.**



CHOC 168 DIGLAZE

Mid-range doughnut glaze for coating baked goods, adding a sweet taste and an appealing finish. Variants: **Chocolate, Matcha, Strawberry, Blueberry, Taro, Cheese, Vanilla, Tiramisu.**



CARREZA DIPGLAZE

Affordable glaze perfect for coating doughnuts and pastries, delivering appealing finish in its class. Variants: **Chocolate, Matcha, Strawberry, Taro, Vanilla, Tiramisu.**



INNOVA CHOCO RICE

Premium bake-stable chocolate sprinkles for attractive decoration and delicious chocolate taste.



INNOVA CHOCO BUTTON



Premium chocolate buttons with smooth melting characteristics, perfect for decoration and cake fillings.

INNOVA CHOCO CHIP



Premium chocolate chips with intense flavor and excellent bake stability.

INNOVA CHOCO TAIL



Premium long-shaped choco chips for topping or artisan-style chocolate filling.



CHOC 168 CHOCO RICE



Affordable chocolate sprinkles for cake and bread toppings with good bake stability.

INNOVA SUGAR POWDER



Premium powdered sugar for dusting, mixing, or decoration that delivers a smooth and attractive finish.

FILLINGS, SPREADS & SAVORY

BEST INNOVA PASTA



Premium oil-based chocolate filling with bake-stable quality, ideal for bread fillings, pastry toppings, and dough mixes.

NEW INNOVA PASTE HAZELNUT



Oil-based chocolate filling with rich hazelnut flavor and smooth texture, perfect for spreads, bread fillings, or toppings.

INNOVA CHOCO CRUNCHY



Oil-based premium chocolate filling with a crunchy sensation, great for adding appealing texture to bakery and pastry products.

NEW CRONER PEANUT BUTTER



Smooth peanut butter with authentic nutty flavor, perfect as a spread, cake filling, or sauce mix.

NEW INNOVA DICED PEANUT



Roasted diced peanuts, ideal for toppings or dough mixes.

INNOVA CHOCO PREMIX POWDER



Ready-to-use chocolate premix that simplifies bread-making while adding rich chocolate flavor.



CHOCC168 PASTE



Oil-based sweet chocolate filling with an enticing chocolate aroma, suitable for bakery applications and spreads.

CHOCC168 CRUNCHY



Sweet chocolate filling with crunchy texture, ideal for adding appealing texture to bakery and pastry products.



CRONER JELLY

Bake-stable fruit jelly jam with a sweet taste and authentic fruity aroma. Variants: **Strawberry, Blueberry, Pineapple, Melon, Durian, Kiwi.**



CRONER CREAM FILLING

Creamy jam with a subtle sweetness and excellent baking stability for bread fillings. Variants: **Chocolate, Cheese, Banana, Milk, Vanilla, Sarikaya, Mocca, Greentea, Durian.**



CRONER PECTIN

Ready-to-use fruit jam with a glossy finish and real fruit content of up to 50%. Variants: **Strawberry, Blueberry, Pineapple.**

CRONER FIBER



Fiber-rich pineapple jam with high fruit content, perfect for pineapple tart (nastar).



INNOVA FILLINGS FOR PIA AND MOONCAKE

Premium natural-based fillings without preservatives. Variants: **Mung Bean, Red Bean, Durian, Durian Puree.**

CHOCC "O" FILL



Premium sweet chocolate powder with melted and smooth character, suitable for fillings and frosting.

"O" FILL 168



Sweet chocolate powder designed for medium and entry-level bakery fillings.

CHOCC 168



Entry-level chocolate powder for bread fillings, available in oil-based or water-based variants.

COCONUT "O" FILL



Premium coconut filling powder with savory-sweet flavor and grated coconut texture, ideal for various applications.

INNOVA CHEESE FILLING



Premium cheese filling powder with authentic savory taste, ideal for diverse bakery applications.

BREAD AND CAKE SOLUTIONS



INNOVA CAKE EMULSIFIER

Premium cake emulsifier that delivers maximum rise and overmix stability, ideal for premium sponge cakes.



SOFT 168 EMULSIFIER

Affordable cake emulsifier that delivers maximum rise in its class, perfect for everyday sponge cake applications.



INNOVA BREAD IMPROVER

High-quality bread improver for softer texture, greater volume, and extended freshness.



INNOVA VANILLA EKL

A soft, milk-flavored bread emulsifier that helps improve the texture and taste of bread, making it more delicious.



FROZEN READY TO BAKE



UNCLELY PUFF PASTRY

Ready-to-bake frozen puff pastry sheets with flaky layers for various sweet and savory pastries.





PIZZA PUFF PASTRY

INGREDIENTS :

1. **Unclely Puff Pastry**
2. Boiled Chicken Fillet, as needed
3. Instant Bolognese Sauce, as needed
4. Red Bell Pepper, as needed
5. Green Bell Pepper, as needed
6. Mozzarella Cheese, as needed
7. Parmesan Cheese, as needed

BÉCHAMEL SAUCE INGREDIENTS :

1. 50 gr Butter
2. 50 gr All-Purpose Flour
3. 250 gr Fresh Milk
4. Salt, as needed
5. Pepper, as needed
6. Chicken Powder, as needed

METHOD :

1. Prepare all the ingredients for the bechamel sauce. Sauté the butter, then add the flour. Mix and stir until well combined and the raw flour smell disappears. Add fresh milk and seasonings, stir until smooth and thickened.
2. Prepare **Unclely Puff Pastry** on a flat baking tray, then place another tray on top of the puff pastry and bake in the oven at 180°C for about 10 minutes.
3. Add instant bolognese sauce and bechamel sauce.
4. Next, add and arrange the boiled chicken and bell peppers.
5. Sprinkle the top of the pizza with mozzarella and parmesan cheese.
6. Bake at 230°C (top heat) until fully cooked.
7. Your Puff Pastry Pizza is ready to serve.



NAMA CHOCKELY

INGREDIENTS :

1. 1000 gr **Chockely Premium**
2. 400 gr Dairy Cream
3. 70 gr Unsalted Butter
4. Chocolate Powder, as needed

METHOD :

1. Cut Chockely Premium into smaller pieces to make it easier to melt.
2. Melt using the double boiler method over hot water, stirring gently until fully melted and smooth in texture.
3. In a separate pan, heat the dairy cream until warm (no need to boil), then turn off the heat.
4. Gradually pour the warm dairy cream into the melted chocolate while stirring slowly until well combined and a smooth ganache texture forms.
5. Add unsalted butter into the chocolate mixture and stir until the butter melts and blends evenly. This will give the Chockely a glossy finish and a smooth texture.
6. Pour into a square mold lined with plastic wrap to make it easier to remove and cut later.
7. Refrigerate for at least 3–4 hours or until set.
8. Once set, remove from the mold and cut into 3 cm x 3 cm cubes or as desired.
9. Dust with cocoa powder until the entire surface is evenly coated.
10. Chockely is ready to serve.
11. Store in an airtight container in the refrigerator to keep it fresh longer.

OUR

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