



PRODUCT

2026 / 2027

CATALOGUE





COMPANY OVERVIEW

90%

Nationwide Coverage
Across Indonesia

1000+

Clients Since 2006

20+ Years of Expertise
in Bakery Ingredients

**20
06**

Cipta founded, began operations by producing chocolate filling and leased a small plot of land (300m²)

**20
08**

Relocated to Cimareme industrial area with its own facility, expanding the product line to include chocolate sprinkles and compound chocolate blocks.

**20
13**

Relocated to Gempol, Cimahi, with a 3,500 m² facility to support further product development.

Expanded the factory to a total area of 17,000 m².

**20
20**

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

**20
18**

Established new business divisions for cake emulsifiers and jams.

**20
15**

**20
23**

Implemented production automation to improve operational efficiency and quality control (QC).

**20
25**

Started constructing a new warehouse and expanding production facilities on the existing factory site.



200+

Employees Across
Various Departments

200+

total SKUs

17.000M²

Factory Area

CORE VALUES

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

CERTIFICATIONS



VISION

To become a pioneer in innovative, high-quality, and affordable food products, trusted by the food industry throughout Indonesia and around the world.

MISSION

To develop high-quality products through continuous innovation, extensive distribution, exceptional customer service, and environmentally responsible operational efficiency.

TEAM & CULTURE

Cipta's workplace culture is built on the FIRE values (Fighting Spirit, Initiative to Explore, Resourceful Mindset, and Empowered Ownership), fostering commitment, collaboration, and effective problem-solving. Supported by a highly competent team, Cipta delivers product demonstrations, responsive technical support, and sustainable manufacturing practices through energy efficiency, wastewater recycling (WWTP), and future solar energy initiatives.



COATINGS & DECORATIONS

CHOCKELY PREMIUM

Made with a high concentration of cocoa, Chockely Premium offers a deep, indulgent chocolate taste.

Designed as our signature product, it empowers bakers and chefs to create premium-quality desserts with confidence.

BENEFIT

- ✔ Highest Cocoa Content for a Premium Chocolate Taste.
- ✔ Rich Chocolate Flavor that Remains Intense Even After Baking.
- ✔ Easy to Use and Highly Versatile for a Wide Range of Bakery and Confectionery Applications.





COATINGS & DECORATIONS

CHOCKELY SHAVING

Designed for **elegant decoration**, Chockely Shaving offers **smooth texture, glossy curls**, and **easy application** for premium bakery creations.



CHOCKELY

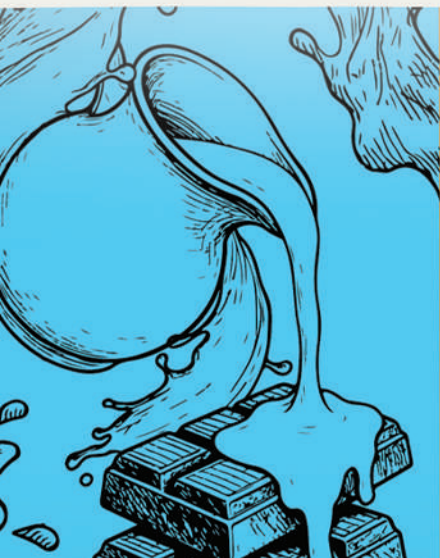
— CHOCOLATE BAKING COMPOUND —



SHAVING CHOCOLATE

CHOCKELY WHITE

A premium white compound chocolate with a **smooth, creamy taste, excellent melting performance, and high stability** for coating and molding applications.



CHOCKELY

— WHITE BAKING COMPOUND —

WHITE COMPOUND

COATINGS & DECORATIONS



INNOVA CHOCO RICE

AVAILABLE IN 4 GRADES

Premium chocolate sprinkles with excellent heat resistance, delivering an attractive finish and rich chocolate flavor.



INNOVA CHOCO CHIPS

Premium chocolate chips with rich flavor and excellent heat resistance, perfect for baking applications.



INNOVA CHOCO BUTTON

Premium chocolate buttons with smooth melting performance, ideal for fillings, coatings, and decorations.



CHOC 168 CHOCO RICE

Economical chocolate sprinkles with good baking stability, ideal for cakes, breads, and toppings.



CHOC 168 COMPOUND

An economical compound chocolate with a sweet, well-balanced chocolate flavor for a wide range of bakery applications.



INNOVA ICING SUGAR

Premium icing sugar that delivers a smooth finish for toppings, batters, and cake decorations.



COATINGS & DECORATIONS

INNOVA DIPGLAZE

A premium glaze that delivers a glossy finish, delicious flavor, and appealing aroma for donuts, cakes, and pastries.

- ✓ Rich flavor and aroma
- ✓ Smooth and glossy finish
- ✓ Easy to use and versatile
- ✓ Available In a wide range of flavors and colors



CHOCC168 DIPGLAZE

A mid-range glaze that delivers a sweet taste and an attractive finish for donuts and baked goods.

Available Flavors: Chocolate, Taro, Matcha, Strawberry, Blueberry, Cheese, Vanilla, and Tiramisu.

CARREZA DIPGLAZE

An economical glaze that provides a smooth, **appealing coating** for donuts and pastries at an **excellent value**.

Available Flavors: Chocolate, Taro, Vanilla, Matcha, Strawberry, and Tiramisu.



FILLINGS & SPREADABLES

INNOVA CHOCOLATE PASTE

A premium oil-based chocolate filling with a rich chocolate flavor and excellent heat resistance. Ideal for bread fillings, pastry toppings, and bakery applications.



BENEFIT

- ✓ Rich chocolate flavor and aroma
- ✓ Heat resistant and baking stable
- ✓ Versatile and easy to apply



INNOVA HAZELNUT SPREAD

A premium oil-based chocolate spread with a **rich hazelnut flavor and smooth texture**. Perfect for spreads, bread fillings, and toppings.



FILLINGS & SPREADABLES



INNOVA CHOCO CRUNCHY

A premium oil-based chocolate filling with a **rich chocolate flavor and crunchy texture**. Ideal for toppings, fillings, and finishing applications.



FILLINGS & SPREADABLES

INNOVA CHOCO PREMIX POWDER

A ready-to-use chocolate premix that simplifies bread production while delivering a rich chocolate flavor.



CHOC 168 PASTE



An economical oil-based chocolate filling with a **sweet chocolate flavor**, ideal for bakery fillings and spreads.

CHOC 168 CHOCO CRUNCHY



A **sweet chocolate filling with crunchy bits**, adding texture to bakery and pastry creations.

CHOC "O" FILL



A smooth, **sweet chocolate powder filling**, ideal for bakery fillings and frostings.

"O" FILL 168



An **economical chocolate powder filling** designed for entry-level and mid-range bakery applications.

CHOC 168 FILLING



An **entry level chocolate powder filling** suitable for both oil- and water-based formulations.

COCONUT "O" FILL



A **premium coconut powder filling** with a rich, savory-sweet flavor for breads and bakery products.

INNOVA CHEESE BREAD FILLING

A **premium cheese powder filling** with a rich, savory flavor for a wide range of bakery applications.



FILLINGS & SPREADABLES

CRONER PECTIN

A **ready-to-use fruit filling** with a glossy finish and up to **50% real fruit content**.

BENEFIT

- ✓ Fresh, natural fruit flavor & aroma.
- ✓ Smooth texture with easy spreadability.
- ✓ Versatile for a wide range of bakery applications.



FILLINGS & SPREADABLES

CRONER NASTAR FILLING

A **premium pineapple filling** with a fibrous texture and high fruit content, specially developed for natar cookies.



CRONER FILLING VLA

A **creamy, bake-stable filling** with a smooth, sweet taste, ideal for breads and pastries. Available in **Chocolate, Cheese, Banana, Milk, Vanilla, Srikaya, Mocha, Pandan, and Durian.**



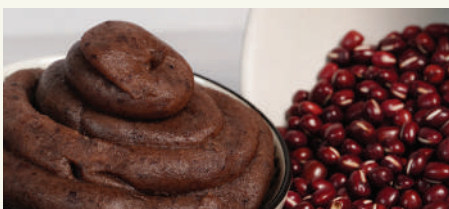
CRONER JELLY FILLING

A **bake-stable fruit jelly filling** with a sweet taste and authentic fruit flavor. Available in **Strawberry, Blueberry, Pineapple, Melon, Durian, and Kiwi.**



INNOVA PIA & MOONCAKE FILLING

A **premium preservative-free filling** made from natural ingredients, ideal for pia and mooncakes. Available in **Mung Bean, Red Bean, and Durian.**



PEANUT SERIES

CRONER PEANUT BUTTER

A **creamy peanut butter** with a rich, nutty flavor, perfect for spreads, bakery fillings, and sauce applications.



INNOVA DICED PEANUT

Premium roasted diced peanuts, ideal for toppings, fillings, and bakery dough applications.



INNOVA CAKE EMULSIFIER

A **premium cake emulsifier** that delivers maximum volume and excellent overmix stability for high-quality cake production.



CAKE SOLUTIONS



SOFT 168 EMULSIFIER

An **economical cake emulsifier** that provides reliable volume and consistent performance for everyday baking applications.



BREAD SOLUTIONS



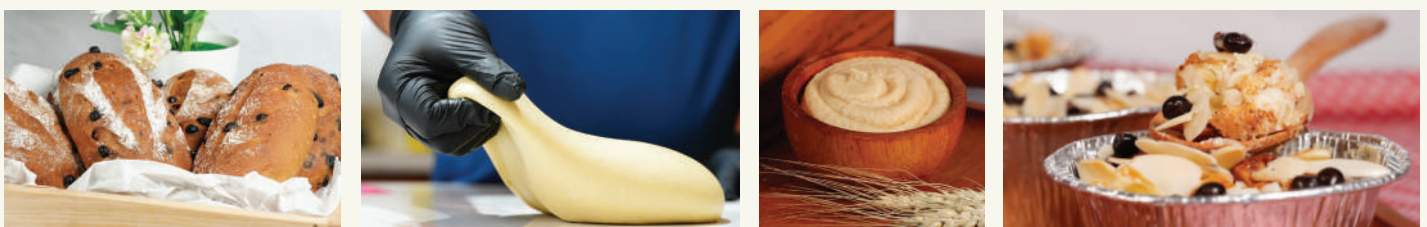
INNOVA BREAD IMPROVER

A **premium bread improver** that enhances softness, volume, and freshness for longer-lasting bread quality.



INNOVA VANILLA EKL

A **bread emulsifier with a smooth vanilla-milk aroma** that improves bread texture and enhances flavor.



FROZEN READY TO BAKE

UNCLELY PUFF PASTRY SHEET

A **ready-to-bake frozen puff pastry sheet** with light, flaky layers, perfect for a wide variety of sweet and savory pastry creations.



OUR CONTACT



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