



**EKAPUTRA  
FOODS**  
Fresh, Fast, Finest

A background image showing several white delivery vans parked in a row, with a semi-transparent green overlay. The vans have 'EKA' and 'FRESH' branding on them.

# COMPANY PROFILE 2022



**EKAPUTRA  
FOODS**

Fresh, Fast, Finest

# Solusi Distribusi yang Terbaik dan Terlengkap

[www.ekaputrafoods.co.id](http://www.ekaputrafoods.co.id)



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# ABOUT US

## PT. EKAPUTRA PRADA INDONESIA

Bekerja sama dengan brand - brand terpercaya untuk mendistribusikan aneka produk frozen, chill dan dry sampai ke tangan customer melalui modern retail, traditional retail & food service.



# VISION & MISSION

## Visi

Menjadi Perusahaan distribusi skala nasional di Indonesia dengan standarisasi **TERBAIK, TERLENGKAP, TERPERCAYA** dan terus memberikan inovasi yang terefektif dan terefisien.

## Misi

Selalu memposisikan **CUSTOMER PRIORITAS** dengan menyediakan produk dan layanan yang Terbaik dan Terlengkap dan terus memberikan solusi yang Inovatif dan Kompetitif melalui infrastuktur, Management, Marketing, Sistem & Teknologi, serta Sumber Daya Manusia yang professional.





# CORE VALUES



<b>E</b>	<b>K</b>	<b>A</b>	<b>P</b>	<b>U</b>	<b>T</b>	<b>R</b>	<b>A</b>
M	N	D	E	N	E	E	C
P	O	A	R	I	A	L	H
A	W	P	S	Q	M	A	I
T	L	T	E	U	W	T	E
H	E	A	V	E	O	I	V
Y	D	B	E	N	R	O	M
	G	I	R	E	A	N	E
	E	L	A	S	N	S	N
		T	N	S	H	H	T
		Y	C		I	I	
			E		P		



# MILESTONES

2013



2014



2015



2016



# 2017



## EKAPUTRA FOODS JAKARTA



- BERGANTI NAMA PT. EKAPUTRA PRADA INDONESIA.
- KANTOR & SENTRAL GUDANG DAN BEKERJA SAMA DENGAN MITRA 3PL DI JAKARTA.
- DISTRIBUTOR BULOG UNTUK DAGING BUFFALO (KERBAU).
- BERGABUNG BERSAMA ADDI (ASOSIASI DISTRIBUTOR DAGING INDONESIA)
- DISTRIBUSI WHOLESALE DAGING IMPOR & BUFFALO UNTUK WILAYAH JAWA, BALI, SUMATRA, SULAWESI DAN KALIMANTAN.

# 2018



## EKAPUTRA FOODS PADANG EKAPUTRA FOODS MEDAN



## EKAPUTRA MEATSHOP

- TOKO RETAIL YANG MENYEDIAKAN PRODUK ANEKA DAGING PREMIUM, SERTA TURUNAN DAN OLAHANNYA UNTUK KEBUTUHAN MASAK, STEAK, BBQ & SHABU SHABU.

# 2019



## EKAPUTRA FOODS PRIVATE LABEL

- PRODUKSI DAN PENGEMASAN PRODUK TURUNAN DAGING DENGAN BRAND "EKAPUTRA FOODS".



## KENALI CREATIVE

- BERINVESTASI KE PT. KENALI KREATIF SOLUSI.



# 2020



**EKAPUTRAMART**  
Fresh Quality & Better Experience

## EKAPUTRAMART

- MENDIRIKAN SUPERMARKET ONLINE UNTUK RETAIL, FOOD SERVICE & WHOLESALE MARKET.



## ROCALOCA LIFESTYLE

- BERINVESTASI KE PT. ROCALOCA GLOBAL PARTNER SEBAGAI PARENT COMPANY.



**SUMO SPACE**  
SINCE 2018

## SUMO SPACE

- BERINVESTASI KE PT. SUMOSPACE INDONESIA



## EKAPUTRA KITCHEN

- MENDIRIKAN SOLUSI SENTRAL KITCHEN DENGAN EQUIPMENT LENGKAP DAN CHEF PROFESSIONAL.

# 2021



**satukitchen**

## SATUKITCHEN

- BERINVESTASI PT. SATU DAPUR INDONESIA SEBAGAI SISTER COMPANY.



**FRC**  
LENGKAP, DEHAT & BERGABARAT

## EKAPUTRA FRC

- MENDIRIKAN JARINGAN KOMUNITAS MITRA FROZEN FOODS DENGAN MEMBERIKAN PELUANG USAHA, PELATIHAN, SUPPORT BRANDING, FREEZER DAN PEMASARAN.

**Ekaputra Kitchen**  
CENTRAL KITCHEN FOR FOOD SERVICE

PT. EKAPUTRA SENTRAL DAPUR INDONESIA

**EKAPUTRA**  
SINCE 2018  
HEAT SHOP & BROTHERIES

**EKAPUTRAMART**  
Kemudahan Belanja Dapur Online

PT. EKAPUTRA BOGA RETAILINDO

# 2022

## UPCOMING

**EKAPUTRA**  
SINCE 2018  
HEAT SHOP & BROTHERIES

COMING SOON JAKARTA, BATAM, MEDAN, SURABAYA, BALI

**TOKO DAGING**  
BY EKAPUTRAFOODS

COMING SOON 4 LOCATION IN PEKANBARU

**TFSC**  
SAHABAT SETIA MITRA KULINER UMKM!

COMING SOON WITH 200 COMMUNITY

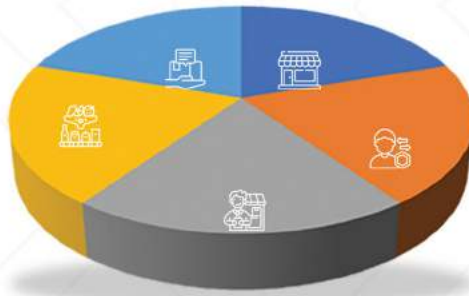
**EKAPUTRA HORECAMART**  
HORECA ESSENTIAL SPECIALIST

# AFFILIATED COMPANIES



# TARGET MARKET

## WHOLESALE TARGET (380 CUSTOMERS)



-  **AGEN**
-  **TRADER**
-  **SUPPLIER**
-  **FOOD INDUSTRY**

## RETAIL TARGET (3127 CUSTOMERS)



-  **LOCAL MODERN TRADE**  
(SUPERMARKET, MINIMARKET)
-  **NKA MODERN TRADE**  
(HYPERMARKET, SUPERMARKET, MINIMARKET)
-  **LOCAL TRADITIONAL TRADE**  
(TOKO BAHAN KUE, WARUNG, PASAR, RPK, TOKO FROZEN)



## FOOD SERVICE TARGET (3719 CUSTOMERS)



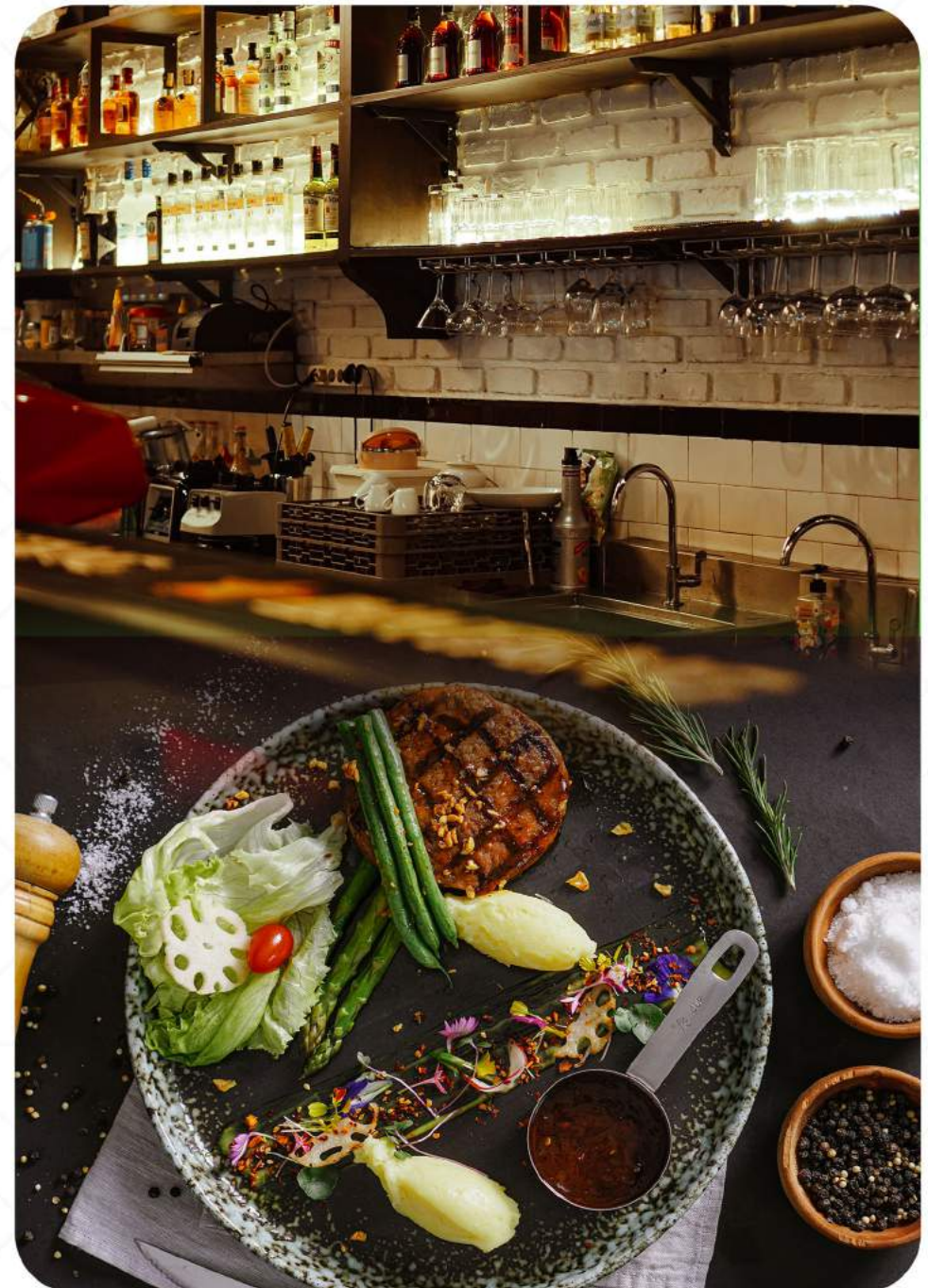
**NKA MODERN FOOD SERVICE**  
(HOTEL, RESTAURANT, CAFE, COFFEESHOP, CATERING, QSR)



**LOCAL MODERN FOOD SERVICE**  
(HOTEL, RESTAURANT, CAFE, COFFEESHOP, CATERING, QSR)

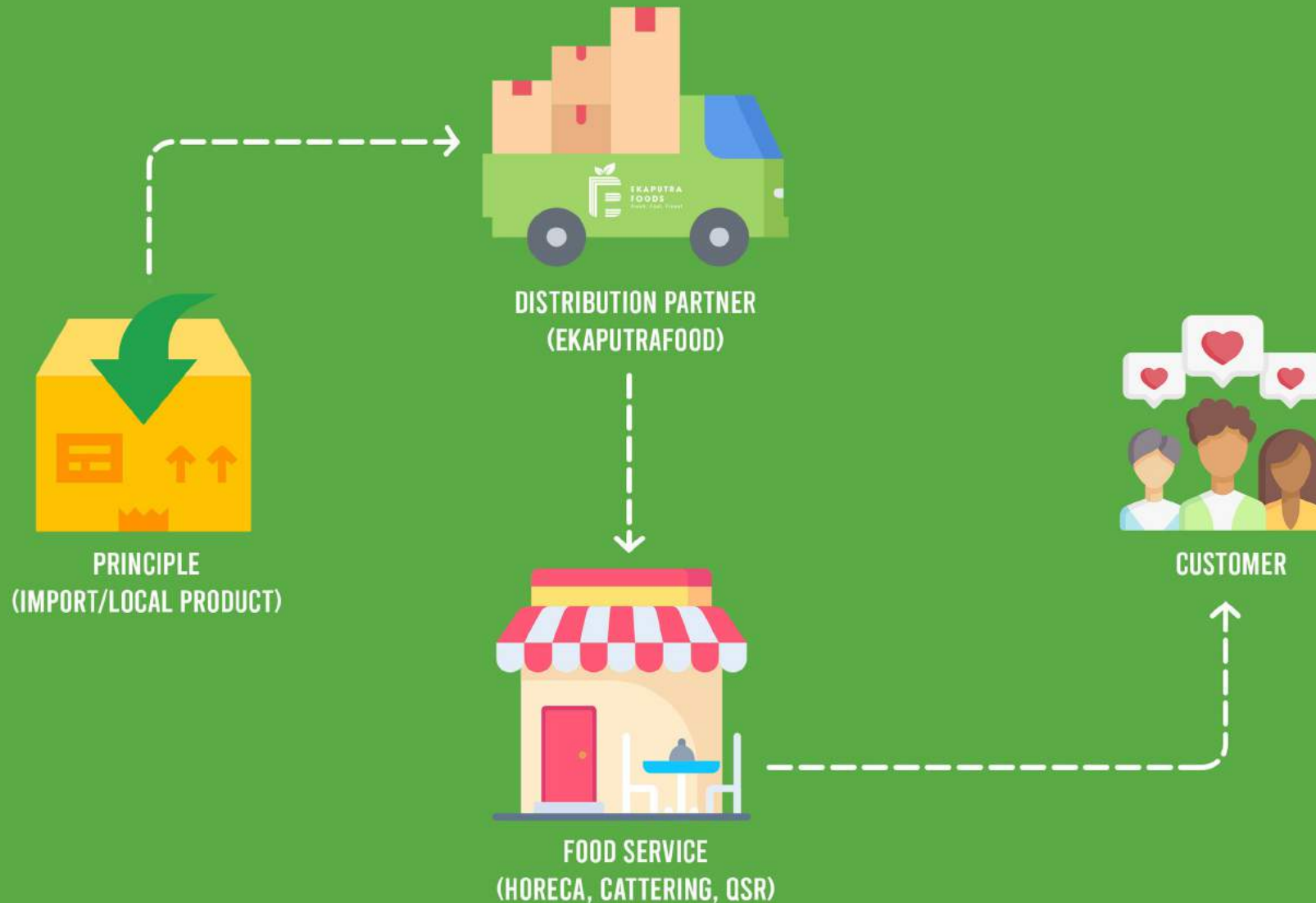


**LOCAL TRADITIONAL FOOD SERVICE**  
(WARUNG MAKAN, BAKSO, SOTO, FOOD STALL)



# DISTRIBUTION PROCESS

FOOD SERVICE

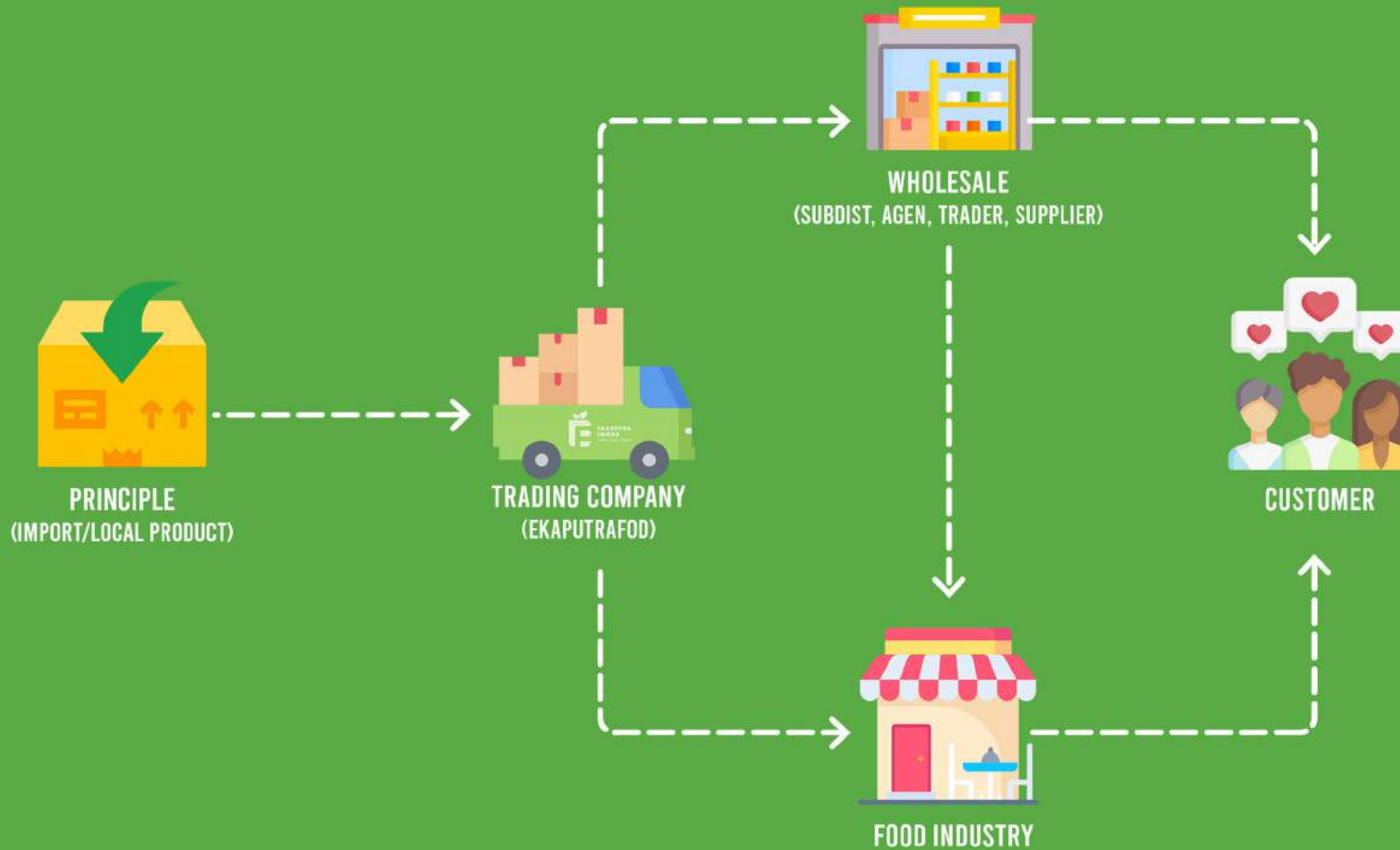




# RETAIL



# WHOLESALE/TRADING



# INFRASTRUCTURE

## Warehouse & Logistic



Cold Storage  
1.200 ton



Chiled Storage  
350 ton



Dry Storage  
1000 ton



Shelf, Pallet  
Racking System



Ante Room  
Loading Area



Panel Temperature



Warehouse Management  
System







# Production, Processing, Packing Room & Equipment



- |   |   |   |   |
|---|---|---|---|
|    |    |    |    |
| <b>Meat Grinder</b>   | <b>Meat Slicer</b>  | <b>Bowl Cutter</b>  | <b>Bone Saw</b>   |
|    |    |    |    |
| <b>Sausage Filer</b>  | <b>Meatball Mixer</b>   | <b>Meatball Foaming Machine</b>   | <b>Bone Crusher</b>   |
|  |  |  |  |
| <b>Metal Sealer</b>   | <b>Vacuum Packaging Machine</b>   | <b>Carton Sealer</b>  | <b>Strapping Machine</b>  |
|  |  |  |  |
| <b>Hand Wrapper</b>   | <b>Hot Code Printer</b>   | <b>Lable Printer</b>  | <b>Ice Blast Freezer</b>  |

## Freezer & Chiller

- Freezer : 257 Unit
- Chiller : 55 Unit



## Distribution Fleets

**22** Refrigeration distribution Trucks  
with temperature data logger & GPS System

- **Truk CDD (COLD DIESEL DOUBLE)**  
Refrigeration "12-14 TON"
- **Truk CDE (COLD DIESEL ENGGKEL)**  
Refrigeration "4-5 Ton"
- **Pick Up Box Refrigeration**
- **Grand Max Blind Van Refrigeration**



# OUR TEAM



**Dian Ekaputra**  
Founder & CEO



**Willy Deslita**  
Chief Operating Officer



**Fitri Suryani**  
Chief Finance Officer



**Titik Haryati**  
Finance Manager



**Hendra Satrya. Y**  
Business Manager



**Eka Nurjayanti**  
HRGA &  
Compliance Manager



**Dian Jessica**  
Supply Chain &  
Trade Marketing Manager



**Asep Riyandi**  
Warehouse & Logistic  
Manager



**Deasy Khairani**  
Account Manager  
"NKA & Local Modern Trade"



**Syafrinal**  
Account Manager  
"Local Traditional Food Service  
& Traditional Trade"



**Rizkina Putri**  
Account Manager  
"Food Service"



**Paijan**  
Account Manager  
Luar Kota



**Vinnie Amelia**  
Supply Chain &  
Trade Marketing Manager



**Efriyedo**  
Store Manager



**Fajar Tambunan**  
Head Butcher

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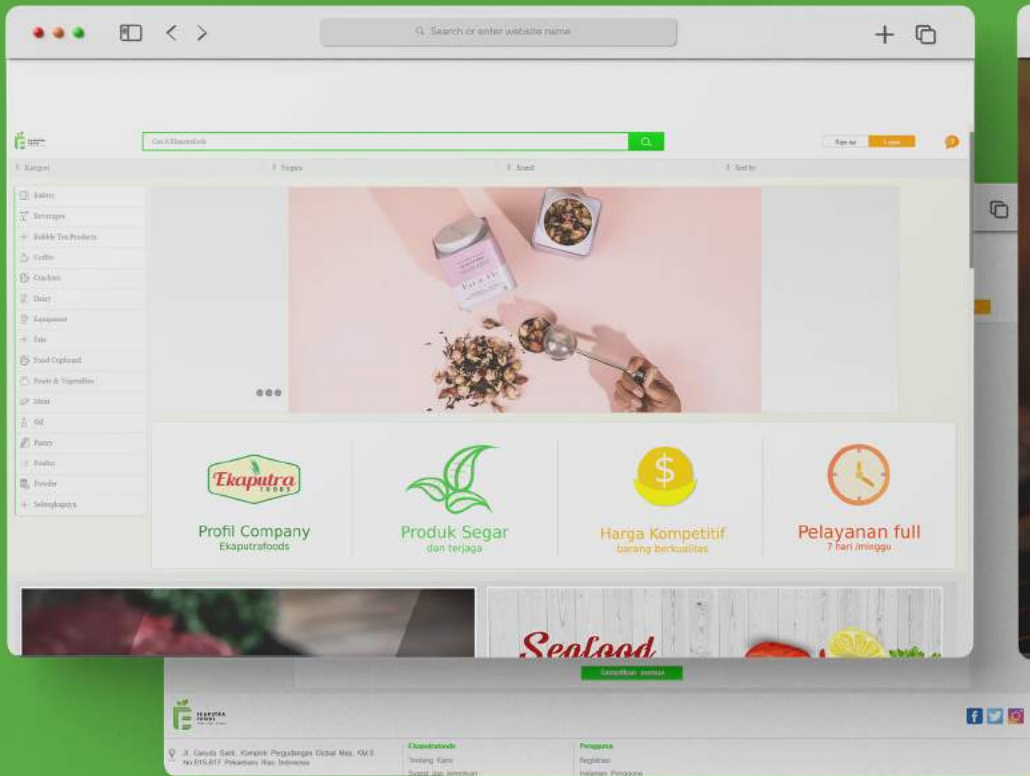
SALES & MARKETING TEAM : 42  
WAREHOUSE & DELIVERY : 61  
SUPPORT TEAM : 40

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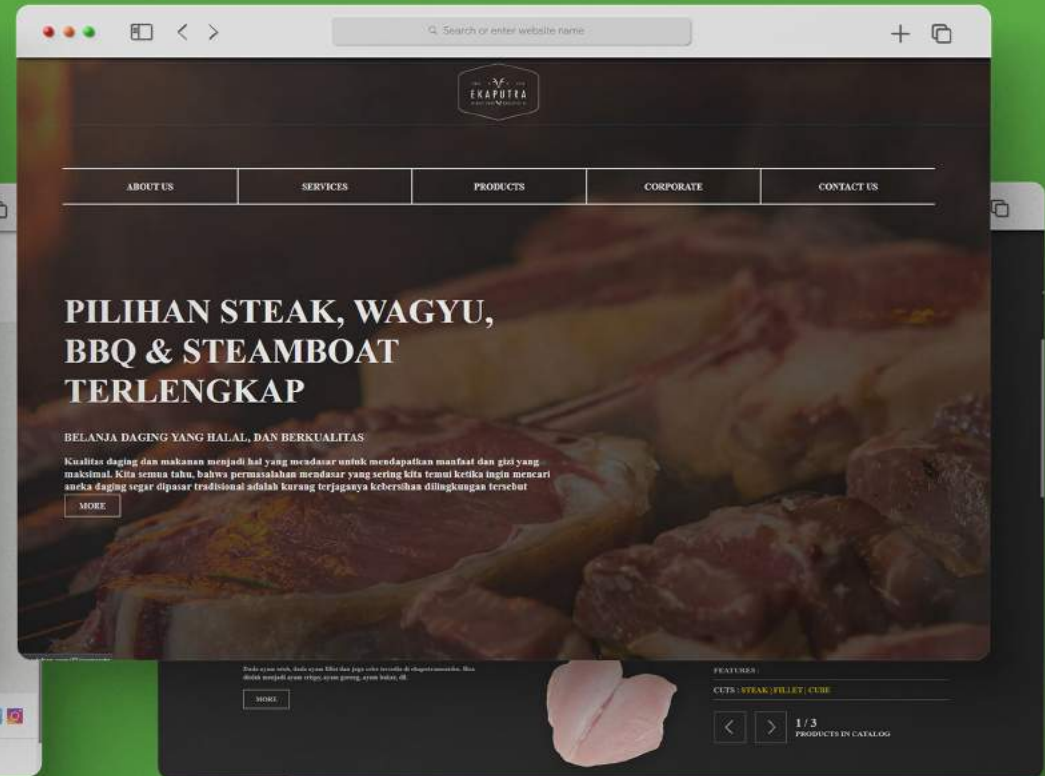
# Media Channel

# Website

www.ekaputrafoods.co.id



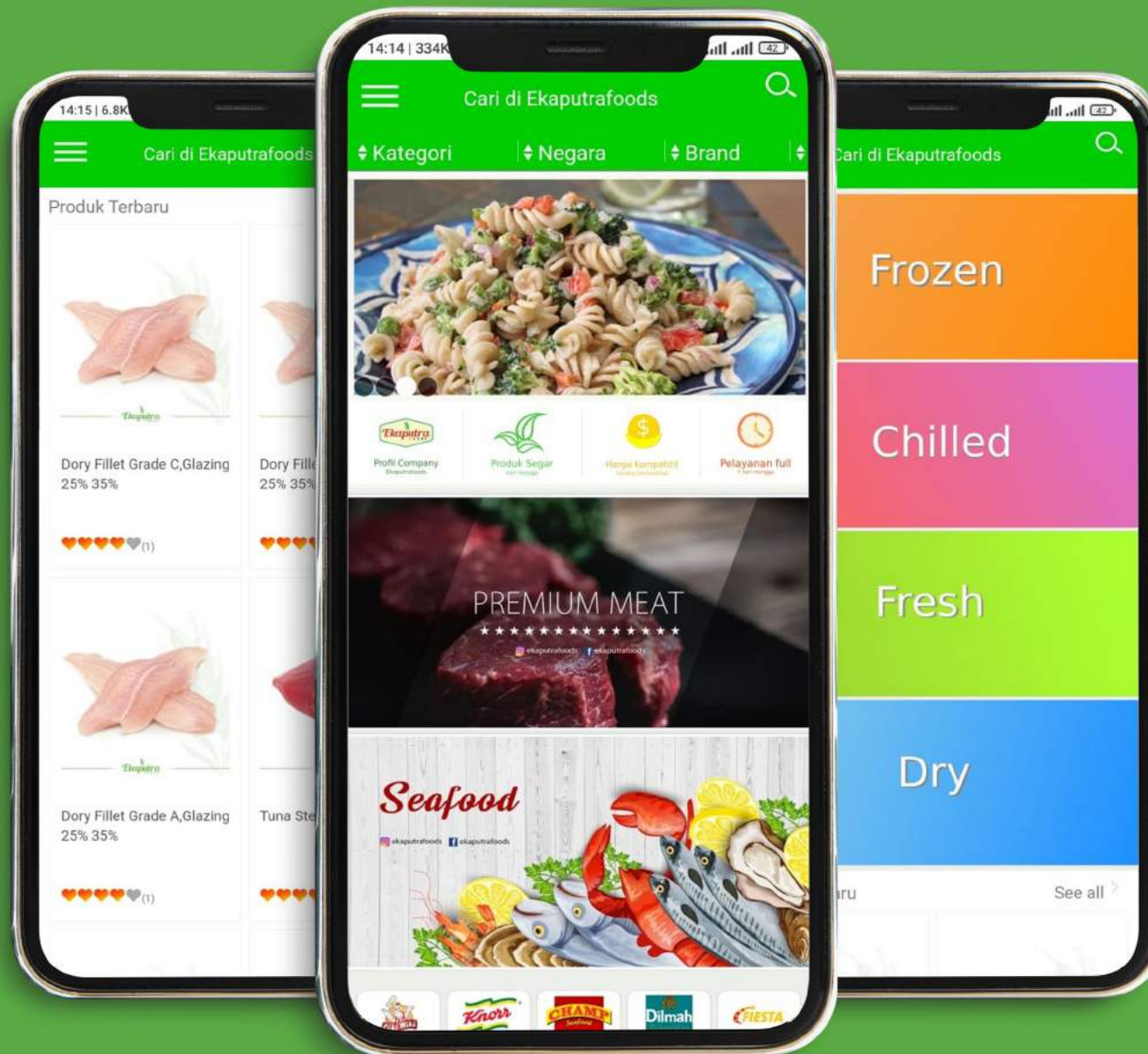
www.ekaputrameatshop.com



# Social Media



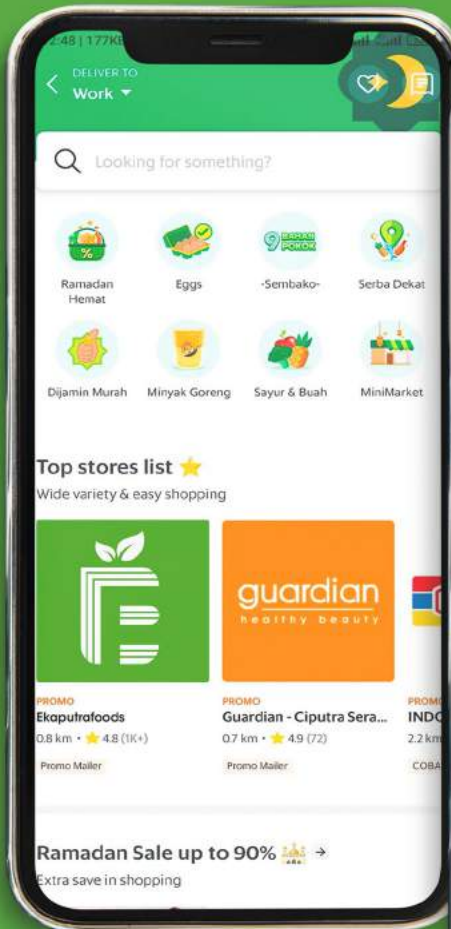
# Apps



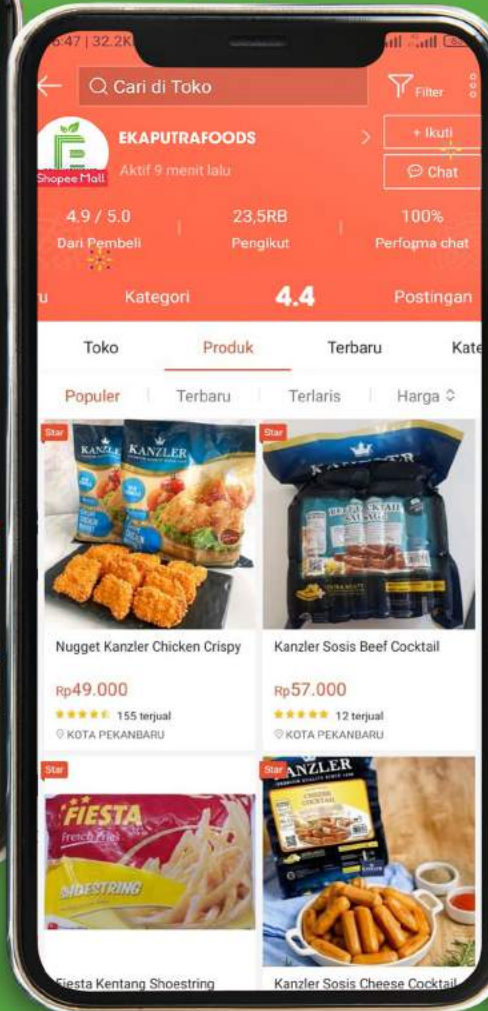


# Online Store Platform

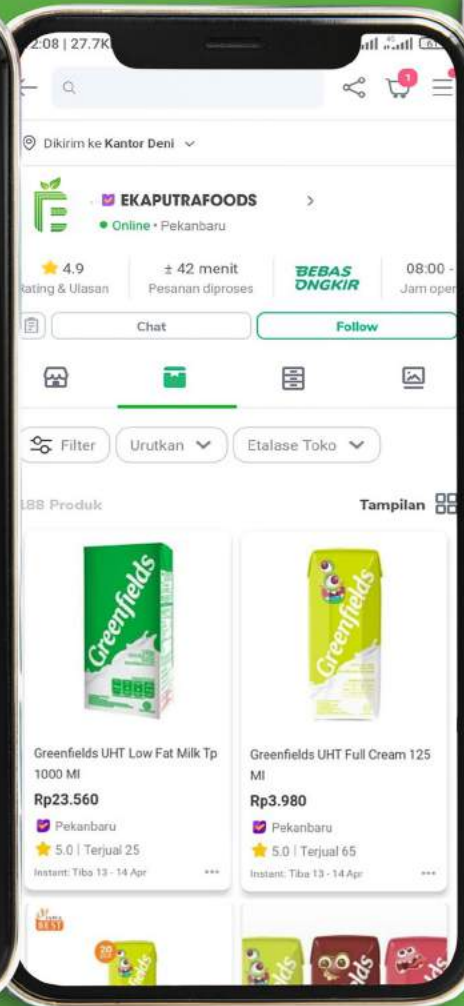
Grab



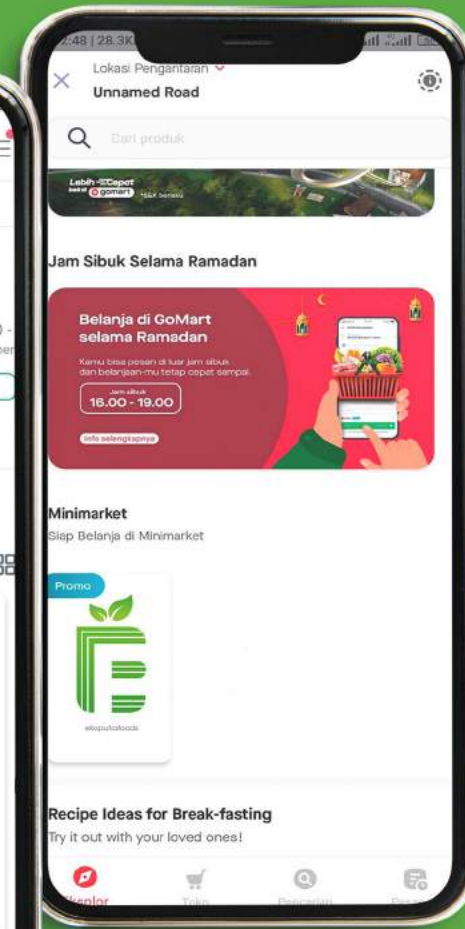
Shopee



Tokopedia



Gojek



## Comunity



## Cloud Kitchen



## Retail Store & Online Store



## Culinary, Hospitality & Lifestyle



LOCAL  
**PANTRY**  
breakfast · lunch · dinner  
Cafe & Restaurant

Simply  
**COSY**

**SALTESSE**

**MEAT ME**  
FRIES  
- Halal Snack Pack -

**SE'I  
SAPI  
DONG!**

**PIZZA DELLA  
EXPRESS**

WAROENG  
**ranta  
ngan**  
SINJUK 2021

**YAKITORI** -YA!  
やきとり

**TAICHAN  
STREET**

**MEAT  
YOU**

Coming Soon : Roca Bar, Roku Don, Martaboys, RM. Sinaran, Roca Eats, High Ground Society

## Brand & Creative Agency



## Warehousing & Logistic



# CHANNEL OF DISTRIBUTION



## **Wholesale/ Trading Market**

Subdistributor, Agen,  
Trader, Supplier, Food  
Industry



## **Retail Target**

Hypermarket, Supermarket,  
Minimarket, Toko bahan  
kue, Warung, pasar, RPK,  
Toko Frozen



## **Food Service Target**

Hotel, Restaurant, cafe,  
coffeeshop, catering,  
QSR, Warung makan,  
bakso, soto, food stall



# NATIONAL DISTRIBUTION

## HEAD OFFICE

**PT. EKAPUTRA PRADA INDONESIA**

Jl. Garuda Sakti, Komplek Pergudangan  
Global Mas, B15,B16,B17  
Kecamatan Tampan, Kota Pekanbaru,  
Riau 28291

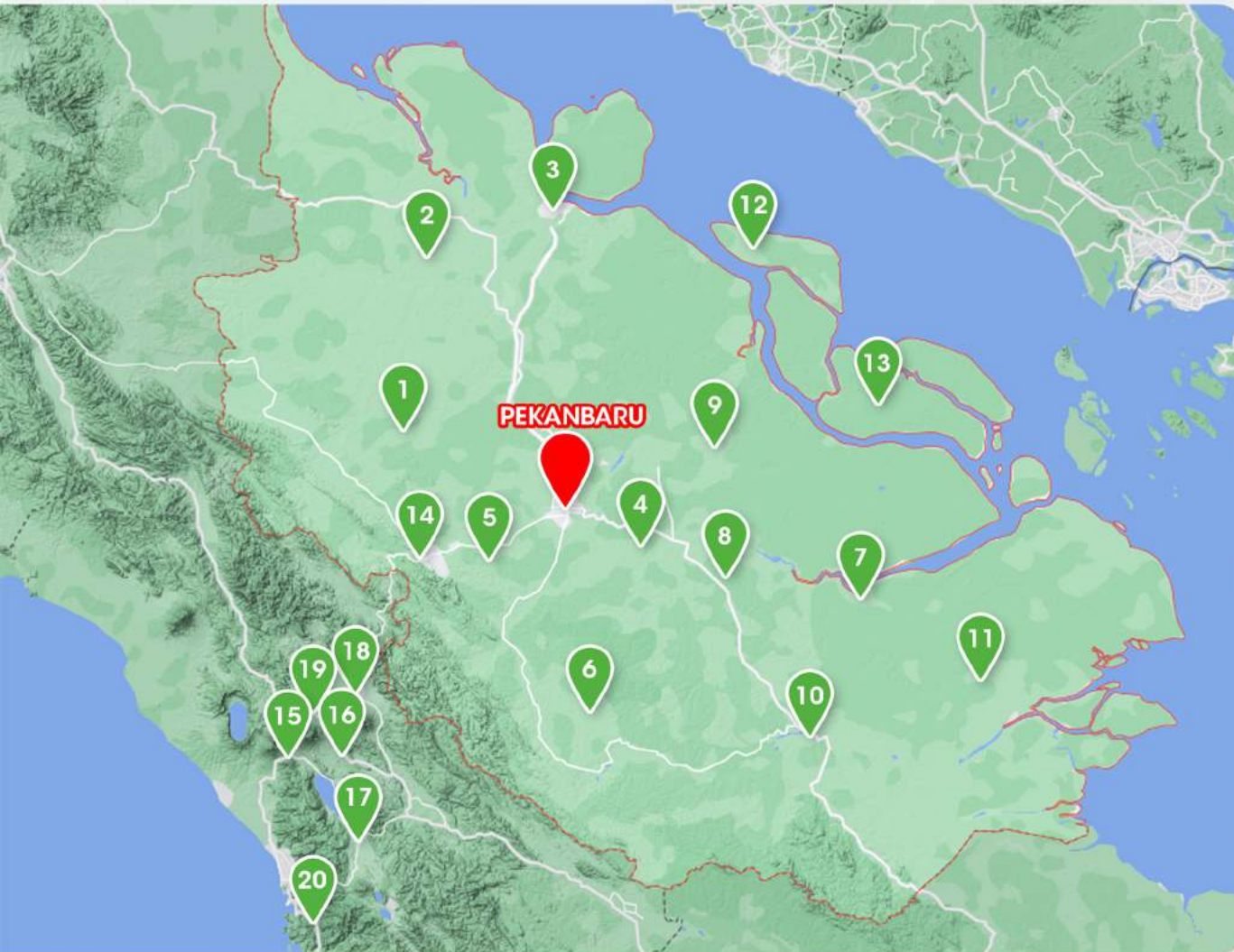
## DISTRIBUTION CENTER

**EKAPUTRAFOODS, Jakarta**

## BRANCH OFFICE

**EKAPUTRAFOODS, Batam**  
**EKAPUTRAFOODS, Padang**  
**EKAPUTRAFOODS Medan**  
**EKAPUTRAFOODS, Jakarta**





## DISTRIBUTION PARTNER

- Rokan hulu
- Rokan hilir
- Dumai
- Kerinci
- Kampar
- Kuantan Singingi
- Meranti
- Pelalawan
- Siak
- Indragiri hulu
- Indragiri hilir
- Bengkalis
- Selat panjang
- Bangkinang
- Padang panjang
- Batu sangkar
- Solok
- Payakumbuh
- Bukittinggi
- Painan



# STRATEGIC PARTNER



# STRATEGIC PARTNER



# KEY PARTNER



# INFLUENCER/KOL



**pkulover** • Following

**pkulover BARBEQUE-AN ALA KOREA**

Kalo biasanya sering lihat Korea BBQ di Drama Korea, sekarang bisa nikmatin sendiri di rumah Dengan Korean BBQ Package dari @ekaputra\_meatshop

cukup buat 5-6 Orang

1 Paket Korean BBQ (5-6Person)  
Sudah Termasuk :

- BEEF (Masing-masing bisa pilih mau dimarinade pake saus apa: Bulgogga, Kalbi, Blackpepper) +USDA Prime Short Plate Slice 400gr
- US Prime Shortrib Boneless Slice 150 +AUS Prime Back Rib Bone In 150gr
- AUS Outside Skirt Slice 150gr
- AUS Finger Meat Slice 150gr
- AUS Prime Beef Tender Brisket End Point 150gr

**SIDE DISHES:**

- Unsalted Butter (200 gr) +Onion (2 Pcs)
- Tofu (2 Paket)
- Dried Mushroom (150 gr)
- 2 Butter Sweet Corn In Foil +2 Mushroom in Foil +2 Garlic In Foil

**PILIHAN SAUCE:**

- Saosjang Saue
- Gochujang Saue

**VEGETABLES:**

- Green Lettuce
- Red Lettuce
- Baby Romaine
- Sesame Leaves

15,109 views



**ekaputramart** • Diikuti

**ekaputramart Megi & Ejak masak bareng Garang Asem Iga Sapi!**

Simak videonya sampai habis ya, karena bang @megiirawann mau bagi-bagi 5 Paket Home Chef (Garang Asem Iga Sapi) buat kalian!

Yuk komen di video nya bang Megi buat ikutan! akan diumumkan sore ini jam 5 Sore ya 🌟

oh iya, menurut kamu tomat tuh sayur apa buah ya? 🤔  
komen dibawah ya!

Order By WhatsApp H-1  
0811-7688852

1,781 tayangan

1 Mei 2020



**cellarakus** • Ikuti

Audis Ask

**cellarakus** Lagi di rumah aja paling enak steamboat an sama keluarga atau teman gak sih??

Nah tapi biar gak ribet nih aku pake CEDEA STEABOAT. Dia udah lengkap gitu lho ada bakso\* an dan saosnya juga. Btw nih aku senang banget karna cedea udah ada di alfamidi guys!!

variannya ada yang tomyam sama kaya kuah dashi gitu. untuk ukurannya ada yang 300 dan 500 gr.

Cara masaknya juga praktis banget tinggal di campur\* in aja dan cedea ini Cocok banget buat di jadiin cemilan dan sehat karena dia mengandung ikan vitamin dan protein

Nih aku cobain yang dashi dulu ya guys...  
Masukin semua bakso baksoan dan bumbu dari mereka biar makin enak aku tambahkan saos tomat sambal kecap dan tepung tapioka biar makin kental.

Behh parah sih guys ini baksonya kenyal dan enak banget so buat yang penasaran kalian udah bisa cobain produk cedea ini alfamidi terdekat

CedeA... ikan bahan bermutu  
@cedafoods, JAKARTA (Seluruh outlet ALSAMIDI SUPER di kota kalian)

@destinasjajan @diemulalbesok @jktfooddestination @pecandumakanan @pesonakuiners @indonesiakuiner @fooduamtaraid @indozonefood @wakuinsir @wowculinary @lapstory @jktfoodbang @dagelan @ageankuliners @bikinlapetransvfficial @bikinlapetransv #ngidatnaf #steamboat #topenfood #tangerangkuiner #kulintangarang #tngsal #tangsefoodies #comilantngsal #ajanantangerang #cedea

## Our Influencer Digital Impact

# 1.598.895



FEBBY NASCAM



CELLARAKUS



PKUOVER



MEGI IRAWAN



EJAAK



KULINER PKU



LICSAYSUMMY



WIDYHARTONO



BROSIS PKU



VINNEFOODDIARY

# PRODUCTS

FRUIT & VEGEGABLES



DAIRY PRODUCTS



PRIME CUT BEEF



CANNED FOOD



SECONDARY CUT BEEF



LAMB



POULTRY



COFFEE & TEA



**BEEF OFFAL & BONE**



**IMPORTED SEAFOODS**



**LOCAL SEAFOODS**



**FROZEN FOODS**



**SYRUP & BEVERAGES**



**OIL & SAUCE**



**SEASONINGS**



**BAKERY & PASTRY**



**NOODLE & PASTA**



**SNACKS & CONFECTIONARY**



**FRIES & TORTILLA**





## Ekaputra Private Lable



Bakso



Daging Shortplate



Ready to Cook



Daging Kebab

## Ekaputra Kitchen



Sauce



Oishi Tori



Ready to Cook



Home Chef

Sambal Kencana (Coming Soon)

# MARKETING ACTIVITIES



# SHOWROOM/STORE



# TESTIMONIAL



## Pasar Buah 88

"Ekaputrafoods menjual barang premium dengan pelayanan yang memuaskan"



## Arie Sanyi

Chef Peterselli

"Pengambilan dari tahun 2014 sampai sekarang selalu puas dengan pelayanan dan kualitas barangnya. Product yg dijualpun sangat variatif dan beragam dengan harga yang terjangkau"



## Mitro

Head Bar Sukha Coffee

"semoga lancar selalu. kmi sukha coffe sudah lama berlangganan dengan eka putra dan bnyak memakai produk ekaputra. ekaputra selalu memberikan yg terbaik terimakasih"

# LOCATION FOCUS



Pekanbaru - Padang - Medan - Palembang - Jakarta - Bandung - Bali - Batam - Makassar - Surabaya



**EKAPUTRA  
FOODS**

Fresh, Fast, Finest

# Solusi Distribusi yang Terbaik dan Terlengkap

[www.ekaputrafoods.co.id](http://www.ekaputrafoods.co.id)



# CONTACT US!

## **PT. Ekaputra Prada Indonesia** **(Head Office)**

Jl. Garuda Sakti, Komplek  
Pergudangan Global Mas, B15,B16,B17  
Kecamatan Tampan, Kota Pekanbaru,  
Riau 28291

Tel : 0761- 8418738  
Order : +62 812-7747-770  
+62 812-7747-7771

## **Distribution Center**

-  **EKAPUTRAFOODS, Jakarta**  
Jl.Muara Baru Ujung Komp.Perum  
Perikanan ( Bosco ) Blok S 13 pluit  
penjaringan Jakarta Utara

## **Branch Office**

-  **EKAPUTRAFOODS, Batam**  
Mega jaya Industrial No. B16, Batam centre,  
Batam
-  **EKAPUTRAFOODS, Padang**  
Jalan Tanah Beroyo No. 32, Belakang Tangsi,  
Padang Barat
-  **EKAPUTRAFOODS Medan**  
Gudang PT. Agung Sarana No. 101-103,  
Komplek Pergudangan Cemara, Jalan Irian  
Barat, Kel. Sampali - Percut Sei Tuan, Deli  
Serdang.
-  **EKAPUTRAFOODS, Jakarta**  
Jl.Muara Baru Ujung Komp.Perum  
Perikanan ( Bosco ) Blok S 13 pluit  
penjaringan Jakarta Utara

# EKAPUTRA GROUP



# SISTER COMPANY





# FURTHER INFORMATION

## Business Enquiry

**Willy Deslita - Chief Operating Officer**  
+62 822 - 1602 - 6784

**Hendra Satrya Yudha**  
**Business Manager**  
+62 812 - 7518 - 289



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[bisnis@ekaputrafoods.co.id](mailto:bisnis@ekaputrafoods.co.id)



**Website**

[www.ekaputrafoods.co.id](http://www.ekaputrafoods.co.id)



**Instagram**

[Ekaputrafoods](#)





[www.ekaputrafoods.co.id](http://www.ekaputrafoods.co.id)