



Co-funded by the
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BEEHIVE

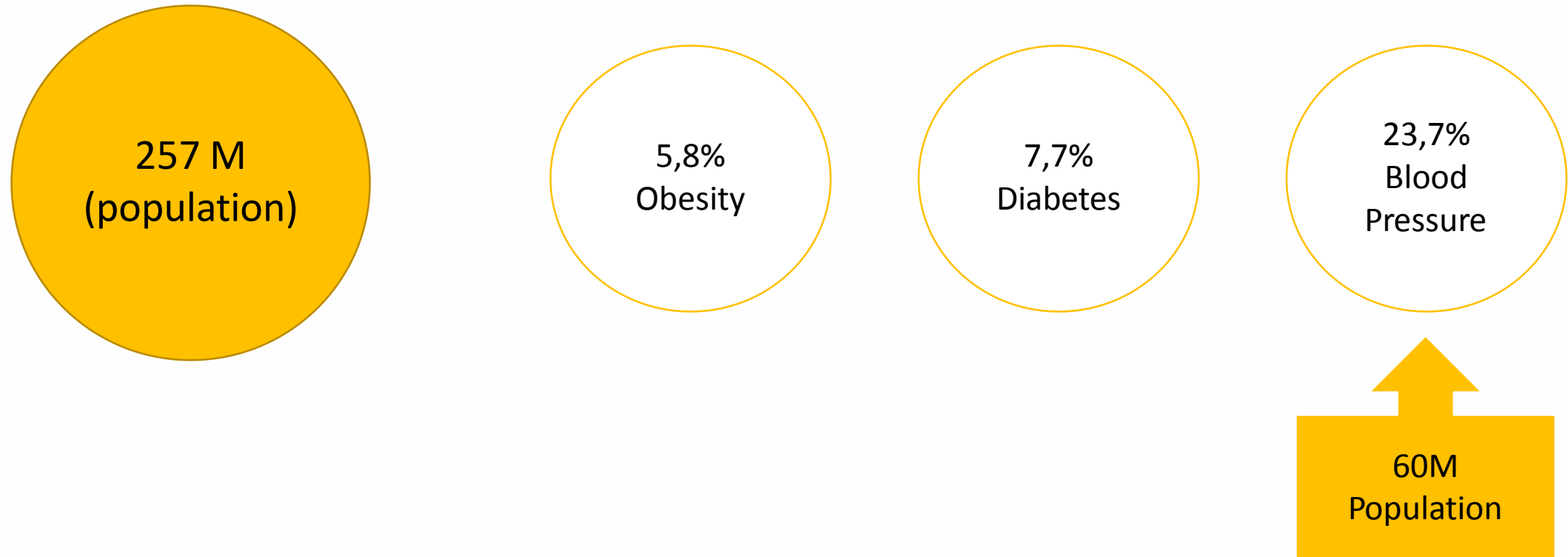
Granine

BRAND PROFILE

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Health Problems

Based on Health SDG Profile Indonesia by WHO (World Health Organization) 2017



SOLUTION

National Institute of Health (NIH) says that eating diet of nutrients-rich food can lower blood pressure naturally.

Oat has health nutrition of:

- High Protein
- Source of Carbs
- High Soluble Fiber (Beta Glucan)



THE PRODUCTS



GRANOLA



GRANOLA PARFAIT

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OAT COOKIE



GRANOLA BITES



LOCATION

ONLINE & OFFLINE

ONLINE Instagram : @granine.granola

OFFLINE CONSIGNMENT STORES (North Jakarta)

- Kuang En Market (Vegetarian Store)
- Fresh Kiosk Fresh Market Pantai Indah Kapuk (Dairy Store)
- BAZAAR / EVENT

PREVIOUS MARKETING ACTIVITIES



Bazaar @Grand Indonesia Shopping Center
Feb 2018



Liked by granine.granola and 2,738 others

JUNE 26, 2018

Endorse Influencer Mrs Puspa Dewi
“Healthy Fit Mom in their 50s”
@puspadewihc



FUTURE PLAN

Concept : Bulking Pre Order Purchase
Customize-able Granola

MARKET TARGET



NUTRITION FACT

Granine Granola Tasty Honey Nutrition Fact by PT. SARASWANTI INDO GENETECH - Laboratorium

AKG Angeline Fangdinata
SIG.LHP.IV.2019.028248

Granola Tasty Honey

INFORMASI NILAI GIZI		
Takaran saji	: 30 g	
JUMLAH PER SAJIAN		
Energi total	140 kkal	Energi dari lemak 50 kkal
		% AKG*
Lemak total	6 gram	9 %
Protein	3 gram	5 %
Karbohidrat total	19 gram	6 %
Gula	6 gram	
Natrium	0 mg	0 %

* Persen AKG berdasarkan kebutuhan energi 2100 kkal. Kebutuhan energi anda mungkin lebih tinggi atau lebih rendah.



PT. SARASWANTI INDO GENETECH The First Indonesian Molecular Biotechnology Company

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No. 28/F-PP/SMM-SIG
Revisi : 3

Result of Analysis
No : SIG.LHP.IV.2019.028248

No.	Parameter	Unit	Result	Limit Of Detection	Methode
1	Natrium	mg / 100 g	16.08	-	18-13-1/MU/SMM-SIG , ICP OES
2	Gula	%	20.62	-	18-8-8/MU/SMM-SIG , Luff-Schoorl
3	Protein	%	10.54	-	18-8-31/MU/SMM - SIG, Kjeltec
4	Lemak Total	%	19.40	-	18-8-5/MU/SMM - SIG, Weilbull
5	Energi Total	Kcal/100 g	474.52	-	Calculation
6	Karbohidrat	%	64.44	-	18-8-9 /MU/SMM-SIG

Bogor, 11 April 2019
PT. Saraswanti Indo Genetech



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SOCIAL MEDIA ACCOUNTS



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THANK YOU

