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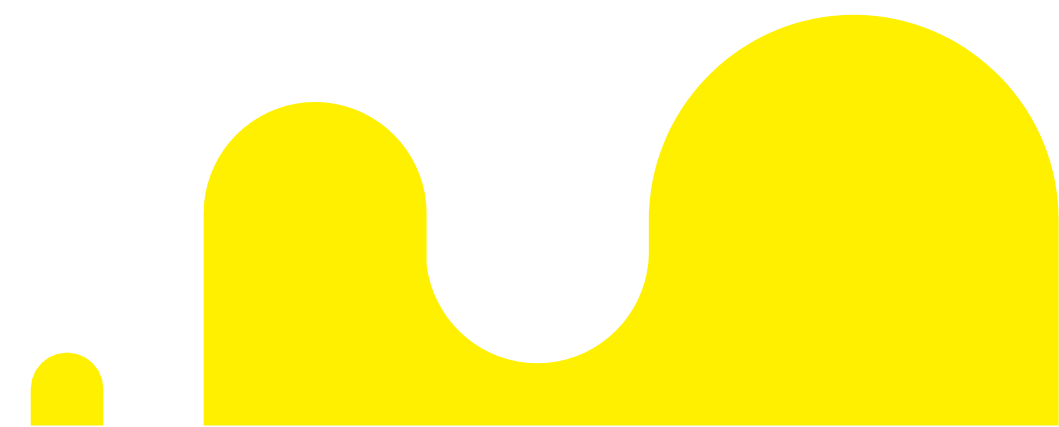


THE PROFILE OF INAGIRI GAPLEK (CASSAVA) BREAD MICRO-SME (SMALL AND MEDIUM ENTERPRISE)

Mutiara Prima

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Assisted by
Solo Representative Office
of Bank Indonesia



The Inagiri Cassava Cookies Micro-SME Description

MUTIARA PRIMA was founded in 2010 and it is focused on the business of processed food. It started off by serving orders of cakes and baked goods for weddings, celebration parties, birthday parties, souvenirs etc. to its vicinity and to local customers. Later on, we developed the business to make bread to be sold in several marketsellers in the area of Wonogiri, Klaten, Solo, Pacitan, and Ponorogo. In the middle of 2014, we had developed the business by making banquet cookies made from the mixture of 60% wheat flour and 40% tapioca flour. Turned out the market's responds over our cookies were very good, especially just before Eid Al-Fitr, because these cookies are some of Wonogiri's local food which made from cassava flour or gaplek. Thanks to these banquet cookies, we have been challenged to keep upgrading and innovating our products to create cookies that are made 100% from cassava flour. Therefore, in 2017, we made Inagiri gaplek bread from 100% cassava flour combined with several herbs, and turned out the market's responds were incredible. The Inagiri gaplek bread has become Mutiara Prima's featured product, which hopefully can go global. As for the brand name INAGIRI, it comes from the word Indonesia and Wonogiri.

Our Inagiri gaplek cookies are a local product that we have been upgrading, in the product's quality, marketing system, and partnership system. We work together with local cassava farmers in Wonogiri, hoping that this can help increase the value of cassavas as the main ingredients of Inagiri gaplek cookies, and also improve the economy and the lives of cassava farmers in the city.



PROFIL UMKM
ROTI GAPLEKINAGIRI

MICRO-SME PROFILE INAGIRI GAPLEKBREAD



PRODUCT DESKRIPTION

Inagiri Gaplek Cookies are cookies made from 100% Mocaf (modified cassava flour) or cassava flour that has been fermented, combined with spices that are rich in benefits, processed with culinary arts. The cookies are processed using stainless equipment food grade and hygienic cookies automatic machine. The Mocaf itself is gluten free, and the cookies packaging is unique, with wayang pictures as the representation of the local culture.



Ingredients:

Mocaf (modified cassava flour),
ginger, cinnamon,
cocoa powder.

Flavours:

Inagiri Cassava Bread, Mocaf Cashew Brownies variant (100gr pack)

Inagiri Cassava Bread, Cashew Chocolate variant (100gr pack)

Inagiri Cassava Bread variant of Cinnamon (100gr pack)

Inagiri Gaplek Bread, Ginger Chocolate variant (100gr pack)

Ginger Brownies (100gr pack)

Cashew Brownies (100gr pack)

Cinnamon Brownies (100gr pack)

Original Bagelan Bread (125gr pack)

Dragon fruit flavored bagelan bread (125gr pack)

Pandan flavored bagelan bread (125gr pack)

Raw cashew, oven dried (800gr pack)

Brownies Spice Cookies (100gr pack)

Product Price:



Inagiri Gapek Bread uses 100% high quality gapek flour. Formulated with Indonesian spices that are rich in benefits, making this product gluten free and low in sugar. Packaged attractively and made with selected raw ingredients, using a food grade and hygienic automatic cookie machine.



**Inagiri Gapek Brownies,
Cinnamon variant,
net 100 gr,**

Ingredients: Cassava Flour, Cinnamon, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Brownies,
Ginger variant,
net 100 gr,**

Ingredients: Cassava Flour, Ginger, Cocoa Powder, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Brownies,
Cashew variant,
net 100 gr,**

Ingredients: Cassava Flour, Cashew, Cocoa Powder, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Bread,
ChocolateGingervariant,
net 100 gr,**

Inagiri Gapek Bread uses 100% high quality gapek flour. Formulated with Indonesian spices that are rich in benefits, making this product gluten free and low in sugar. Packaged attractively and made with selected raw ingredients, using a food grade and hygienic automatic cookies machine.

Ingredients: Mocaf (modified cassava flour), Ginger, Cocoa Powder, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Bread,
Chocolate Cashew variant,
net 100 gr,**

Inagiri Gapek Bread uses 100% high quality gapek flour. Formulated with Indonesian spices that are rich in benefits, making this product gluten free and low in sugar. Packaged attractively and made with selected raw ingredients, using a food grade and hygienic automatic cookies machine.

Ingredients: Mocaf (modified cassava flour), Cashew, Cocoa Powder, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Bread,
Cinnamon variant,
net 100 gr,**

Inagiri Gapek Bread uses 100% high quality gapek flour. Formulated with Indonesian spices that are rich in benefits, making this product gluten free and low in sugar. Packaged attractively and made with selected raw ingredients, using a food grade and hygienic automatic cookies machine.

Ingredients: Mocaf (modified cassava flour), Cinnamon, Palm Sugar, Baking Powder, Butter, and Salt



**Inagiri Gapek Bread,
Cashew Mocaf Brownies variant,
net 100 gr,**

Inagiri Gapek Bread uses 100% high quality gapek flour. Formulated with Indonesian spices that are rich in benefits, making this product gluten free and low in sugar. Packaged attractively and made with selected raw ingredients, using a food grade and hygienic automatic cookies machine.

Ingredients: Mocaf (modified cassava flour), Cashew, Cocoa Powder, Palm Sugar, Vanilla Milk, Baking Powder, Butter, and Salt



Original Bagelan Bread

Wonogiri Bagelen Cake, Production of Prima Pearls in demand in the market, These Bagelen Cookies are very crunchy and taste varied. Wonogiri Bagelen Pastries are the best-selling products in the market this year. Pastries are very popular in local markets and modern markets which are now creative and innovative MSME products using local ingredients. with a modern marketing concept to a broad market.



Dragon fruit flavored bagelan bread

Mutiara Prima Bakerry Wonogiri, which is the place for the production of various pastries and wet cakes with its innovation to present products that have high selling value with wheat flour as the main ingredient for the production of pastries, here we present innovative bagelan cake products with the latest dragon fruit flavors, Dragon Fruit Flavor Pastry Products are our innovation in the manufacture of Pastry Products which are equipped with Dragon Fruit flavors

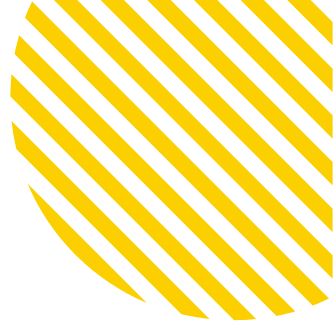


pandan flavored bagelan bread

Mutiara Prima Bakerry Wonogiri also has bagelan bread products with green aroma of pandanus, delicious bagelan flavors, savory crisps in the mouth, making the sensation of eating more delicious, the natural color of pandan leaves and bright, adding to your appetite.



CASHEW



Raw Cashew,
Oven Dried,
Net 800 gr

Cashews are Wonogiri District's specialties, which also one of Wonogiri's native plants cultivated since the time of our ancestors. The crunchy, sweet, and savoury flavours, make cashews as one of the souvenir choices to be bought when people are visiting Wonogiri. The Wonogiri cashews are also unique, because of their medium size with strong taste.

Ingredients: Cashew

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Ingredients: Cashew, garlic, salt





Brownies Spice Cookies

Traditional cookies from Wonogiri, which are made from 100% cassava flour combined with rich spices and flavors with a touch of culinary art, are done with an automatic Cookies machine which is food grade and hygienic standard.



THANK YOU

THANK YOU

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