



PEMPEK KAKAK

COMPANY PROFILE



Brand Vision & **Identity**

Core Values: Tradition – Authenticity – Hygiene – Halal – Innovation

Started from a heartfelt recipe passed down from a foster mother.

Now a community-trusted brand with a focus on authenticity and food safety

What Sets Us Apart:

- Fresh and odorless fish products
- No preservatives
- Handcrafted and scalable



Product Line Highlights

1. Pempek Telur: Egg-filled fishcake
2. Pempek Lenjer: Elongated classic pempek
3. Pempek Adaan: Fried fish balls with herbs
4. Pempek Selam: Large egg-filled pempek
5. Pempek Kulit: Savory pempek with fish skin
6. Tekwan: Fishball soup with vermicelli

Pempek

Pempek is a traditional Indonesian fish cake made from a mixture of ground fish and tapioca flour. It is usually served with a tangy, spicy vinegar-based sauce called cuko. This chewy and flavorful snack is a popular street food from Palembang, South Sumatra.

Tekwan

Tekwan is a savory soup originating from Palembang, featuring small fish cakes made from fish and tapioca. The fish cakes are served in a clear broth with mushrooms, shrimp, and glass noodles. It's a comforting dish that highlights the rich flavors of South Sumatran cuisine.



Operations & Compliance

Production Model:

Our home industry operates with a dedicated team of 3 staff members. It is family-managed, ensuring a personal touch and commitment to quality. We maintain strict hygiene standards throughout the production process to guarantee the safety and satisfaction of our customers.

Food Safety:

All our products are certified Halal, adhering to the highest standards of food safety and religious compliance, so you can enjoy our offerings with full confidence.



Investment & **Collaboration**

**Launch
flagship
store**

**Scale
production**

**Expand
distribution**

**Complete
certifications
(BPOM, SKP)**

We are seeking strategic partners to collaborate on launching a flagship store, scaling up production capabilities, expanding distribution networks, and completing essential certifications such as BPOM and Halal. This partnership opportunity aims to accelerate growth and ensure product quality and compliance. Join us to be part of a promising venture with strong market potential.

Business Milestones



About Us

Founded in 2017, Pempek Kakak has rapidly evolved from a small local producer to a nationally recognized and trusted supplier of authentic pempek—a beloved traditional Indonesian delicacy. With a deep respect for heritage and an unwavering commitment to quality, we have become the preferred choice for various ministries, local government institutions, and numerous satisfied customers across the country.

Our products are crafted using time-honored recipes combined with stringent quality controls, ensuring every bite delivers the rich flavors and textures that define true pempek. Beyond taste, we emphasize reliability—guaranteeing timely deliveries and consistent product standards to meet the diverse needs of our partners.



At Pempek Kakak, tradition meets modern professionalism. Our ready-to-use logo and thoughtfully designed packaging not only protect the freshness of our products but also communicate our dedication to excellence and customer satisfaction. We continue to innovate and expand, driven by our passion to bring the authentic taste of pempek to every corner of Indonesia and beyond.

Join us on this flavorful journey and experience the essence of Pempek Kakak—where tradition, taste, and trust come together.



Go-To-Market & **Growth Strategy**

- Product A
- Product B

Pempek Kakak leverages strong digital channels and plans to expand with an offline store and B2B catering services to grow its market presence.

Currently, Pempek Kakak connects with customers through Instagram, WhatsApp, and Shopee, providing easy access to authentic pempek. The brand aims to open a physical store offering both dine-in and frozen products to enhance customer experience. Alongside this, a B2B catering service is in development to cater to corporate and government events. Marketing efforts will be ramped up strategically to support growth while maintaining product quality and customer satisfaction.

Thank You

Let's bring Indonesian tradition to the world.



Let's savor the taste of tradition together with Pempek Kakak.



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