



Since **1952**



COMPANY
PROFILE

“Marie Regal? I remember eating these biscuits when I was young!”

- Stated by many consumers in Indonesia

Marie Regal has been a family biscuit since 1952, passed on through generations. Our biscuit is a part of growing up in Indonesian culture, serving them a highly nutritious product that is perfect for growing infants or as a snack for all ages. Our consumers enjoy Marie Regal biscuits in many different ways: with milk, tea, coffee or by itself. In Indonesia, mothers feed their infant Marie Regal biscuits by softening it with milk or water, as a substitute for baby food.



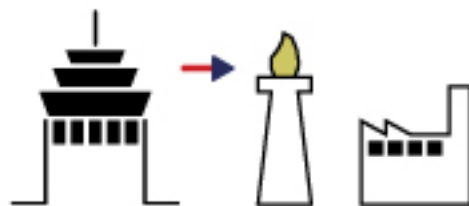
COMPANY HISTORY

Mr. Yong Sun Tek
started producing
Indonesian's most loved
Marie Biscuits in **Bandung**



1952

In 1962, he moved to **Jakarta**,
and created manufacturing
facility in the **Bandengan** Area



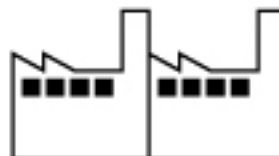
1962

1972

Moved to **larger production facility** to mass produce his famous Marie Biscuits.



No.1 Marie Biscuits brand
in **Indonesia**. With **Halal & SNI**
Certification



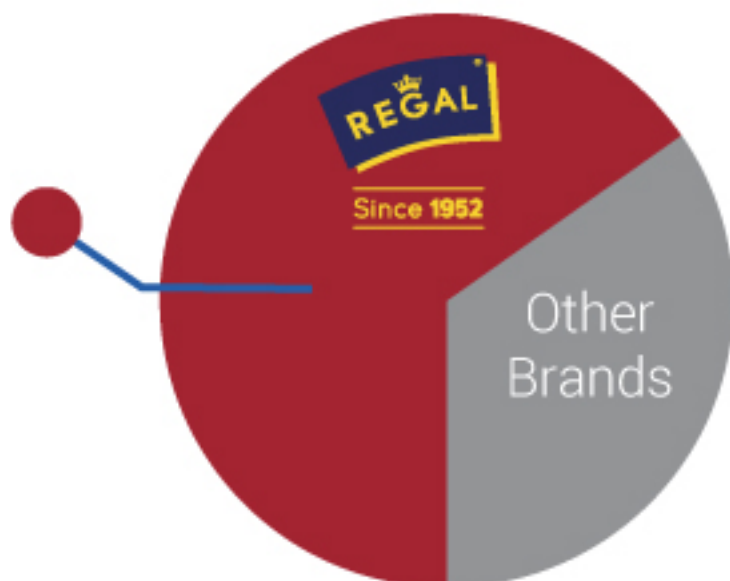
NOW

COMPANY PERFORMANCE

DATA FROM 2018

75%

Market share in Marie Biscuits category, in the two largest Indonesian modern market retail chains.

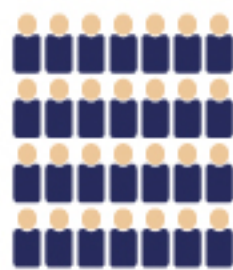


Approximately

50 TONS



/DAY



500+

EMPLOYEES

50+ DISTRIBUTORS IN INDONESIA



PRODUCT LINE



Sachet (12 gram)

Quantity Per Carton : 10 sachets x 12 strips
Box Size (L x W x H) : 35,97 x 22,08 x 15,77 cm
Weight (Kg) : 2,23 Kg

FIT FOR :



ON THE GO



Mini Pack (25 gram)

Quantity Per Carton : 96 Single Packages
Box Size (L x W x H) : 39 x 31 x 13 cm
Weight (Kg) : 3,2 Kg

FIT FOR :



ON THE GO



TRAVELING

PRODUCT LINE



Small Roll (120 gram)

Quantity Per Carton : 48 Rolls
Box Size (L x W x H) : 36,72 x 24,8 x 23,59 cm
Weight (Kg) : 6,48 kg

FIT FOR :



**SMALL
FAMILY**



Large Roll (230 gram)

Quantity Per Carton : 24 Rolls
Box Size (L x W x H) : 40,9 x 28,47 x 16,72 cm
Weight (Kg) : 6,14 kg

FIT FOR :



**SMALL
FAMILY**



Large Special Roll (230 gram)

Quantity Per Carton : 24 Rolls
Box Size (L x W x H) : 40,9 x 28,47 x 16,72 cm
Weight (Kg) : 6,14 kg

FIT FOR :



**SMALL
FAMILY**



***more MILK & BUTTER**

PRODUCT LINE



Tin (550 gram)

Quantity Per Carton : 6 Metal Cans
Box Size (L x W x H) : 47 x 32 x 17 cm
Weight (Kg) : 5,2 Kg

FIT FOR :



**SMALL
FAMILY**



Large Special Tin (1000 gram)

Quantity Per Carton : 6 Metal Cans
Box Size (L x W x H) : 48,5 x 32 x 27 cm
Weight (Kg) : 9,4 Kg

FIT FOR :



**BIG FAMILY
GATHERING**



*more **MILK & BUTTER**

PRODUCT LINE



Chocolate Roll (100 gram)

Quantity Per Carton : 48 Rolls
Box Size (L x W x H) : 34,12 x 26,28 x 18,11 cm
Weight (Kg) : 5,35 Kg

FIT FOR :



SMALL
FAMILY



Peanut Roll (100 gram)

Quantity Per Carton : 48 Rolls
Box Size (L x W x H) : 34,74 x 26,39 x 18,35 cm
Weight (Kg) : 5,37 Kg

FIT FOR :



SMALL
FAMILY

PRODUCT LINE



Chocolate Sachet (20 gram)

Quantity Per Carton : 96 packs
Box Size (L x W x H) : 33,18 x 29,12 x 9,78 cm
Weight (Kg) : 2,78 Kg

FIT FOR :

 **ON THE GO**  **TRAVELING**  **SNACKING**



Peanut Sachet (20 gram)

Quantity Per Carton : 96 packs
Box Size (L x W x H) : 33,33 x 29,17 x 9,86 cm
Weight (Kg) : 2,83 Kg

FIT FOR :

 **ON THE GO**  **TRAVELING**  **SNACKING**



Vanilla Sachet (20 gram)

Quantity Per Carton : 96 packs
Box Size (L x W x H) : 33,27 x 29,25 x 9,78 cm
Weight (Kg) : 2,71 Kg

FIT FOR :

 **ON THE GO**  **TRAVELING**  **SNACKING**

MARIE REGAL AS AN INGREDIENT

People use Marie Regal as a baking ingredient to create incredible pastries and desserts.



Marie Regal Pudding



Marie Regal Fruit Tart



Marie Regal
Black Forest Layer



Marie Regal
Chips Pudding



Marie Regal
Espresso Tiramisu

See more receipe at

[youtube.com/RegalBiscuits](https://www.youtube.com/RegalBiscuits)

MARIE REGAL AS A FLAVOR

People use Marie Regal as a flavor on their food/cake products to strengthen the taste



Marie Regal Shake
by
@kopikenangan.id



Soeklat Roegal
by
@kopisoe



Marie Regal Cake
by
@exquisepatisserie



Brownies Cake
by
@adlersbaker



Marie Regal Cake
by
@arkamaya.artisancakery

See more receipe at

 youtube.com/RegalBiscuits

COMPANY
COMMITMENT

CONSUMER **SATISFACTION** IS OUR **#1 PRIORITY**



SNI

2973 : 2011
LSPr-004-IDN



**BALAI
SERTIFIKASI
INDUSTRI**

ISO 9001 : 2015 CERTIFIED

We have **Halal** Certification from **MUI & SPPT SNI (Standard National Indonesia)**
2973 : 2011 LSPr-004-IDN

www.marieregal.com

 MarieRegalBiscuits

 @MarieRegal_ID

 MarieRegalBiscuits