

ESSENTIAL *& Healthy* LIVING



Jay's
Organic®



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Taste a better world.



Vision & Mission

WHO WE ARE.

At Jays Organic, we are driven by the goodness of organics. From the field to your kitchen, we are committed to ensure that our organic spices and seasonings are grown and processed in an ethical and sustainable manner.

VISION.

As one of the largest herbs grower in Indonesia, we are responsible to initiate changes to save the earth by supporting organic farming. We would like to empower rural areas, provide eco-functional intensification that produces food, while harnessing and regenerating eco-system services as well as strengthening resilience to climate change, and provide food for the health and well-being available to all.

Organic agriculture must build the capacity to fulfill the world's quantitatively, qualitatively and structurally adequate food needs for the entire population.

MISSION.

We develop direct, honest and genuine relationships with growers to offer pure, premium quality spices for all your baking and cooking needs. Eat right, live well and join us on our mission to make organic food more accessible.



From Zero To Hero




EARLY STORY.

Jays Kitchen® was founded in 2006 by UD Hoka Jaya Perkasa in Sidoarjo, Indonesia. Food and cooking have been our passion since we were born. Initially, we came up with the fact that every good cooking always starts with good quality ingredients.

Spices and herbs are one of the key ingredients to bring up flavor in every dishes, and so the qualified spices & herbs become essential.

There was a time, finding packaged local spices at retail was a challenge for some people. If it was not available, people would buy foreign brands that are more expensive, even though our country is the largest spice producer. Since then, we are committed to provide food lovers with world class quality spices and herbs offering the best value price in the market.

Since we launched the products Jays Kitchen® in 2006, we got very good response in the market and it continually grows every year. Until now, we still strive to provide the best spices and herbs to your table. Eat well and enjoy good food.



“We got very good responses in the market & it continually grows every year.”

A detailed line drawing of a spice branch, likely turmeric, showing several large, pointed leaves and clusters of small, round berries hanging from the stem. The drawing is positioned on the left side of the page, partially overlapping the quote.



Image 1.1. Jay's Organic Spices



NATIONAL REACH.

On a national scale, we have become one of the biggest herbs and spices growers. Our products have been marketed all around Indonesia from Surabaya, Jakarta, Bali, Yogyakarta, Solo, Semarang, Balikpapan, Makassar, Lombok, Samarinda, Labuan Bajo, dan other cities.



Image 2.1. The first logo of Jay's Kitchen (used until today)

Jay's kitchen has been committed to providing the nation traditional to international seasoning from the start. Some of the most wanted products are the herbs, spices, seasonings, Magic Rub, Marinade Mix and Gravy Mix.

The Story Behind Herbs

THE HEART OF ASIAN HOME COOK.

Asian greatly vary the flavors of their food by using herbs and spices. These are essentials on every Asian's rack no matter where they are. People will always find Asian groceries in every place in the world.

People today are cooking more Asian cuisine than ever before due to the increase demand for healthier foods or the rise of veganism. Asian food has the ingredients that is vegan-freindly.



JAY'S ORGANIC FARM.

Our farmers are permitted to use less than 20 pesticides, derived from natural ingredients including citronella and clove oil. By rotating crops and selecting crop varieties with a natural resistance to particular pests and diseases, organic farmers are able to avoid disease problems and the need to control them with chemical inputs.

The wide variety and sheer amount of Asian spices and spice blends provide both intense flavors and well balanced meals that are hard to match in many other worldwide cuisines. It's important to know the basic ingredients to make the most authentic dish possible in a healthier way.


Indonesia has been known for centuries as the leading producer of spices. To date, Indonesia still ranks among the top three producers of major spice commodities and Jay's Kitchen is one of these growers.



HERBS AND SPICES MARKET GROWTH FORECAST.

Presently, difficult work culture and busy lifestyles have forced consumers to opt for ready-to-eat meals. Dried herbs permit customers to enjoy tasty and flavourful foods that consume less time for preparation. The growing demand for processed foods such as snacks, pickles, beverages, and others has caused the increasing demand for market share during the forecast period owing to boost the flavour of these dried herbs. Global seasoning and spices market is projected to grow at a CAGR of 4.7%, during the forecast period (2020 - 2025).

Source: Mordor Intelligence



“For millenia, herbs and spice have been the key ingredients in Asian cuisine.”

HEALTH BENEFITS.

The brilliance of Asian cooking not only lies in its intense aromas and bold flavours that bring depth to the dishes, but also its health benefits. In South Asia, medicinal herbs used as medicines accounted for nearly 1/3rd of market demand from the region. For example, ginger is a common ingredient in folk medicine to relieve symptoms of colds and cough like stuffy nose and itchy throat. Turmeric can allegedly cure diabetes and even prevent cancer.

Besides roots, leaves like Thyme, Basil, Oregano, Parsley, that are more popular in Europe also have health benefits: healthy antioxidants.



Products & Farming

Spices



BLACK PEPPER.

- Ground
- Whole



This king of spice is harvested in Java from the seeds of *Zingiber officinale*. Add black pepper to your diet in several ways. Use as an ingredient to meats, fish, vegetables, salad dressings, soups, stir-fries, pasta. Also add a dash to scrambled eggs, avocado toast, fruit and dipping sauces.

WHITE PEPPER.

- Ground
- Whole



White pepper has been used as a flavouring agent. It combines very well with salads, cold cuts, sandwiches, and balsamic tomatoes. Use this to add flavour to soups, marinades for meat and poultry, and spicier stir-fries or potato dishes. Sprinkle over eggs or additional flavouring.

CINNAMON.

- Ground
- Stick



Cinnamon is an excellent source of Manganese and fibre and a very good source of Calcium. It is popular in cooking, particularly baking, curries and beverages. Simmer cinnamon sticks to your favourite drink for a deliciously warming refreshment or sprinkle it on toast, dessert, beverage and more!

VANILLA.

- Powder
- Beans



Vanilla is an everyday superfood, containing Magnesium, Potassium, Calcium, Manganese and Aphrodisiac. Try out this vanilla bean powder in a smoothie, hot blended coffee, cookies, cakes, whatever you want! Best served for your vegan, healthy food, beverage and dessert.

NUTMEG.

- Ground
- Whole



Nutmeg can be used in both sweet and savoury dishes. Use as desserts and beverages ingredients, such as pie, eggnog, chai, or as a garnish over foamy coffee drinks. The spicy flavour of nutmeg provides a nice contrast to the creaminess of cheese, meats and curry.

TURMERIC.

- Ground
- Slices



Turmeric has a warm, bitter taste and provides an antioxidant benefit, fighting potential damage from free radicals in the body. Cook with curry, cheese sauce, hummus and more. For dessert, give a dash of it into smoothies or pancakes.

GINGER.

- Ground
- Slices



Add ginger to many dishes: sauté it with vegetables, make it into a tasty salad dressing, or bake it into cookies or bread. Ginger lends its zing to sweet and savoury dishes and drinks across a wide range of cuisines. You can grate it on top of foods or in drinks. Explore the warm, pungent, peppery flavour in every of your dishes.

CLOVES.

- Ground
- Seeds



Cloves offer a unique camphor-like, slightly bitter, and highly aromatic flavour profile which is popular for savoury dishes, desserts, and drinks. Sprinkle cloves to flavour meat, sauces, soups and rice dishes. Use along with cinnamon and nutmeg or use alone in sweet dishes, like pie and in drinks such as mulled wine, cider, or chai.

MACE.

- Whole



Mace is a less intensely concentrated version of nutmeg, and also has notes of cinnamon and black pepper. Mace is typically used in baking—used to give warm notes that bridge the savoury and sweet in rich foods like donuts, cakes, and sweet potato or pie. Mace also adds creative complexity to meaty braises and stews.



Herbs



THYME LEAVES.

Thyme has a slightly sour flavour like a very mild lemon, and goes great with vegetables and seafood. Use it on poultry and meats, and even for stuffing. It is typically used in savoury dishes like braised or roasted meat, vegetables, or fish, as well as in savoury baking. It can also be used to add flavour and depth to marinades, soups and stocks, cocktail elements, and teas.



OREGANO LEAVES.

Oregano is mostly used in tomato-centric recipes, like pizza and pasta sauce. Combine Oregano with olive oil to create marinades for lamb, chicken, and beef dishes. It's also an excellent garnish to add, particularly to hearty vegetables like eggplant and cauliflower in order to release the flavorful essential oils contained within.



BASIL LEAVES.

The flavour of basil is a balance between sweet and savoury, with hints of mint, anise, and pepper. This herb will add a distinctive flavour to many Western and Asian dishes. Sprinkle it over a pizza or into a wrap, salad, then drizzle the dish with olive oil. Add basil to soups, tomato sauces, stir-fries. Make a marinade of your favourite protein to give a hint of sweetness.



BAY LEAVES.

Bay leaves are commonly added to stews, soups, sauces, and casseroles during the cooking process or applied directly to marinate meat and fish. In addition to these savoury applications, add bay leaves for desserts, like the cream mixture for rice pudding, to infuse it with a subtle herbal flavour.



TARRAGON LEAVES.

Tarragon is highly aromatic with a subtle licorice flavour. Its herbaceous flavour pairs well with meats like chicken, veal, and lamb, as well as seafood and egg dishes. It adds a fresh, spring taste to sauces and acidic flavours like lemon and vinegar, a mixture that is useful in salad dressings and marinades.



PARSLEY FLAKES.

This slightly peppery and bright herb has long been considered an ideal garnish. Sprinkle on top of grilled vegetables, roasted potatoes, a cold green-bean salad, stews, soups, pasta, hot or cold grain dishes. Put Parsley on everything: infuse your homemade dressing or finish your savoury bread dough before you pop it into the oven.



ROSEMARY LEAVES.

Use Rosemary as a seasoning in soups, casseroles, salads, and stews. Add a dash of it to chicken and other poultry, game, lamb, pork, steaks, and fish, especially oily fish. It also goes well with grains, mushrooms, onions, peas, potatoes, and spinach. It's also a great idea to infuse olive oil with rosemary. Rosemary is a go-to ingredient for the most obvious culinary choices.

Coffee & others



SUMATRA ARABICA MANDHELING.

- Green Bean
- Roasted Bean
- Powder



Mandheling coffee bean is famous for its authentic earthy and intense herbal aroma. The acidity often exhibits tones of sweet chocolate. The flavour of the coffee develops well because of the rich volcanic soil and tropical climate, despite not being very high altitude.

The coffee is named after an ethnic group of north Sumatra: The Mandailing. Organic practices have a tendency to starve the trees of essential nutrients that allow them to better develop the distinct flavours they're known for.

RED CHERRY GAYO.

- Green Bean
- Roasted Bean
- Powder



Red Cherry Gayo Arabica coffee only uses coffee cherries that are truly red, processed premiumly, and manually selected. It is grown in Gayo, close to Lake Tawar, Central Aceh on average between 1,000 and 1,200 metres above sea level.

Gayo coffee has a strong body and aroma, low acidity with a bit of spice. The strong but not bitter taste of Gayo coffee makes it very popular in Europe and America.

SUMATRA ARABICA GAYO.

- Green Bean
- Roasted Bean
- Powder



Sumatra Arabica Gayo is one of the leading commodities originating from the Gayo Highlands, Central Aceh, Indonesia, which is volcanic and cool.

The characteristic aroma and taste of Sumatra Arabica Gayo Coffee will lead us to touch distinctive sensory experiences such as black or spicy tea such as ginger, cloves to lemongrass as well as other sensations according to each individual who enjoys it, sometimes with a distinctive dry taste such as from Latin America.

SUMATRA ARABICA VOLCANO GAYO.

- Green Bean
- Roasted Bean
- Powder



Sumatra Arabica Volcano Gayo is one of the leading commodities originating from the Gayo Highlands, Central Aceh, Indonesia, which is volcanic and cool.

The characteristic aroma and taste of Sumatra Arabica Volcano Gayo Coffee will lead us to touch distinctive sensory experiences such as black or spicy tea such as ginger, cloves to lemongrass as well as other sensations according to each individual who enjoys it, sometimes with a distinctive dry taste such as from Latin America.

GUNUNG GAYO.

- Green Bean
- Roasted Bean
- Powder



Gunung Gayo is an arabica coffee variety which is one of the leading commodities originating from the Gayo Highlands, Central Aceh, Indonesia.

The body is medium, the acidity is balanced and the aftertaste is quite long. The characteristic aroma and taste of Gayo Coffee will lead us to its very fragrant herbal and earthy aroma as well as other sensations according to each individual who enjoys it.

VOLCANO GAYO.

- Green Bean
- Roasted Bean
- Powder



Volcano Gayo is one of the leading commodities originating from the Gayo Highlands, Central Aceh, Indonesia. The soil conditions in the Gayo Highlands are volcanic, the type of soil that has high nutrients, derived from the volcanic process of many volcanoes found in Aceh, one of which is in Lukup Sabun, Bandar Lampahan, Simpang Balik, Bener Meriah Regency. Volcano Gayo Coffee will lead us to touch distinctive sensory experiences such as black or spicy tea such as ginger, cloves to lemongrass.



COCONUT SUGAR.

- Ground



Coconut sugar has higher levels of nutrients compared to white table sugar. It's a more natural option for your sweet tooth. It is not refined or chemically altered and contains no artificial ingredients or synthetic substances. Use as a sweetener both in baking and cooking.



*"How we farm really
does affect the quality of
the food we eat."* soilassociation.org

Core Values

FOOD FOR EVERYONE.

We produce herbs and spices for all people and we stand with our employees. Flavow has untapped to enhance our planet in ways that taste great.

HOME COOK COMMUNITY.

We are responsible for the long-term vitality of community. We want everyone to benefit from what we do.

INNOVATE FOR THE FUTURE.

We focus on quality from source, manufacture to table. We do not stop innovating for our customers because food is not only about taste, but also technology.

Why Organic?

Organic means working with nature. It means higher levels of animal welfare, lower levels of pesticides, no manufactured herbicides or artificial fertilisers rotated crops and more environmentally sustainable management of the land and natural environment, which means more wildlife.

Organically crops have much higher nutritional quality than non-organic counterparts. Switching to food produced organically contained higher levels of some desirable antioxidants whilst reducing the intake of potentially harmful cadmium and pesticides.



Fresh & No Preservatives



No Harmful Pesticides



Sustainable Factory



More Nutritious

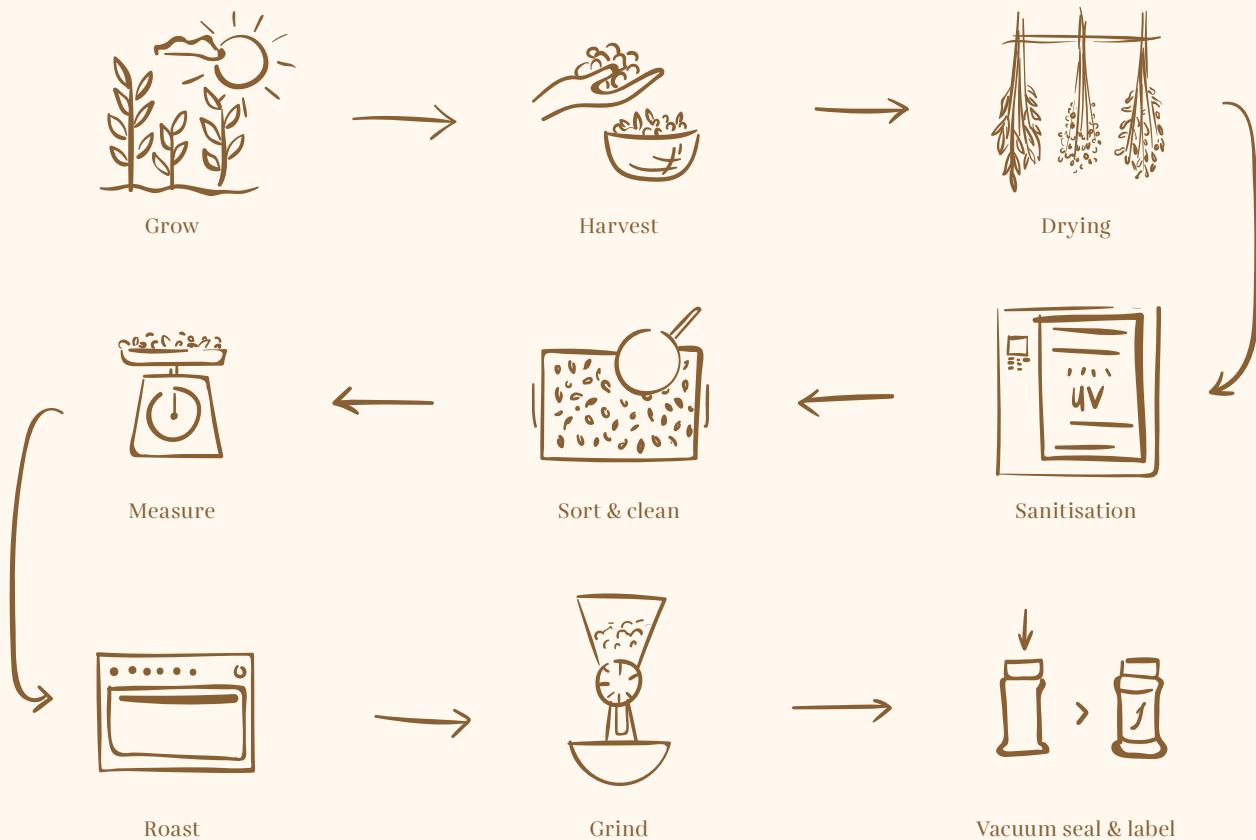


Image 4.1. Jay's Organic Manufacturing Process

ORGANIC CERTIFICATION.

Our products have been certified Organik Indonesia by BIOCert. Organic certification ensures that the product is produced organically in accordance with the Organic Agriculture Standard and recognized in ASEAN, Europe, US and Canada markets.

We also focus on the hazards that affect food safety and hygiene. HACCP certification is an international standard defining the requirements for effective control of food safety that systematically identify where the hazards are by setting up control limits at critical points during the production process.



ID-BIO-149
Non-EU/Agriculture



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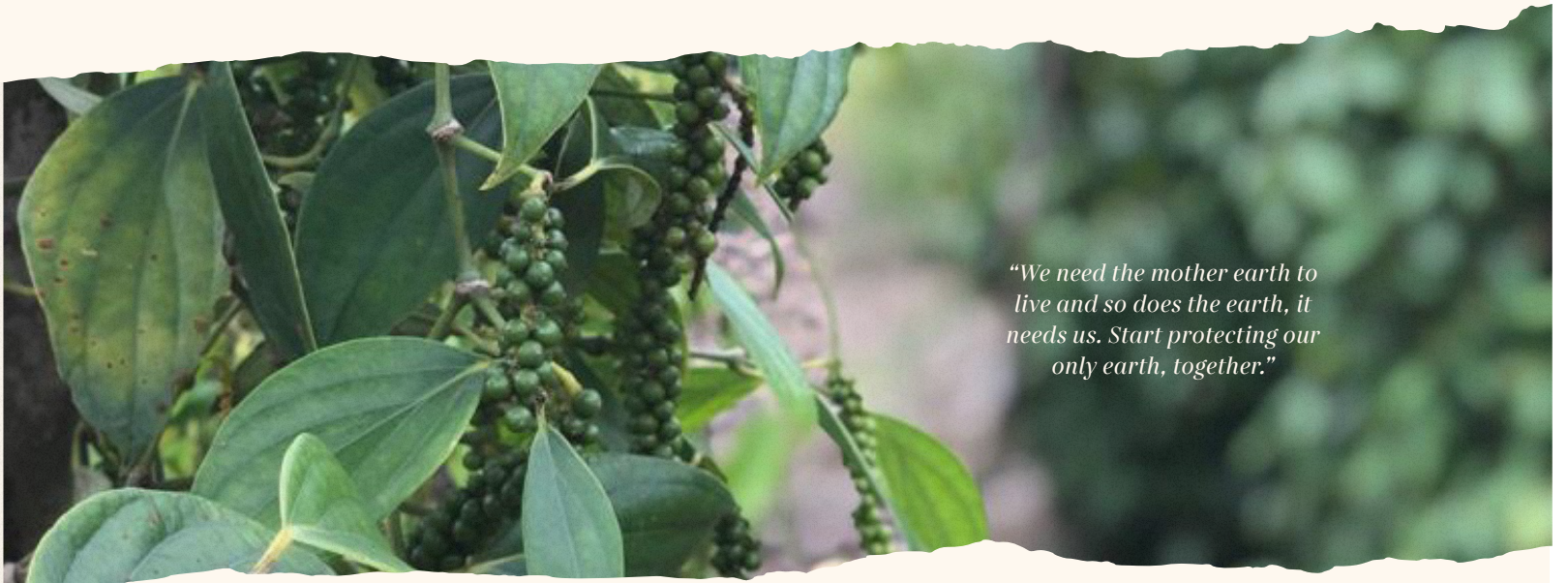


Image 3.2. Jay's Organic Manufacturing Machine

Company *Identity*

LEGAL. PT. Hoka Jaya Internasional

WEBSITE. www.jaysorganic.com



"We need the mother earth to live and so does the earth, it needs us. Start protecting our only earth, together."



