



# ONE STORE, ONE ARCHIPELAGO

HOME TO INDONESIA'S WIDEST SELECTION  
OF ORGANIC & ARTISANAL FOOD PRODUCTS



## PRESERVING BIODIVERSITY HERITAGE OF INDONESIA

Inspired by Indonesia's wealth on food biodiversity, indigenous wisdom and spiritualism, JAVARA was founded in 2008. JAVARA works across agricultural value chain from production to distribution in order to keep alive such heritage and bring community-based organic products to broader market.



- ✓ 900 PRODUCTS
- ✓ 300 ORGANIC CERTIFIED
- ✓ 174 HALAL CERTIFIED
- ✓ 52,000 FARMERS, FORAGERS, FISHERS & FOOD ARTISANS
- ✓ EXPORTED TO OVER 25 COUNTRIES IN 5 CONTINENTS



Through Javara Culture, we proudly present a signature store where consumers can enjoy a full experience of shop, eat, and learn about Indonesia's wealth on food culture.

## SHOP:

Javara Culture provides the widest selection of Indonesia's fine artisan natural and organic food products. Hundreds of them are already certified organic for the US, Europe, and Japan, as well as Halal Certified. Javara's products has also been exported to over 25 countries in 5 continents.

## EAT:

Savor on the scrumptious food and beverages at Dapur Javara, which recipes and team are developed with passion to highlights the beauty of Indonesia's heritage food ingredients. Our restaurants only use 100% local traceable and organically and naturally-grown ingredients of the Indonesian archipelago.

At Javara, we value time and the seasonality of food. Hence, all food are made from scratch, and some food items may not be available upon your request depending on the market availability. Every selection of our food are organic and made from the best natural ingredients sourced from farmers all over the archipelago. By having our meals deliciously prepared by our team of cooks, you are also contributing to help the livelihood of these farmers.

## LEARN:

At Javara Culture, we offer a space that enables cross-learning about Indonesia's heritage food culture, food ingredients, and how to enjoy them. Javara Culture regularly runs ExploRasa, a thematic food tasting workshop, cooking demos, and narrated dinner. Many are hosted by the farmers and food producers themselves. We are proud to make Javara Culture a space that builds connections among all those involved In food systems, from smallholder producers to end consumers.

## VALUE PROPOSITIONS:

- ORIGIN-SPECIFIC (100% INDONESIA)
- ETHICALLY TRADED
- NATURALLY GROWN
- NON-GMO
- NO ADDED PRESERVATIVES
- NO CHEMICAL ADDITIVES



JAVARA WORKING PARTNER AREAS

- 1 ACEH
- 2 AMBON
- 3 BALI
- 4 BANGKA
- 5 BELITUNG
- 6 CENTRAL JAVA

- 7 EAST JAVA
- 8 ENREKANG
- 9 FLORES
- 10 JAMBI
- 11 JAILOLO
- 12 JAYAPURA

- 13 LAMPUNG
- 14 NORTH SUMATRA
- 15 PONTIANAK
- 16 SANGIHE
- 17 SERUYAN
- 18 SORONG

- 19 SOUTH SULAWESI
- 20 TORAJA
- 21 WAMENA
- 22 WEST JAVA
- 23 WEST SUMATRA
- 24 YOGYAKARTA



JAVARA MARKET OUTREACH

- 1 AUSTRALIA
- 2 BELGIUM
- 3 CANADA
- 4 CHINA
- 5 USA
- 6 ECUADOR
- 7 FINLAND
- 8 FRANCE
- 9 GERMANY
- 10 HUNGARY
- 11 ITALY
- 12 JAPAN

- 13 MALAYSIA
- 14 NETHERLANDS
- 15 SINGAPORE
- 16 SLOVENIA
- 17 SOUTH AFRICA
- 18 SOUTH KOREA

- 19 SRILANKA
- 20 SWEDEN
- 21 SWITZERLAND
- 22 TAIWAN
- 23 UNITED KINGDOM

- a. BALI
- b. BALIKPAPAN
- c. BANDA ACEH
- d. BANDUNG
- e. JAKARTA
- f. LAMPUNG
- g. MAKASSAR
- h. MEDAN
- i. SAMARINDA
- j. SEMARANG
- k. SURABAYA
- l. YOGYAKARTA

## CAPTAIN OF THE JOURNEY



Believing in the future of Indonesia's food biodiversity to meet global healthy diets and explorative culinary experience, **Helianti Hilman** left her consulting work to establish PT. Kampung Kearifan Indonesia (Javara) in 2008. Graduated from King's College London, specializing in intellectual property rights with an extensive multi-sector consulting experience for rural economic development, Helianti uses such expertise and network to support her mission. Since then she is publicly recognized as the forefront promoter in sustaining Indonesia's food biodiversity heritage. She received Ernst & Young (EY) Indonesia award in 2013, named by Forbes Indonesia as one of Inspiring Women Honor Roll in 2014 and has been a Schwab Social Entrepreneur fellow since 2015. In 2016, Top 10 Asia named her as one of Indonesia's Top Social entrepreneur.

## JAVARA CULTURE LOCATION:

### JAKARTA

Graha BS Ground Floor.  
JI Kemang Utara A No 3. Jakarta Selatan.  
12730. Indonesia. Phone +62-21-7183550.

### BALI

Kenja Building Kawasan ITDC Lot RA 7.  
Jl Pantai Mengiat, Nusa Dua. Bali.  
80363. Indonesia. Phone +62-361-774210.

### SEMARANG

Jalan Taman Srigunting,  
Kota Lama, Semarang. 50174.  
Indonesia. Phone +62-813-2889-9929.

[store@javara.co.id](mailto:store@javara.co.id)

[@javaraindonesia](https://www.instagram.com/@javaraindonesia)

[JavaraIndonesia](https://www.facebook.com/JavaraIndonesia)

[www.javara.co.id](http://www.javara.co.id)



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## PRESERVING BIODIVERSITY HERITAGE OF INDONESIA

JAVARA didirikan pada tahun 2008, terinspirasi oleh kearifan lokal dan kekayaan keaneka ragaman hayati bahan pangan Indonesia. JAVARA bekerja dari hulu ke hilir, dari produksi hingga distribusi sebagai upaya untuk melestarikan warisan nusantara dan menghadirkan produk pangan organik, hasil petani pribumi ke pasar yang lebih luas.



- ✓ 900 PRODUK
- ✓ 300 BERSERTIFIKASI ORGANIK
- ✓ 174 BERSERTIFIKASI HALAL
- ✓ 52.000 PETANI, PERIMBA, NELAYAN & FOOD ARTISAN
- ✓ PRODUK JAVARA SUDAH DIEKSPOR KE 25 NEGARA DI 5 BENUA.



Javara Culture adalah outlet ritel dari Javara Indonesia yang ditujukan untuk memberikan konsumen pengalaman menyeluruh dalam menikmati hidangan, berbelanja dan belajar tentang warisan pangan Indonesia.

### SHOP:

Javara Culture menyajikan pilihan lengkap bahan pangan organik dan artisan dari beragam daerah di Indonesia. Lebih dari 300 produk sudah ber sertifikasi halal dan organik untuk pasar Amerika, Eropa dan Jepang.



DIRECT ETHICAL TRADE | COMMUNITY-ORIENTED PRODUCTS  
ARTISANAL FOOD | SUPPORTING SUSTAINABLE FOOD SYSTEM

### PRODUK:

ARTISAN SALT | SPICE, HERBS & SEASONING | SINGLE BLOSSOM RAW HONEY | SPECIALTY COFFEE (KOPI KONSERVASI) | TEA AND TISANE | COCONUT-BASED PRODUCTS (OIL, SUGAR, JAM, CHIPS) | HEALTHY SNACKS (GLUTEN FREE BISCUITS, CHIPS, NUTS) | HEIRLOOM RICE & GRAINS | GLUTEN FREE FLOUR | GOURMET VEGGIE NOODLE | CACAO-BASED PRODUCTS

## EAT:

Nikmati makanan dan minuman di Dapur Javara, dimana semua resep dikembangkan oleh tim *professional* yang memiliki dedikasi besar untuk mengangkat keistimewaan dan kekayaan bahan pangan Indonesia. Restoran kami hanya menyajikan 100% bahan pangan lokal, organik, *traceable* & tumbuh dengan alami.



Kami menghormati kearifan lokal dimana para petani dalam menanam dan mengelola pertanian mereka masih mengikuti waktu dan musim yang sesuai dengan penanggalan musim tanam. Oleh karena mengikuti musim tanam, kadangkala beberapa produk mungkin tidak tersedia dikarena sedang tidak musim.

Menikmati makanan yang disajikan dengan keaneka ragaman bahan pangan Indonesia, anda juga telah turut serta berkontribusi terhadap keberlangsungan para petani.

TRACEABLE | ORGANIC OR NATURALLY GROWN | GMO FREE |  
NO ARTIFICIAL FLAVORINGS & COLORANTS | NO BLEACHING |  
NO PALM OIL | NO CHEMICAL ADDITIVES |  
NO PRESERVATIVES | NON MSG

## LEARN:

Javara Culture menyediakan tempat untuk mendapatkan informasi dan belajar mengenai kekayaan bahan pangan Indonesia, rempah rempah, bumbu hingga menikmatinya.

Javara Culture secara berkala mengadakan ExploRasa, kegiatan tematik pelatihan, *food tasting*, demo masak dan makan malam ber narasi dengan tema yang berbeda beda . Kegiatan pelatihan banyak yang di fasilitasi langsung oleh petani dan produsen makanan itu sendiri.

Javara Culture menjadi sebuah tempat yang mampu membangun koneksi diantara pihak yang terlibat didalam sistem pangan, dari produsen kecil hingga konsumen akhir.

