

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Indonesian food and beverage (F&B) industry has experienced notable growth, driven by an increasing production of commodities and a rising consumer demand for both traditional and innovative products.

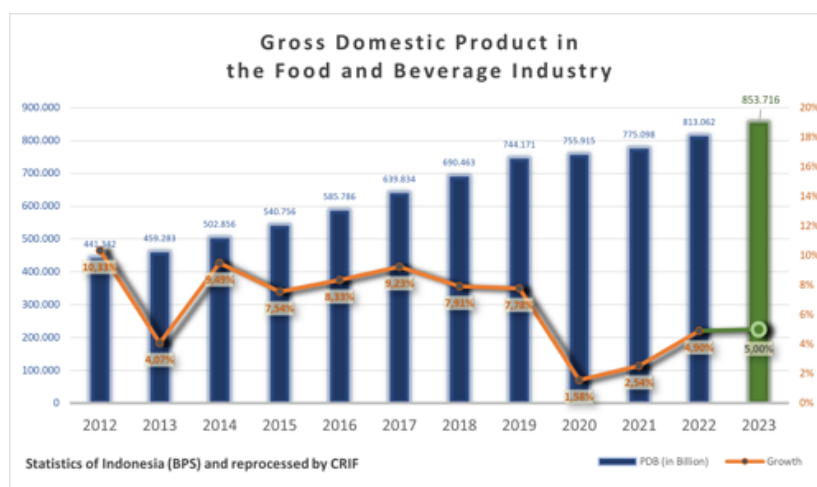


Figure 1.1 Gross Domestic Product in the Food and Beverage Industry

According to data provided by the Bureau of Statistics – Indonesia (BPS), the F&B industry had a growth rate of 4.90% on an annual basis in 2022 to IDR 813 trillion during the implementation of the Ministry of Health’s National Health Care Financial Reserve Fund Mechanism. 062 billion. This growth is fostered by an upward trend of the production of food and beverage commodities themselves. As stated above, the forecasts for 2023 released by CRIF in regards to the industry show that there is a possibility for a slightly higher growth of around 5% as compared to the growth recorded in the previous year. CRIF also believes that there is still potential for this industry for the formation and future development, particularly when countries start the economic recovery after the Covid-19 outbreak. This growth reflects an expanding market for both traditional and innovative beverage-related products, indicating a robust sector, ripe for culinary innovation. (CRIF Indonesia, 2023)

Reflecting on the cultural preferences within this expanding market, tea holds a special place in the hearts of Indonesians, transcending mere beverage status to become an integral part of daily life. “Whether as an invigorating energy boost for the mornings, an after-meal accompaniment for a habitual pick-me-up during business meetings, tea has long been a staple in Indonesian culture” (Unilever Food Solutions, 2020). It is not merely a drink for specific occasions; rather, it is a comforting and versatile choice enjoyed at any time of the day. This cultural inclination towards tea as a staple has paved the way for creative culinary explorations.

In the context of tea preferences in Indonesia, black tea emerges as the leading commodities in the Indonesian plantation sub-sector (Elpawati et al., 2021). Its robust flavor and versatility make it a popular choice among Indonesians, whether served traditionally or incorporated into contemporary culinary creations. The integration of various teas into panna cotta not only pays homage to local taste preferences but also adds a layer of familiarity and authenticity to the dessert.

The globalization of cuisine and the popularity of international culinary trends played a significant role. Indonesia, with its diverse and vibrant food culture (Armielia et al., 2023), has embraced a variety of foreign dishes and desserts. Panna cotta, an Italian dessert that translates to "cooked cream" (Chlumsky, 2021) has a rich and creamy history that traces its roots to Northern Italy. While the precise origin remains a subject of debate, it is widely believed to have originated in the Piedmont region (Barber, 2024). Panna cotta gained popularity in Italy in the mid-20th century and has since become a beloved dessert worldwide. The dessert's simplicity, elegance, and versatility contributed to its widespread appeal. Panna cotta found its way onto the dessert menus of upscale restaurants and cafes in major Indonesian cities. (Budhi, 2022)

The innovative combination of panna cotta with tea in Indonesia reflects a unique culinary fusion that captures the preferences of the local population. This culinary innovation seamlessly merges the creamy and delicate texture of panna cotta with the rich and diverse flavors of tea, offering a beverage and dessert

experience that resonates with the cultural palate of Indonesians. Additionally, by using dairy-based panna cotta instead of artificial toppings or processed mix-ins, this fusion appeals to consumers seeking more natural indulgence, aligning with emerging preferences for less synthetic sweet beverages. The integration of various teas into panna cotta not only pays homage to local taste preferences but also adds a layer of familiarity and authenticity to the beverage.

The introduction of this innovative pairing is likely to resonate well with Indonesian consumers who appreciate the harmonious blend of traditional and modern flavors. By using local Green Tea, Oolong Tea, Butterfly Pea Flowers, and Jasmine Tea, PannacoTea!'s goals reflect exactly that. Adding up the cultural value of tea and connecting it to the global appeal of panna cotta, PannacoTea!'s beverages does not only refer to a delightful beverage—it becomes a culinary experience that celebrates the country's rich tea-drinking heritage while embracing the global appeal of a beloved Italian dessert.

Beyond flavor, the integration of panna cotta into beverages brings subtle functional benefits. As a dairy-based dessert set with gelatin, panna cotta contains amino acids that may support digestive comfort and gut lining integrity. While not marketed as a health drink, this composition makes PannacoTea! a more mindful indulgence, especially compared to beverages laden with artificial toppings and excessive sweeteners. It offers a unique balance of enjoyment and simplicity, aligning with growing consumer interest in natural and gut-friendly ingredients.

1.2 Company Description

PannacoTea! is a micro, small, and medium enterprise (MSME) established in May 2024 during the final project exhibition at Universitas Multimedia Nusantara. Founded by Helena Alicia Sugondo, a student of Hotel Operations, PannacoTea! was initiated with an initial capital of Rp10,336,000 as a home-based business focusing on online sales and participation in university bazaars.

PannacoTea! offers innovative tea-based beverages combined with the rich, creamy texture of panna cotta. The business aims to present a fresh take on milk tea culture by blending tradition and creativity into one convenient, eco-conscious product. Operated from home and active at local bazaars, PannacoTea! provides an accessible and enjoyable culinary experience to tea lovers and young consumers.

Vision:

To become a leading pioneer in the innovative tea beverage market by combining tradition, creativity, and sustainability.

Mission:

1. To craft high-quality, tea-infused panna cotta drinks with premium ingredients.
2. To provide accessible and visually unique beverages through online platforms and local bazaars.
3. To promote eco-conscious practices using sustainable packaging materials.
4. To continuously innovate and adapt to customer preferences while maintaining product excellence.



Figure 1.2 PannacoTea! Logo

The PannacoTea! logo reflects the brand's commitment to providing excellent and creative tea-based beverages and desserts, while also reflecting playful minimalist design principles. The green tea leaf in the logo symbolizes the passion for tea and

its creative uses, while the exclamation point at the end emphasizes approachability and enjoyment.



Figure 1.3 PannacoTea! Color Palette

PannacoTea! uses a warm and inviting color palette, with hues such as deep green, earthy browns, and muted whites, capturing the natural beauty of leaves and the richness of panna cotta. The typography used for the brand name is chunky, abstract, and bubbly, conveying cheerfulness and excitement in every sip.

PannacoTea! aims to use only premium ingredients to meticulously craft exquisite tea-based drinks and desserts. By artfully combining the rich, complex undertones of fine teas with decadent textures and flavors such as fresh fruits, silky bittersweet chocolate, and velvety cream, the team is committed to pushing the boundaries of flavor innovation. In addition, PannacoTea! embraces eco-conscious practices, including the use of rice straws, paper packaging, and stamps instead of stickers, ensuring the products are as environmentally responsible as they are delightful.

1.3 Product and Services

Products from PannacoTea! are crafted precisely to align with the value proposition of delivering a unique blend of enjoyment, innovation, and satisfaction that distinguishes the brand from competitors.

1. Innovation: The tea-infused panna cotta beverages are an innovative take on classic drinks and sweets. PannacoTea! provide consumers with a distinctive flavor experience that they won't find anywhere else by fusing

the robust, comforting tastes of panna cotta with the delicate, aromatic undertones of fine teas.

2. Variety: With a diverse range of flavors and combinations, including Classic Milk & Tea!, Dark Earl Grey, and It's Mango, Jasmine!, catering to a wide range of tastes and preferences. Whether customers crave the comforting familiarity of milk tea or the bold allure of dark chocolate, there's a PannacoTea! creation to satisfy every craving.

The PannacoTea! product lineup presents a wonderful variety of tea-infused panna cotta drinks designed to delight the senses and tantalize the palate. Each beverage is conceived as both a treat and an experience—seamlessly combining drink and dessert into one concept that introduces novelty without excess. Below is an overview of every product:



1. Classic Milk & Tea!

The timeless charm of Classic Milk Tea variation. This delightful creation combines the creamy richness of milk-based panna cotta, topped with the slight sweetness in the luxurious Oolong Tea.

Figure 1.4 Classic Milk & Tea!



2. It's Dark, Earl!

Those who have a fondness for bold, bittersweet velvety chocolate. The rich goodness of Dark Chocolate panna cotta, combined with the notes of bergamot in Earl Grey Milk Tea.

Figure 1.5 It's Dark, Earl!



3. It's Mango, Jasmine!

The tropical variation of the tea-infused panna cotta drink. Panna cotta infused with the light floral essence of Jasmine, combined with the tropical flavors of Mango Green Tea.

Figure 1.6 It's Mango, Jasmine!



4. Blue Matcha!

The enchanting hues of Matcha and Butterfly pea, visualizes the blue skies and the green lands of the earth. Panna cotta infused with the earthy Butterfly Pea Flower and Honey, with the refreshing and slightly grassy notes of Matcha.

Figure 1.7 Blue Matcha!



5. It's Green, Honey!

The harmonious blend of nature's golden sweetener, Honey in the panna cotta, and Honey also in the Green Tea, truly for honey enjoyers.

Figure 1.8 It's Green, Honey!

For optimal enjoyment, the panna cotta drink is ideally served cold or chilled. This temperature preference stems from the delicate nature of panna cotta, which is highly responsive to temperature variations. Given that panna cotta contains gelatin, it retains its solid form within a specific temperature range conducive to solidification. Therefore, serving it chilled enhances the overall experience, allowing patrons to revel in the rich, allowing patrons to revel in the

rich, indulgent texture that defines a well-crafted panna cotta drink, while also offering a more familiar and gentle alternative to heavily processed toppings.

The idea behind PannacoTea! was a love of both the rich charm of panna cotta drinks and the long tradition of tea drinking in Indonesia, creating a tea-infused panna cotta drink. Milk tea, a famous drink that has been heavily consumed since 2011 (Ong et al., 2021). Understanding that tea is Indonesians' national beverage, PannacoTea! envisioned a genuinely distinctive product that would be appealing to tea enthusiasts and bring new insight to the milk tea market. PannacoTea! offers an exquisite combination of flavors that combines the aromatic subtleties of fine teas with the creamy deliciousness of panna cotta, all inspired by the idea of fusing tradition with innovation. This fusion not only introduces a new sensory experience but also reflects a mindful shift toward desserts with simpler, more recognizable ingredients. Motivated by a sincere passion for panna cotta and tea, PannacoTea! set out on an inventive and exploratory quest to create exquisite combinations that combine the luxurious richness of panna cotta with the cozy familiarity of tea. The use of gelatin in panna cotta adds not only to its silky texture but also brings an element of mindful indulgence, with amino acids that are often associated with digestive wellness (Urlich, 2019). PannacoTea! also adopts eco-conscious principles by using paper-based packaging, rice straws, and biodegradable alternatives—small steps that reflect the brand's care for both quality and sustainability.