

Boga
GROUP

www.boga.co.id

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MEMBER OF BOGA GROUP

BAKERZIN™
love sweets, love life

Boga
CATERING



樂天皇朝
PARADISE DYNASTY
LEGEND OF XIAO LONG BAO

樂天客棧
PARADISE INN
Tea House • Classic Signatures • Desserts

樂天小香港
CANTON PARADISE
ESSENCE OF HONG KONG



PONEY



OUR VISION

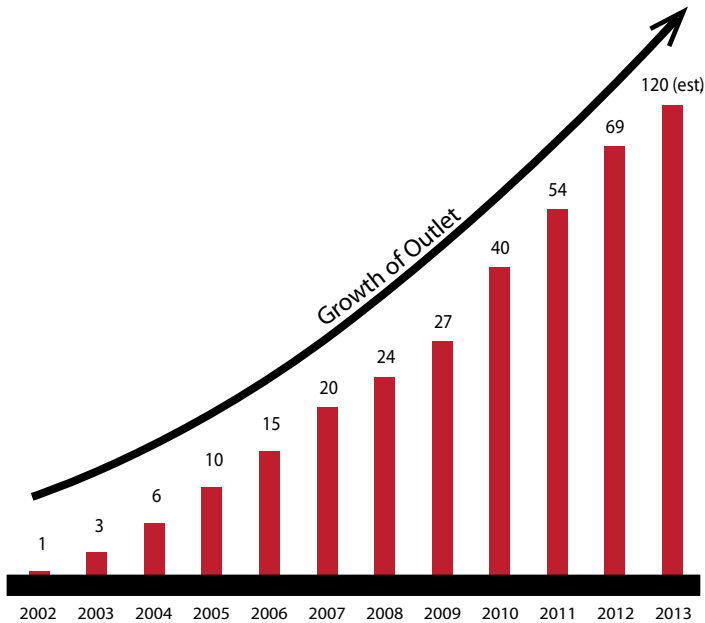
To be recognized as the best and most respected player in Indonesian food service industry

OUR MISSION

- We strive to enrich Indonesian culinary scene by introducing new F&B concepts
- We endeavor to provide extra-ordinary dining experience by serving quality food and services
- We achieve our goals by nurturing and growing the best people available in the industry
- We build long term strategic relationship with our partners (franchisors, franchisees, and suppliers)
- We realize that profitability is key to our continuous growth and future success

OUR VALUE

- I** - Integrity
- T** - Trust and respect on each others
- W** - Working together as a team
- O** - Openness
- R** - Reach for excellence in everything we do
- K** - Keep learning and focus in problem solving
- S** - Satisfaction and pride in what we do



The basic tenet of any successful business venture is an exceptional sensitivity to understanding people’s needs, and fulfilling such needs. For Boga Group, that sensitivity has been distilled into memorable brands that bring an endless variety of pleasures to the satisfaction of its customers.

Today, Boga Group and its subsidiaries are engaged in the food and beverage industry and retail business, operating a total of 90 restaurants nationwide, with more than 3,000 highly trained individual making up its workforce. Boga Group’s lucrative portfolio currently consists of 12 Bakerzin, 25 Pepper Lunch, 1 Ten Ten, 3 Paradise Dynasty, 3 Paradise Inn, 2 Master Wok and 1 Poney outlets encompassing the metropolitan areas of Jakarta, Bandung, Surabaya, Yogyakarta, Medan, Makasar and Bali. The group also operates an exclusive catering service for Jakarta area.



By the end of 2013, Boga Group expects to bring up the number of establishments and new brands in its portfolio to a total of 120 restaurants. As it expands, Boga Group is committed to continuously maintaining the high standards of quality ingredients and impeccable service—two characteristics that distinguish a Boga establishment from the rest in the industry.

MILESTONES

2002

- July PT. Boga Makmur Mandiri, the first company within Boga Group, is established.
- November Bakerzin opens its flagship outlet at Cilandak Town Square.

2003

- July Bakerzin opens an outlet at Plaza Senayan.

2005

- July Bakerzin opens an outlet at Pondok Indah mall.

2006

- March Bakerzin open its first outlet in Surabaya at Tunjungan Plaza IV.
- August PT. Boga Makmur Prima is established.
- October Pepper Lunch opens its first outlet at Plaza Senayan.

2007

- August Pepper Lunch opens its outlet in Bali.

2008

- February Pepper Lunch open its outlet at Paris Van Java, Bandung.
- September Pepper Lunch Express opens at Senayan City.

2010

- March Bakerzin opens its first outlet in Medan.
- June PT Boga Makmur Tiara is established.
- December Ten Ten opens its first outlet at Pondok Indah Mall 1.

2011

- February PT. Boga Makmur Dinasti is Established.
- June Paradise Dynasty opens its first outlet at Plaza Senayan.
- October Bakerzin opens its first shop at Bandung SuperMal.

2012

- January PT. Boga Makmur Intipangan is established.
Paradise Dynasty will open at Ciputra World, Surabaya.
- March Pepper Pepper Lunch opens its first outlet in Makassar & Medan
- June Paradise Inn opens its flagship outlet at Plaza Indonesia
- December First shop of Pepper Lunch opens at Bali

2013

- June First outlet of Master Wok opens at Lotte World, Kuningan
- August Pepper Lunch will start serving in Yogyakarta
- November Canton Paradise opens its first outlet in Mall Kelapa Gading 3



Boga Group's resolute efforts in bringing its restaurant brands to greater exposure and ever-higher levels of quality have been rightfully rewarded with a number of accolades it received from award agencies and the media. Among its greatest successes so far is the fact that Pepper Lunch was the first restaurant in Indonesia to receive the prestigious HACCP certification.

- Best Overall Winner at Entertainment X'nter - Plaza Indonesia FoodVaganza, awarded to Bakerzin in 2005
- Best European Food from Jakarta Java Kini, awarded to Bakerzin in 2006
- Hazard Analysis & Critical Control Points (HACCP) Certification in Indonesia, awarded to Pepper Lunch in 2009
- HACCP Certification, awarded to Bakerzin in 2011

Kusnadi Rahardja
President Director & CEO

Graduated with an MBA from Carnegie Mellon University, Kusnadi Rahardja has been deeply involved in the food services industry since 2002, after leaving his post as Vice Director at one of the country's leading pharmaceutical distributors. As the co-founder and CEO of Boga Group, Kusnadi helps steer the company's strategic directions and lead its workforce in achieving its goals, by constantly upholding the company's "IT WORKS" values.

David Susanto
Director

After graduating with a Bachelor of Arts degree in Business Marketing (with Honors) from the Albers School of Business, Seattle University, David Susanto initiated his career as a financial advisor with American Express, during which he was responsible for managing his clients' investment portfolio. Upon returning to Indonesia, he co-founded Boga Group and currently serves as the Commissioner. David is also the founder and owner of Axioo, a photography company created out of his strong passion in the field



BRANDS




BAKERZIN™

love sweets, love life

BAKERZIN

Bakerzin is a casual dining café specializing in decadently delicious desserts. While it also serves a range of fabulous bakery recipes and succulent meals to indulge oneself in, Bakerzin aims to become the solid trendsetter for dessert menus in the national culinary scene.

Committed to innovation and excellence, Bakerzin provides remarkable service in delivering customer satisfaction and an amazing value-for-money dining experience. Eating out at Bakerzin is a casual dining sensation that can't be matched anywhere else.

 Bakerzin Jakarta

 @bakerzinjkt



OUTLET INFORMATION

JAKARTA

- Plaza Indonesia, Level 1
- Plaza Senayan, Level 2
- Pondok Indah Mal 2, Level 3
- Cilandak Town Square, Level G
- Mal Kelapa Gading 3, Level 1
- Central Park, Level GF
- Summarecon Mal Serpong 2, South Lobby

SURABAYA

- Tunjungan Plaza IV, Level 2
- Ciputra World, Level 3
- Galaxy Mall, Level 1

BANDUNG

- Bandung Super Mal, Level GF

MEDAN



- Jl.Teuku Daud No.9





PEPPER LUNCH

Pepper Lunch is an affordable DIY (Do-It-Yourself) fast food steak house with upwards of 200 outlets in Japan, where it originates, and other Asian countries. True to its name, Pepper Lunch boasts a fresh, upbeat and dynamic culinary experience for everyone through the novel concept of presenting a sizzling steak on a special iron hot plate. Using only premium meat and special ingredients, Pepper Lunch invites its customers to enjoy the fun of cooking their own meal just the way they want it. In Singapore and Jakarta, Pepper Lunch can also be found in foodcourt format, serving more economical menus without sacrificing the Pepper Lunch goodness.

 Pepper Lunch Jakarta
 @pepperlunchjakarta



OUTLET INFORMATION

JAKARTA

Plaza Senayan, Level 3
Plaza Indonesia, Level LB
Taman Anggrek, Level 4
Senayan City - Foodcourt
Emporium Pluit - Foodcourt
Mal Kelapa Gading 3 - Foodcourt
Puri Indah Mal - Foodcourt
Gandaria City, Level 2
Mal Ciputra (Citriland), Level UG
Pondok Indah Mal 1 - Foodcourt
Summarecon Mal Serpong 2, Level 2
Kuningan City Mall - Foodcourt
Central Park, Level LG

Lippo Karawaci, Level 2
Mal Alam Sutera, Mango Farm
Kota Kasablanka, Level LG
Cilandak Town Square, Level 2
Lotte Shopping Avenue, Level 4
fX Sudirman, Level 2
Grand Metropolitan Bekasi, Level 3

BANDUNG

Paris Van Java, Level GB
Trans Studio Mall, Level 2
Istana Plaza, Level 3

SURABAYA

Plaza Tunjungan 3, Level 5
Galaxy Mal - Foodcourt
Ciputra World - Foodcourt
Grand City Mall - Foodcourt

MAKASSAR

Mall Ratu Indah - Arcade

MEDAN

Cambridge City Square, Level LG

YOGYAKARTA

Ambarukmo Plaza, Level 3

BALI

Beachwalk, Level 2





TEN TEN

Inspired by popular tempura shops in Japan, Ten Ten is best known for its temptingly tasty tempura menus that are served in a lighthearted cafe setting. Offering authentic tempura, various donburi, exciting dessert & innovative beverages, Every dining experience at Ten Ten is always characterized by affordable prices, addictive meals, and endless fun.

 Ten Ten Jakarta

 @tntenjakarta

OUTLET INFORMATION

JAKARTA



Plaza Indonesia, Level Basement





PARADISE DYNASTY

Paradise Dynasty is a casual dining concept that serves an affordable yet exceptionally brilliant selections of northern and southern Chinese cuisine, a star list of 8 uniquely-flavored xiao long baos and the signature pork bone soup la mian. Inspired as much by the traditional richness of the cuisine as the culture of China, Paradise Dynasty pays homage to such exquisiteness by providing its diners with a truly valuable and memorable dining experience amidst a splendidly-designed setting that merges the majesty of the imperial dynasties of old with the unpretentious feel of contemporary China.

 Paradise Dynasty Jakarta
 @paradiseindo

OUTLET INFORMATION

JAKARTA

Plaza Senayan, Level 5
Central Park, Level LG

SURABAYA

Ciputra World, Level 3





PARADISE INN

Paradise Inn is an authentic Chinese inn-style eatery that is a restaurant, a tea house, and a dessert cafeteria—all in one charming establishment. With a décor and ambience that evoke the aura of contemporary Orient, Paradise Inn serves the best herbal and floral teas as well as fruit tisanes from the region to accompany its classic and fusion Chinese fares. There's also enough variety of warm and cold desserts to indulge your sweet tooth. Whether it's for business, casual chitchats between friends, or smart light meals with family, Paradise Inn will arouse the nostalgic soul in you.

[f](#) Paradise Inn Jakarta
[t](#) @paradiseindo

OUTLET INFORMATION

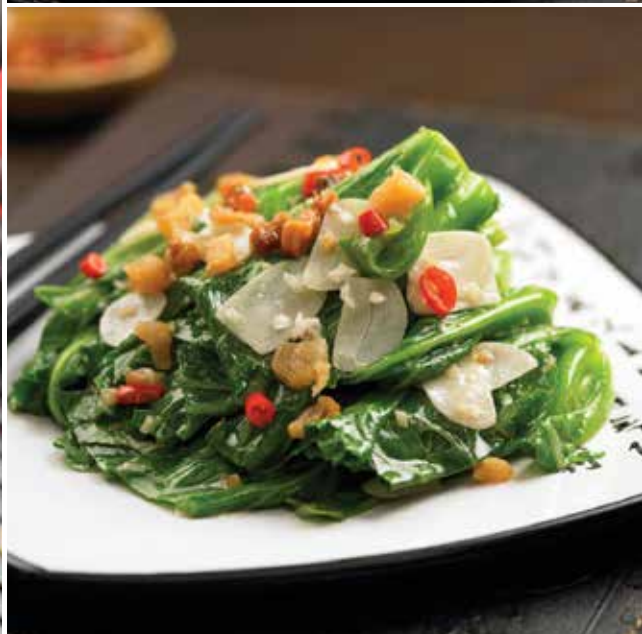
JAKARTA

Plaza Indonesia, Level Basement

Puri Indah Mal, Level 1

SURABAYA

Tunjungan Plaza 4, Level 5






CANTON PARADISE

Canton Paradise spells oriental chic with vibrant chirpy interiors akin to the bustling activity present in Cantonese eateries. A show kitchen lets diners take a peek at the chefs' deftness at carving the roasted meats, a classic Cantonese treat amongst other all-day dim sum delights. In addition, Canton Paradise offers other traditional favourites like wanton noodles, congee, rice dishes and roast meat – an amazing assortment bound to please!

Relish the finest Cantonese fare, soak up the bustling atmosphere and pursue the love affair with the best of Hong Kong at Canton Paradise.

 Canton Paradise Jakarta

 @paradiseindo

OUTLET INFORMATION

JAKARTA

Mall Kelapa Gading 3, Level G






MASTER WOK

Master Wok comes as a pioneer in Indonesia for the quick service Chinese food concept with a modern, hip, mainstream, and giving a popular ambience but in its unique way. Offering a high quality meals made with fresh and premium ingredients served fast and hot, Master Wok will win over the heart and stomach of hungry customer. By giving a fusion non-pork Chinese Cuisine and affordable price, Master Wok come to please the senses of customer.

 Master Wok Jakarta

 @masterwokjkt

OUTLET INFORMATION

JAKARTA

Lotte Shopping Avenue, Level 4

Mall Kelapa Gading 3, Level 3

Senayan City, Level 5





BOGA CATERING

With more than 10 years of experience in the culinary business, Boga Catering was established to create memorable moments for life's special events. Our team of culinary specialists will help you plan fantastic menus for your events, with the finest quality and skills, tools and expertise.

From to-go sizzling hot plates and festive petit fours, to a vast range of appetizers for cocktail parties and custom-planned dinners, we are definitely ready to set your event into motion, starting from the enticement of the palate. With great diversity, too: our tantalizing menus range from the highlights of the western hemisphere to the delights of the jeweled far east.

Our services can accommodate events of any size, theme, or budget, and in any location within our region of operation. To inquire more about special events or large-volume orders, contact Boga Catering to get the greatest service and the best price you can have in the field.

 Boga Group Catering

 @bogacatering

CONTACT

sales@boga.co.id

021-91411918






PONEY

Poney

Poney is a leading retailer in Malaysia specializing in a wide range of comfortable & fashionable products for kids. Poney's range of fashionable and high quality children's clothes are designed to compliment the lifestyle needs of today's modern children. Comfort, convenience and the need for self-expression are foremost in the minds of our designers. Our passionate focus on superior design, high quality fabrics & stringent quality has contributed to Poney's rapid growth in the market.

The products offered are continuously updated and fresh with the introduction of seasonal collections such as Spring, Summer, Fall and Winter. Poney continues to innovate; incorporating the best international trends to deliver new and exciting products to the market.

 Poney Indonesia

 @poneyindonesia

OUTLET INFORMATION

JAKARTA

Grand Indonesia - West Mal, Level 2

Mall KELapa Gading 3 (Opening in end of 2013)



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