

NEW CORPORATE IMAGE

AN UPDATE TO OUR BRANDING

After ten years of activity in the hydrocolloid world, we are pleased to announce with this newsletter our rebranding. This new corporate image is intended to fully integrate the JAVA BIOCOLLOID facilities in Indonesia and Italy.

Along with this change, a new company slogan has been chosen: 'Straight from the Source'. This is meant to celebrate our Indonesian origin and reflect the connection we have to our roots and source of high quality raw materials.

As a part of our focus on continuous development, we believe that this rebrand better represents our business in the present and going forward.

VEGAN BANANA CAKE

RECIPE WITH PHYTAFIBER

More and more people have the tendency to seek healthy, balanced and nutritious food in their diet.

The challenge faced by manufacturers is creating healthy foods with pleasant mouthfeel and taste while reducing the content of ingredients such as sugar and fats. This is where hydrocolloids play an important role as a micro-ingredient that can enhance the final product.

Here at Java Biocolloid, we developed a vegan Banana Cake Recipe with phytaFIBER. In bakery applications, phytaFIBER had been shown to improve water retention, offering a soft and moist cake as a result.

[Contact us for the recipe](#)



SEAWEED FARMING

INDONESIA'S HIDDEN POTENTIAL

As an archipelago, Indonesia has more than 17.000 islands with over 81.000 km of coastline. There are 555 seaweed species found in Indonesia and red seaweed represent the majority.

Cultivation of red seaweed is concentrated around Gracilaria, the raw material for agar-agar, Kappaphycus and Eucheuma as the source of carrageenan. This makes Indonesia the world's number one producer of cultivated tropical seaweed, contributing 75% of the global supply.

Seaweed farming has been extensively shown to have a positive social, economic, and environmental impact. In Indonesia, the income generated by seaweed farming directly benefits an estimated 70.000 families across Indonesia.

Seaweed production in Indonesia is expected to increase in the coming years backed by a push from the Indonesian government. The aim is that the seaweed industry in Indonesia will grow and improve the welfare of local communities.

DELIVERING RELIEF

RESPONSE TO NATURAL DISASTER

Seroja Tropical Cyclone hit on Sunday 4th April in East Nusa Tenggara, Indonesia. As a result of this cyclone, 10 districts and one city were hit by the flash flood and landslides.

As a part of humanitarian relief, the Hakiki Group together with the Rotary Club Surabaya West and the Rotary Club of Surabaya Rungkut collected food and basic necessities for disaster victims.

Help was provided in the form of clothes, personal care, blankets, food and beverage ingredients, canned food, medicines and sanitizers. 397 care packages were shipped and will be distributed through the Rotary Club of Kupang Central.

