

## **CHAPTER 1: INTRODUCTION**

### **1.1. A brief history**

PT XYZ is an Indonesian-based company involved in manufacturing and distributing fragrances, flavorings, essential oils and food ingredients. Established in 1968, it began focusing on aroma ingredients in distilling clove leaf oil and has been serving as manufacturer of Essential Oils and Aroma Chemicals. The company expanded its field in the food ingredients industry in 1974, producing various Botanical Extracts, Seasonings, Sweetener Mixtures, and Thermal Processed Products. They continued to collaborate and partnered with multiple companies until they started to produce and export Eugenol in 1992. The growth resulted in the building of a new factory in 2001 at Purwokerto, followed by another factory establishment at Cileungsi. These factories focused on aromatic chemicals, natural extracts, and savory products with more modern machinery and technology.

The company has been continuing the expansion with new production of cheese powder, sweetener, and natural ingredient powder with double encapsulation technology. In recognizing the quality management system, PT XYZ has obtained ISO certification since 1996, upgraded to ISO 9001:2008 and continues to be improved according to the standard. They obtained the ISO 22000:2005 certified recognition of the Food Safety Management System and has now been upgraded to FSSC 22000: 2013. In nine consecutive years, PT XYZ has received a Primaniyarta Award in the brand-new category of "Best Exporter for Sustainable Product" by 2021.

### **1.2. Vision and mission**

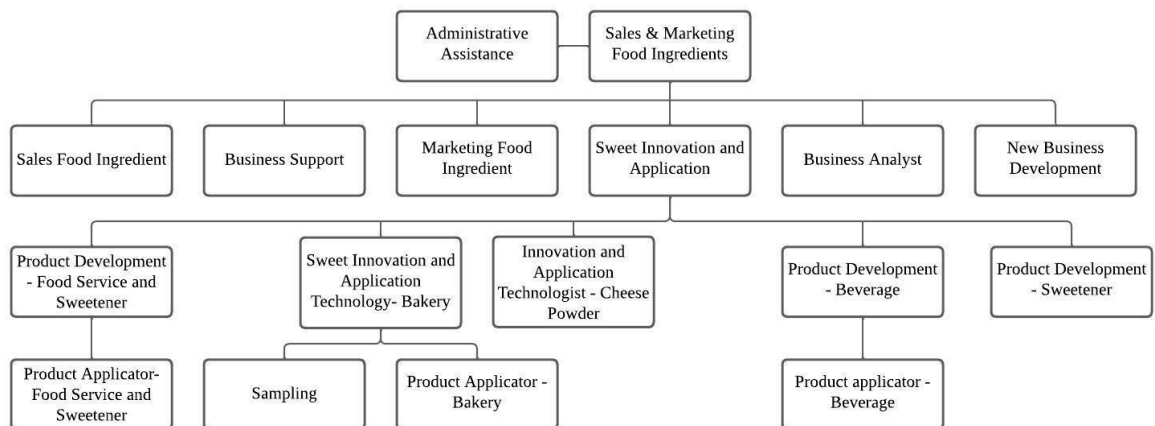
PT XYZ's vision is to become a regional leader in the food, flavor and fragrance industry through innovation, efficiency and sustainable business practices. For the mission, PT XYZ aspires to create innovative solutions with sustainable natural based-ingredients for life.

### **1.3. Main activity of host institution**

With sustainable practices and focused on research and innovation, PT XYZ produces a wide variety of natural components using Indonesian botanicals and other naturals in the role of development of food products by client's request. Their services vary starting from creating aroma ingredients of nature-based ingredients to generate or magnify particular smells, flavor, and improve senses of smell, taste and wellbeing. These products are offered to the flavor and fragrance sector, aromatherapy, cosmetics, and even the pharmaceutical industry. PT XYZ provides the Taste & Wellness business which encompasses CO2 extracts and Indonesian botanical extracts. Botanical extracts offer useful and functional qualities that can be used for other purposes for many industries, such as cosmetic, nutrition, pharmacy, agriculture, and even animal feed, in addition to improving the overall taste of food and beverage applications.

Since the beginning of the company's establishment, PT XYZ has served the production of seasonings and savory ingredients, which expanded to the food and beverage solution. The products revolved around seasonings, cheese powder, powdered and liquid beverages, beef-chicken-seafood extracts, dessert premixes, syrups and sauces, others. In addition, PT XYZ also partners with a number of the top specialty ingredient businesses in the world to sell and distribute their products all over Indonesia. Some of the used ingredients are hydrocolloids, natural food colors, dairy ingredients, and yeast extracts.

## 1.4. Organizational structure



**Figure 1. Organizational structure of PT XYZ**

In PT XYZ, the administrative assistant becomes the leader of Sales and Marketing of Food Ingredients which consists of six departments below: Sales Food Ingredient, Business Support, Marketing Food Ingredients, Sweet Innovation and Application, Business Analysis, New Business Development. During the internship period, author was responsible for the workload under Innovation and Application Technologist - Cheese Powder. The difference with other departments was focused on the type of developed products. Aside from cheese powder, Product Innovation and Application located in the main office of PT XYZ divides into Product Development - Food Service and Sweetener, Innovation and Application Technology for Bakery, Product Applicator for Beverage and Product Development for Sweetener.

## 1.5. The student's unit or department

Working under Sweet Innovation and Application, author works specifically in innovation and application technologist for cheese powder. The workload mainly revolves around formulation of cheese product, followed by the tasting evaluation. Using cheese powders from partnered companies, they are mostly utilized in the making of cheese sauce, cream coating, cream filling, seasoning and processed cheese, adjusted by client's request. The addition and reduction of ingredients were done until desired sensory properties are obtained. For bulk production afterwards,

it was later conducted in factory located in Cileungsi. Beside the workload for cheese production, author also obtained several chances to help the Product Development - Beverage team in making flavored drinks.