

## CHAPTER I. INTRODUCTION

### 1.1 Company Description

In response to the market's lack of nutritious and reliable beverages, PT Sewu Sentral Primatama (Re.juve) was founded by Gunung Sewu Group and led by Mr. Richard Anthony as one of Indonesia's most diverse business groups. The beginning of Re.juve started by cold-pressing juices in front of customers at the Gandaria City flagship location in 2014. Since then, it has expanded dramatically, with 90 stores and outlets in cities such as Jabodetabek, Bali, Surabaya, Semarang, Yogyakarta, Solo, Lampung, Palembang, and Bandung, accessibility to 18 vending machines and availability in 150 supermarkets nationwide. In 2018, a Cold-Pressed Production Facility (CPF) was opened in conjunction with High-Pressure Processing (HPP) technology, staying true to its fundamental beliefs of delivering honest and transparent beverages to devoted customers. This facility is located in Tangerang and is the first in Indonesia and the ASEAN region.

Unlike traditional centrifugal juicing techniques, Re.juve does not subject its products to heat and centrifugation processes that expose them to oxygen, which causes oxidation and is thought to reduce product quality and nutrients (Ramos et al., 2015). This is because when utilizing centrifugal force, the metal blade rotates at high speed, producing heat and potentially harming the bioactive component content of the juice (Khaksar et al., 2019). Its cold-pressed juices are carefully preserved using True Cold-Pressed technology: a hydraulic press to extract the beneficial nutrients from fruits and vegetables (FnV) to protect their finest ingredients, natural flavor, and vitamins, as well as their freshness and prolonged shelf-life. All cold-pressed juices are naturally HALAL as they are purely made from FnV.

Furthermore, all the beverages are preserved using HPP Technology to maintain freshness, rawness, and nutritional value while making products safer to consume. HPP is used as a substitute for hot pasteurization, which aims to extend the product's shelf life from 4 days to 21 days. Moreover, it also

deactivates bacteria and enzymes; thus, safe and stable products are produced for consumption (Podolak et al., 2020) along with the maintained cold supply chain for distribution. In 2020, the production plant for Re.juve True Cold-Pressed received full HACCP certification.

## 1.2 Vision and Mission

Re.juve's vision is to improve quality of life, resulting in a happier life, by providing an abundance of nutrients that consumers enjoy.

Re.juve's mission is to help customers live happier lives (#LiveHappier) and more sustainably healthy lifestyles through a carefully curated range of delectable and honest FnB goods. This is motivated by the founder's enthusiasm and desire to use food and beverage products made entirely of fresh ingredients that are pleasant, delectable, and provide health benefits. Furthermore, research is always conducted to understand better current trends in the local and international food and beverage industries.

## 1.3 Main Activity

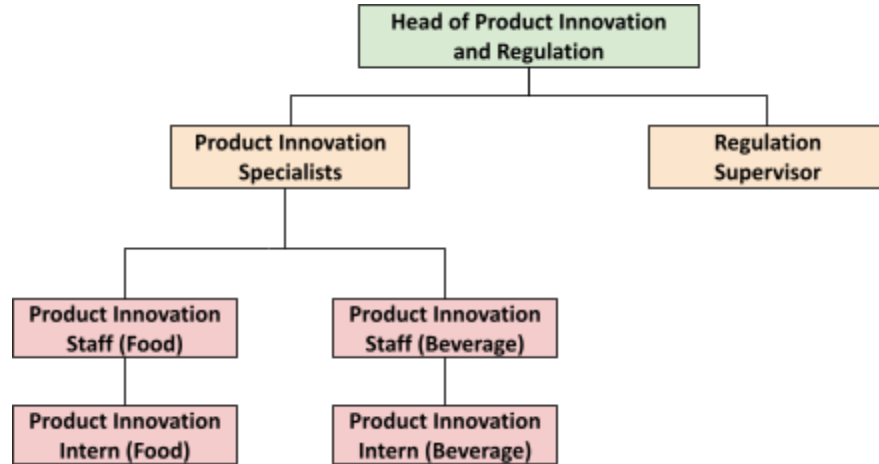
Re.juve has two office locations: the Head Office (HO) and the Cold-Pressed Production Facility (CPF). This internship was accomplished at CPF under the supervision of the Product Innovation Department. CPF crew activities primarily produce cold-pressed juice products (Re.juve classic and signature line). However, this is not limited to producing other products such as smoothies, plant-based milk (almond and oats), coffee, elixirs, Indonesian heritage/ *jamu*, and shot lines (**Figure 1**).



**Figure 1.** Re.juve Cold-Pressed Beverage Lines

The activities of the PI department focus on small-scale production for trials and modifications, as well as new product formulations and researching the products' nutrition facts. Full-time workers are involved in the legal administration of the products to Badan Pengawas Obat dan Makanan (BPOM), costing analysis, and vendor meetings for acquiring equipment, materials, and packaging.

## 1.4 Organizational Structure



**Figure 2.** Product Innovation Organizational Structure

**Figure 2** depicts the organizational structure of the PI and Regulation department. Lead by the head of PI and regulation, followed by supervision of staff and interns by specialists and supervisor. Due to company confidentiality, the author can only share the organizational structure of the department where the author works (product innovation intern for beverage).

## 1.5 Student's Unit or Department

Product Innovation (PI) department is responsible for the formulation, improvement, and calculation for large-scale production of both existing and new products to maintain the standard of a delicious, healthy, and honest product. The team is also responsible for their projects, from formulation to upscaling, theoretical nutrition facts to laboratory with Komite Akreditasi Nasional certificate, legal work with BPOM, and product launches. PI staff report directly to the supervisor, who is in charge of their projects and overseeing the staff to ensure the deadline is met. Weekly meetings are held every Friday with attendees, including supervisors and staff, with the Head of the PI team to discuss the status of their respective projects. The role of the PI Head is to serve as a liaison between the team with other division heads as well as the Chief Executive Officer.