

## I. INTRODUCTION

### 1.1. Company Description

Re.Juve was founded by Gunung Sewu Group, spearheaded by Mr. Richard Anthony, in response to the need of healthy, delicious and honest beverages that caters to individuals who crave a sustainable healthy lifestyle. Since its establishment in 2014, Re.Juve has now grown extensively to a range of 85 stores and outlets in big cities like Jabotabek, Bandung, Surabaya and Bali. To date, more than 45 variants of products have been launched, ranging from Cold-Pressed Juice, Cold-Pressed Coffee, Cold-Pressed Nut Milk, Cold-Pressed Indonesian Heritage, Cold-Pressed SHOTs, Cold-Pressed Elixirs, Smoothies and Infused Water, with more than 6 million bottles and counting sold. The production site of all Re.Juve products, the Cold-Pressed Production Facility (CPF) integrated with high-pressure processing (HPP) equipment, was built in 2018 and is located in Griya Idola Industrial Park, Tangerang. The Head Office of Re.Juve, Sewu Segar Primatama, is located in Sequis Center 7th floor, Jakarta. Later in 2020, Re.Juve was fully Hazard Analysis and Critical Control Point (HACCP) certified along with 100% halal certified.

### 1.2. Vision and Mission

Re.Juve's vision is to create an improvement of quality of life resulting in a happier life, through an abundance of nutrients that is enjoyable for the consumers.

To fulfill the vision of the company, missions are executed by helping customers live a happier life and a more sustainable healthy lifestyle through a selection of food and beverage products that are delicious, healthy and honest.

### 1.3. Main Activity

Activities in the Cold-Pressed Production Facility (CPF) mainly consist of the production of the cold-pressed beverages, including but not limited to the variants I.Glow, U.Glow, Asian Green, and Beat That (Figure 1.) as part of the Classic Line; Violet and Green Almond Milk (Figure 2.), which is part of the Almond milk line; Chocolate High and Avocacao High (Figure 3.), as part of the Smoothies Line; as well as Turmeric Ginger as part of Re.Juve Shots (Figure 4.).

**Figure 1. Rejuve Classic Line**



**Figure 2. Re.Juve Nut Milk**



**Figure 3. Re.Juve Smoothies Line**



**Figure 4. Re.Juve Shots**



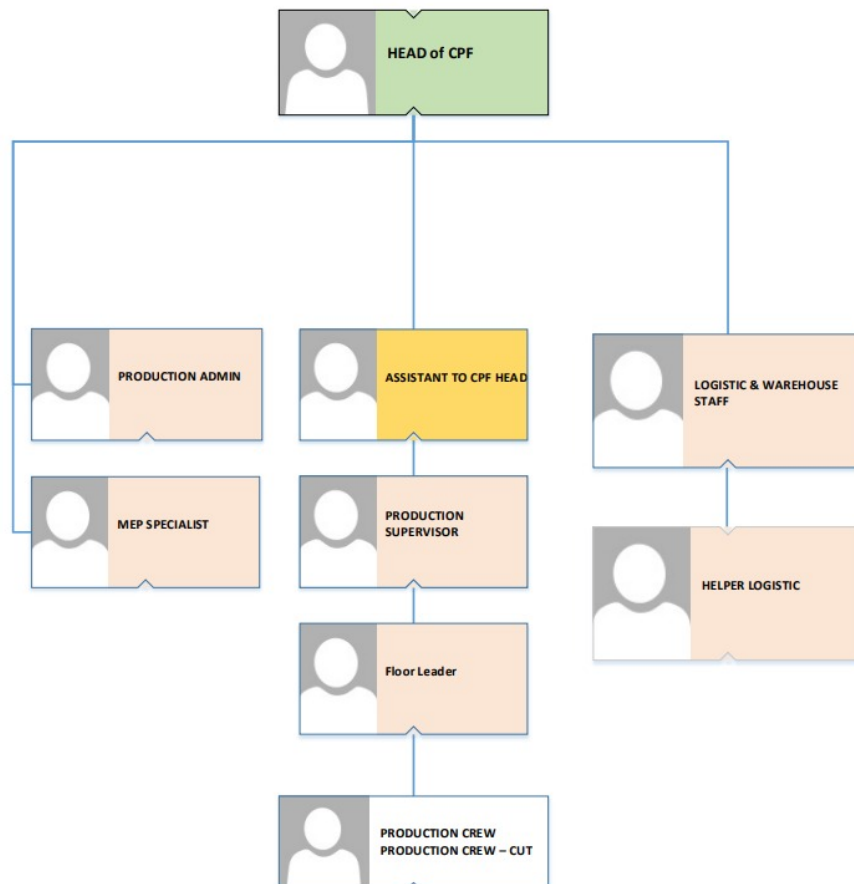
Other than the production of Re.Juve products, several divisions such as Product Innovation (PI) and Food Safety and Quality (FSQ) are also placed and perform their activity at CPF. As part of the PI department, the activities are focused on small-scale production for the purpose of trials and modifications as well as new product formulations. PI staff are also involved in handling the legal registration of the products to Badan Pengawas Obat dan Makanan (BPOM) and coordinating with external labs for product nutrition labels.

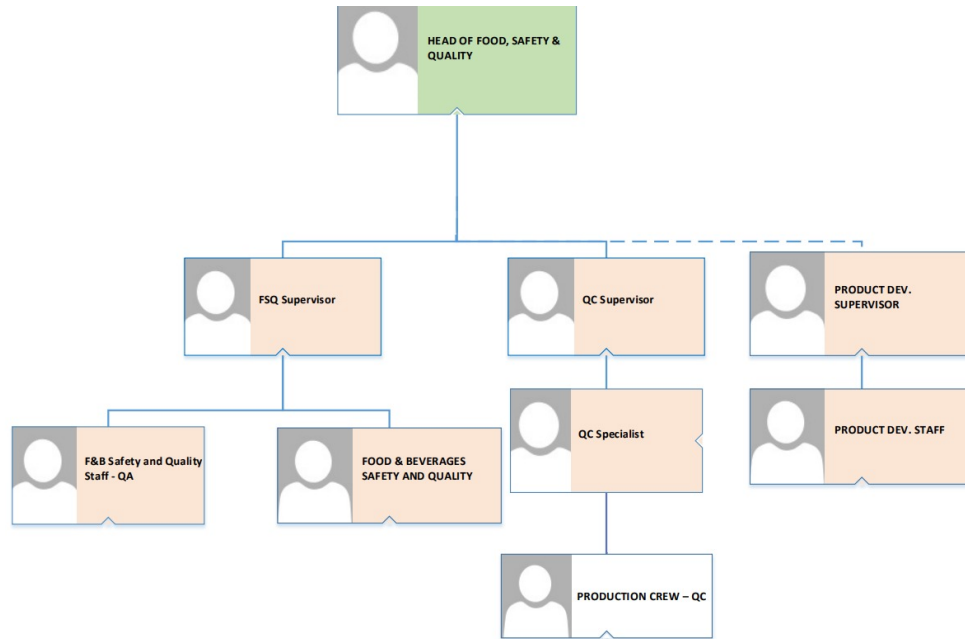
The FSQ team is divided into Quality Assurance (QA) and Quality Control (QC) team, where QA is focused on auditing stores, creating Standard Operating Procedure (SOP) and HACCP documents, QC focused on most of labworks of the product to ensure that there is no deviation from the standard of product quality.

#### 1.4. Organizational Structure

The organizational structure of Re.Juve can be seen in the following figure,

**Figure 5. Organizational of PT Rejuve of CPF (Top) and Food Safety (Bottom)**





### 1.5. Department Description

The general activity of the PI department is to work on the formulation of new products, improvement of existing products, and large scale production trials of both existing and new products in order to maintain the standard of a product that is delicious, healthy and honest. The staff are responsible for their respective projects from formulating, upscaling, legal work with BPOM, until the launching of the product. Staff works directly under the Supervisor who is responsible for their own project while overseeing the staff to provide any assistance and ensure that the deadline can be achieved. The supervisor and staff have weekly meetings with the Head of PI team to update any progress for their respective projects and the Head will be the bridge between the team and other division heads as well as the Chief Executive Officer (CEO).