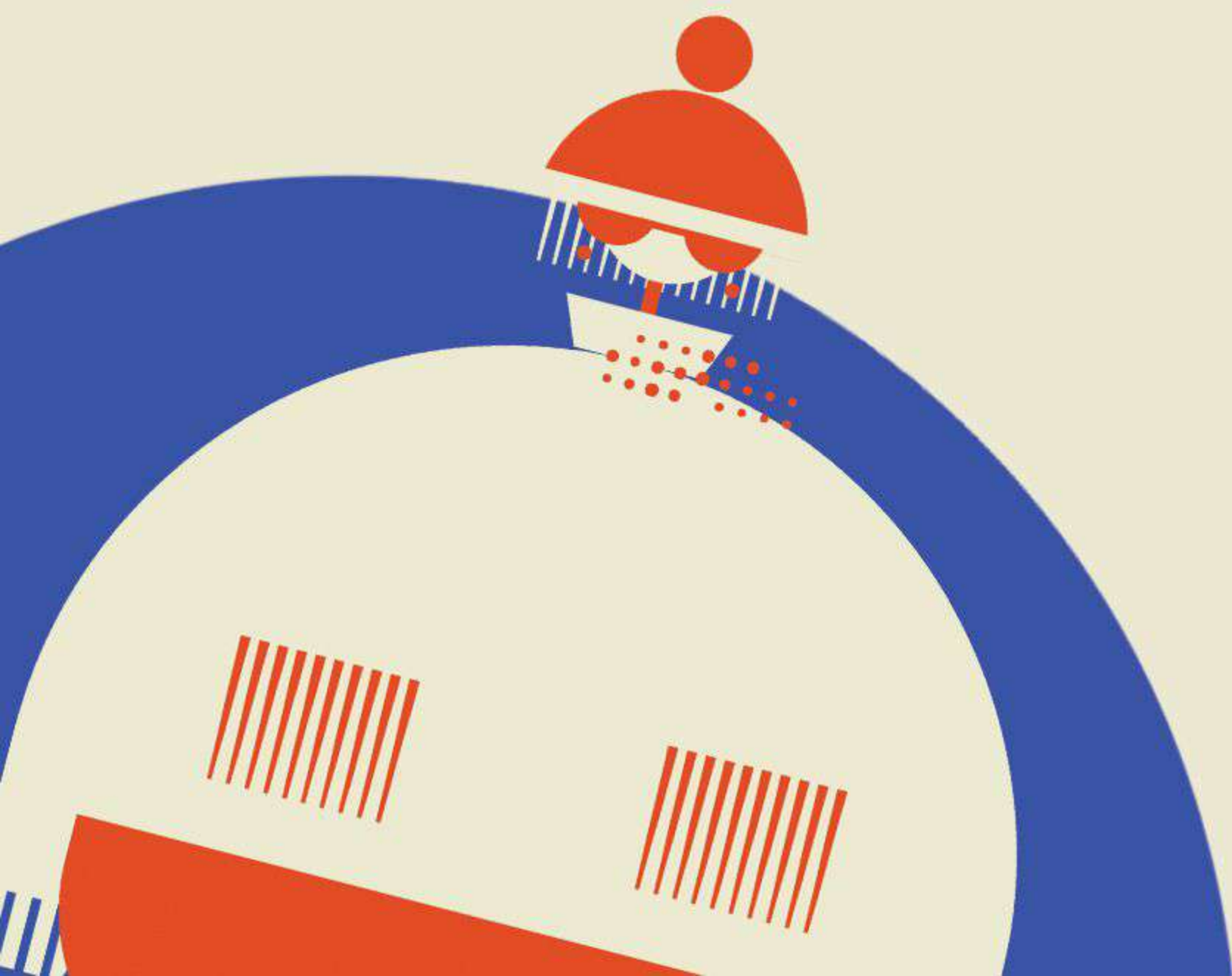


BRAND PROFILE

**CHUMMY
TUMMY**
chi le ma?





CONTENTS



ABOUT THE BRAND



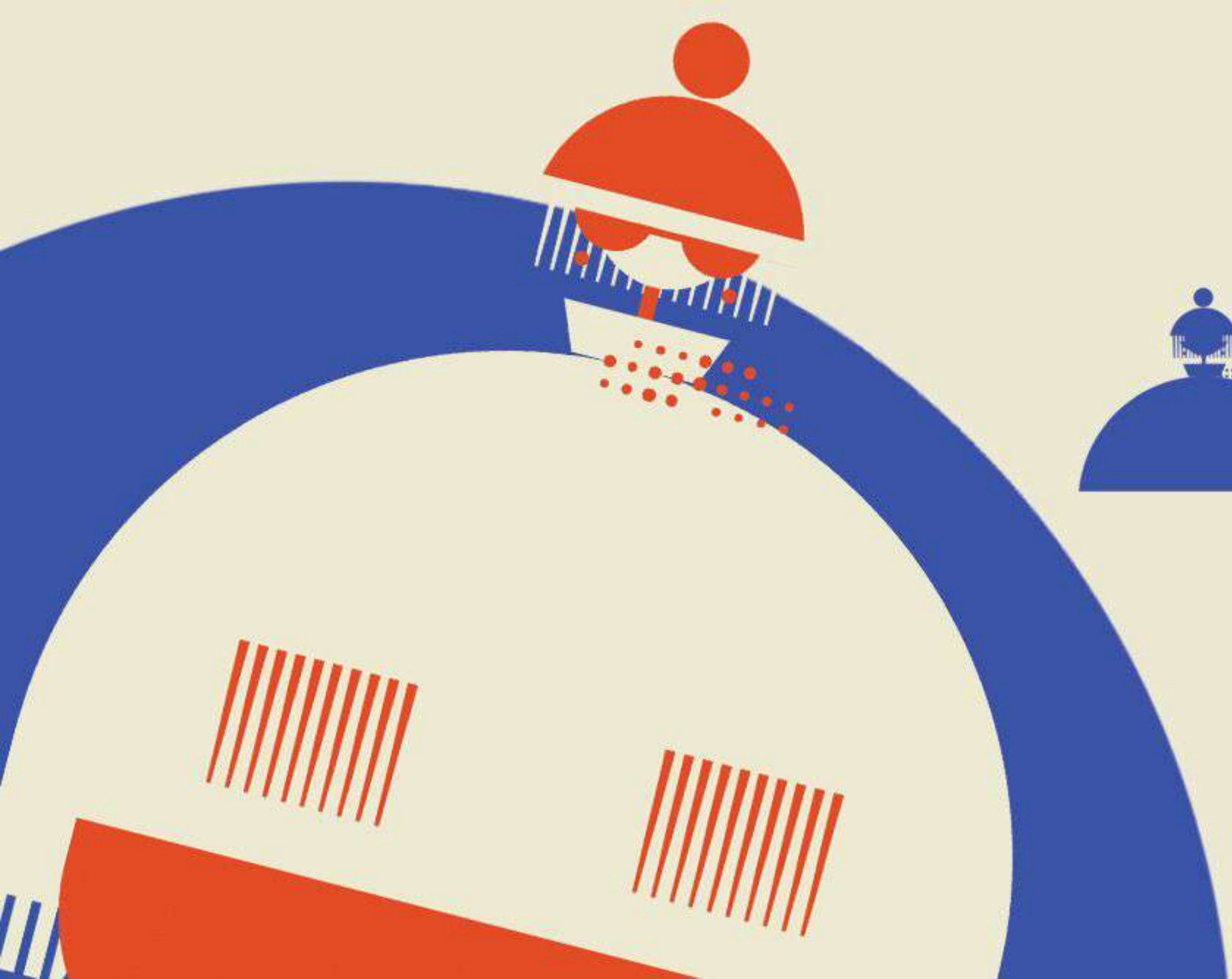
OUR MENU



BOOTH DESIGN



FURTHER INFO



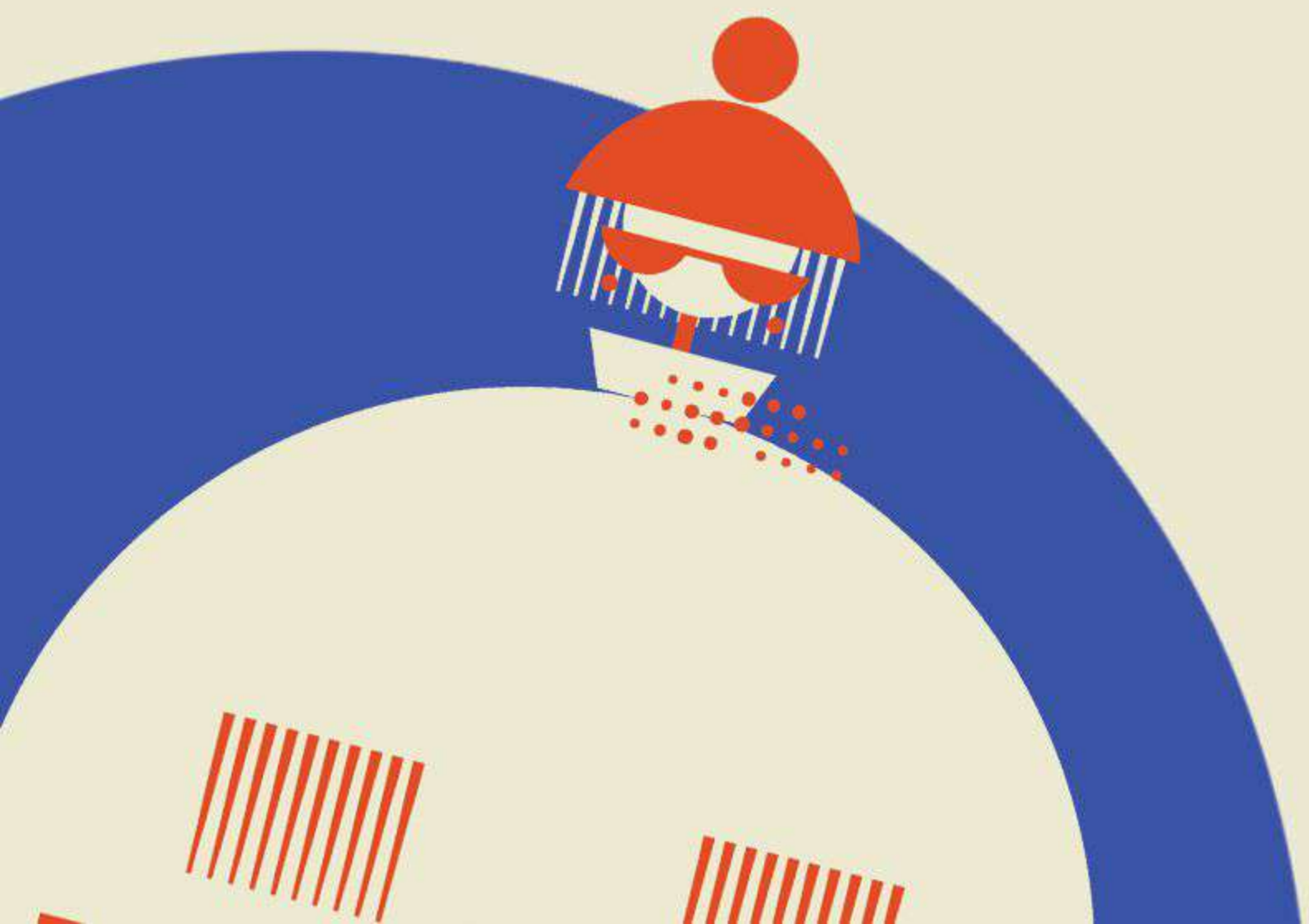


A Part of PT. Chummy Tummy Indonesia

PT Chummy Tummy Indonesia (CTI) is an early stage F&B startup founded by an expert hospitality entrepreneurs from JHL Group.

The missions are to give birth the quality and an affordable food & beverage products for Indonesian from all market.

Using the concept of partnership, PT CTI will embrace the potential partners with appropriate mentors & guidance. Presenting new brands that are perfectly designed according to market research, especially in Indonesia.





OUR STORY

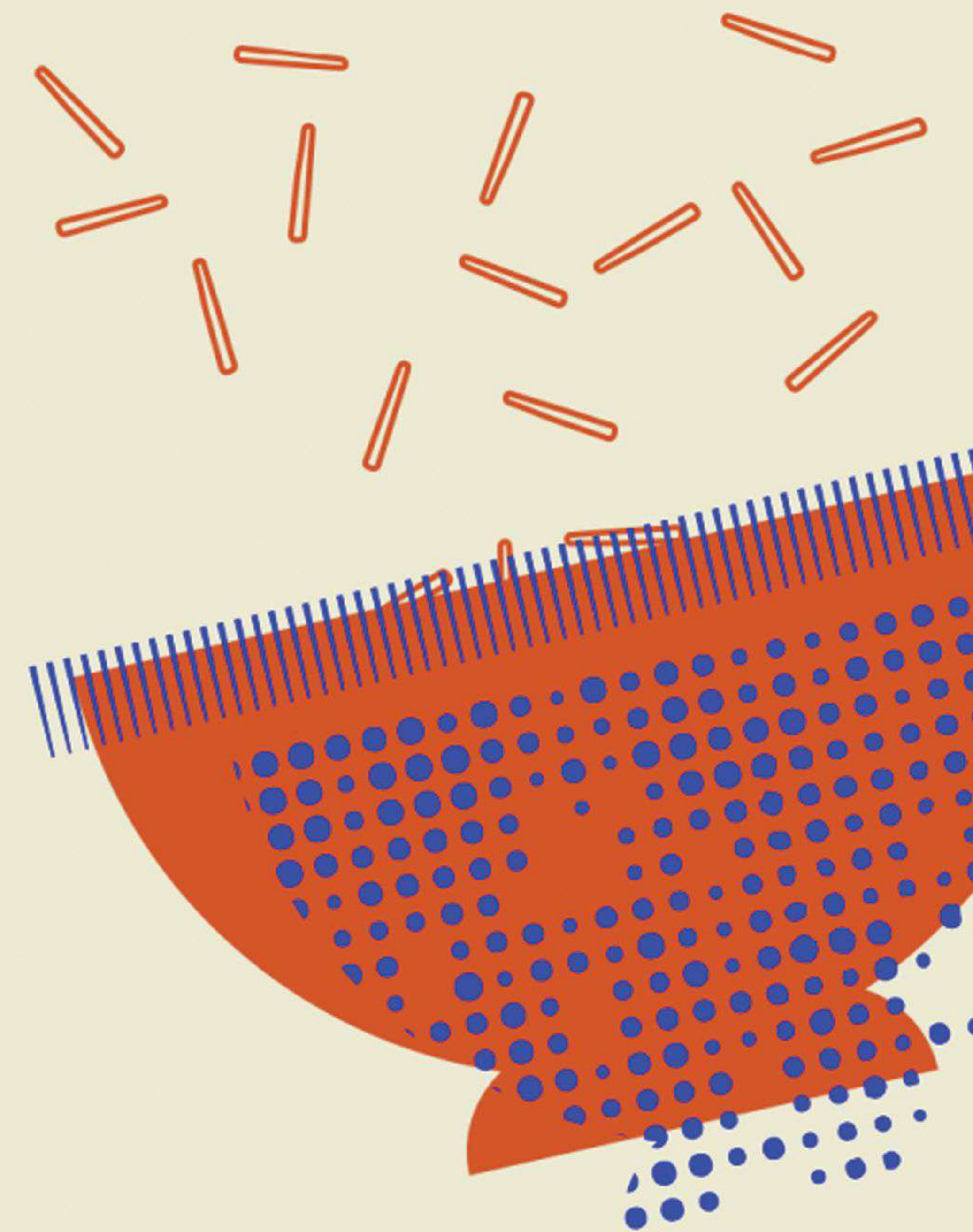
Here's a big question for you:

WHO DOESN'T LOVE FOOD?

Definitely not the Chinese.

If there's one thing they love more than fortune, it's food. Sweet food, savory food, warm food, cold food — any kind of food! The spirit of joy, warmth, and playfulness are weaved into many dishes to convey how festive the activity of eating is.

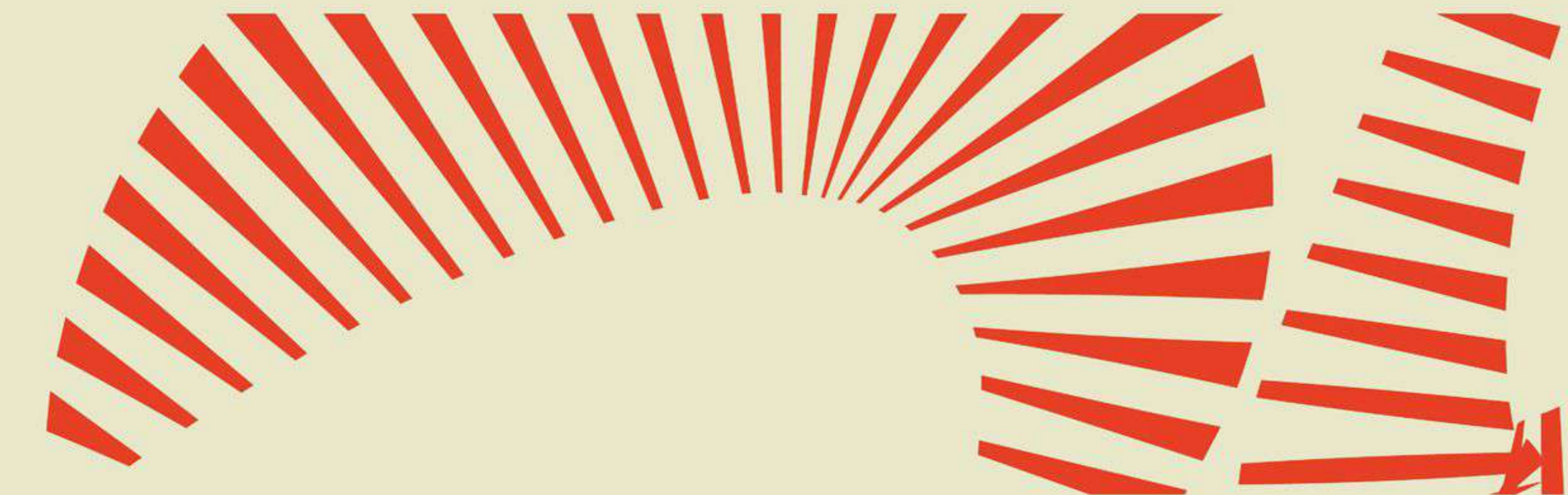
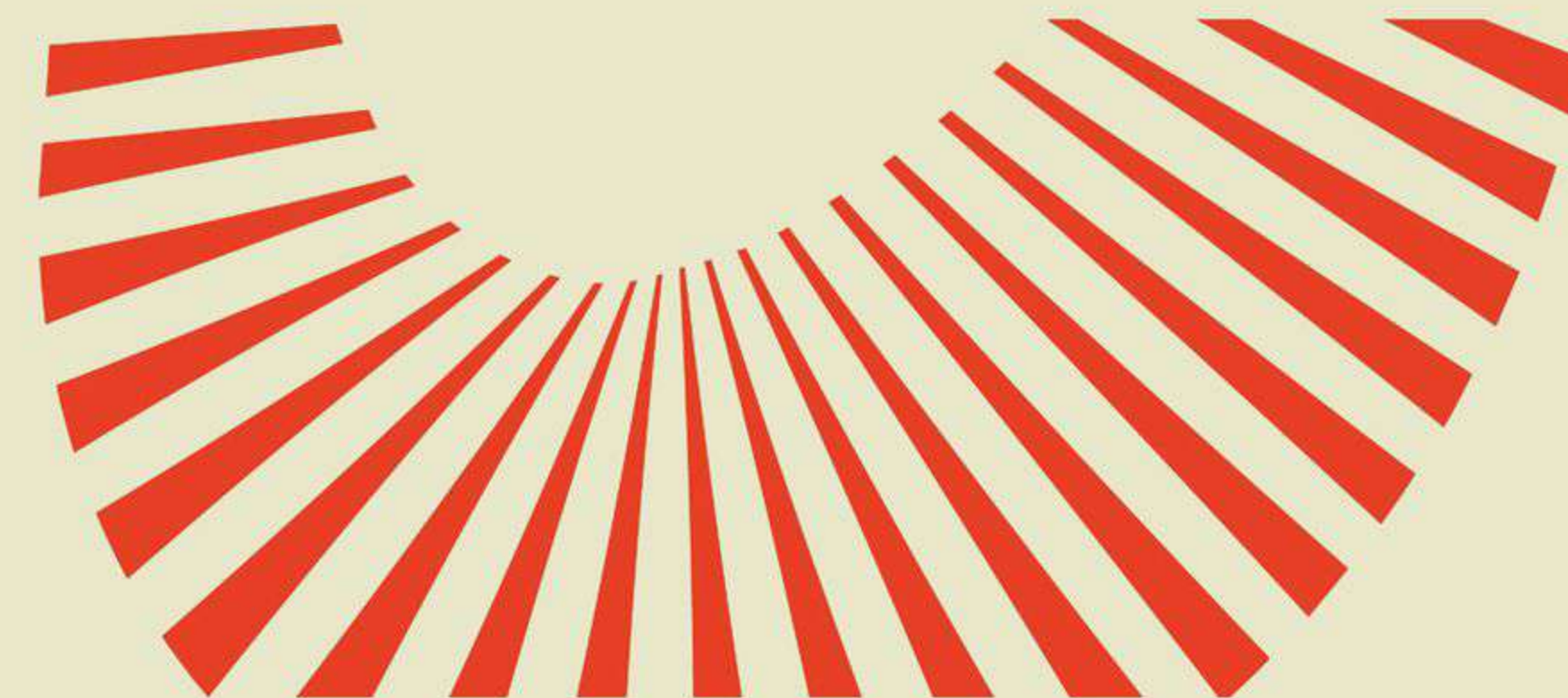
To them, eating transcends beyond than just an act of sustenance. It is an act that celebrates family, friendships, and most importantly, signifies the love for life.





VISION STATEMENT

Become a Chinese fast food business that is widely known by the public with a positive image as a friendly comfort food, product quality, & service excellence.





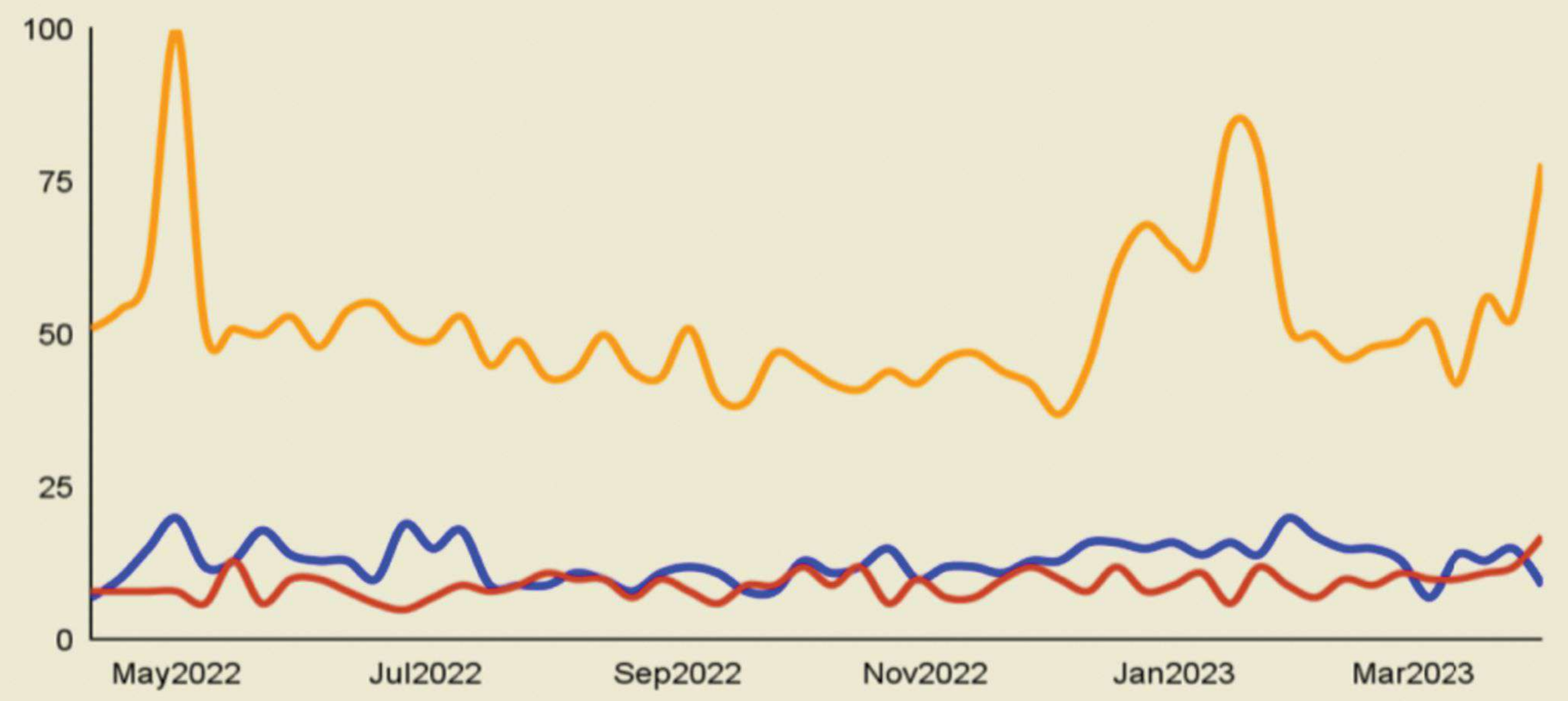
MISSION STATEMENT

- Providing a tastiest Chinese fast food to the youngster.
- We want to breakthrough the stereotype of Chinese food culture through young people.
- These healthy meals are heart-crafted to bring you fulfillments more than just making your belly full — It carries out the kind of happiness you get when your body sincerely thanks you.

BRAND

OBJECTIVE

FOOD INTEREST



- High and stable demands for Chinese food

CHINESE FOOD

JAPANESE FOOD

INDONESIAN FOOD

Source: Google Trends

OUR MENU

CHUM meal a **78K**



Rice + 1 Chicken Protein + 1 Beef Protein + 1 Vegetable
2pcs Fried Crispy + Chili Oil + Iced Tea **FREE REFILL!**

make
YOUR CHOICE!



CHUM meal B **65K**

Rice + 1 Beef/Chicken Protein + 2 Vegetable
2pcs Fried Crispy + Chili Oil + Iced Tea **FREE REFILL!**



CHUM meal C **55K**

Rice + 1 Beef/Chicken Protein + 1 Vegetable
2pcs Fried Crispy + Chili Oil + Iced Tea **FREE REFILL!**



Sweet and Sour
Chicken
Stir Fry

18K



Blackpepper
Beef Stir Fry

25K



Lemongrass
Fried Chicken

18K



Chili Sauce
Beef Stir Fry

25K



Szechuan
Mala
Chicken

18K



Mapo
Beef Tofu

18K



Coconut
Crispy
Chicken

18K



Taiwan
Fried
Mushroom

18K



Szechuan
Mala Potato

12K



Stir Fry
Green Beans

12K



Chinese
Tomato Egg

12K



Cakwe Filling
Chicken

20K (4pcs)



Eggplant
Beef Crispy
Roll

22K (3pcs)



Lotus
Filling
Chicken

22K (3pcs)



Siomay
Filling
Chicken

20K (4pcs)



Fried Tofu
Filling
Chicken

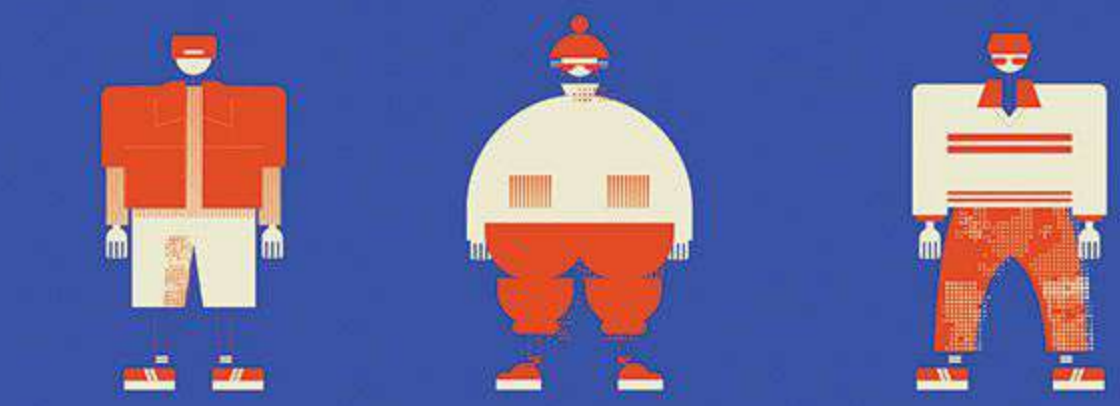
20K (4pcs)

吃了嗎?

Additional:

Rice 10k
Chili Oil 5k

chi le ma?

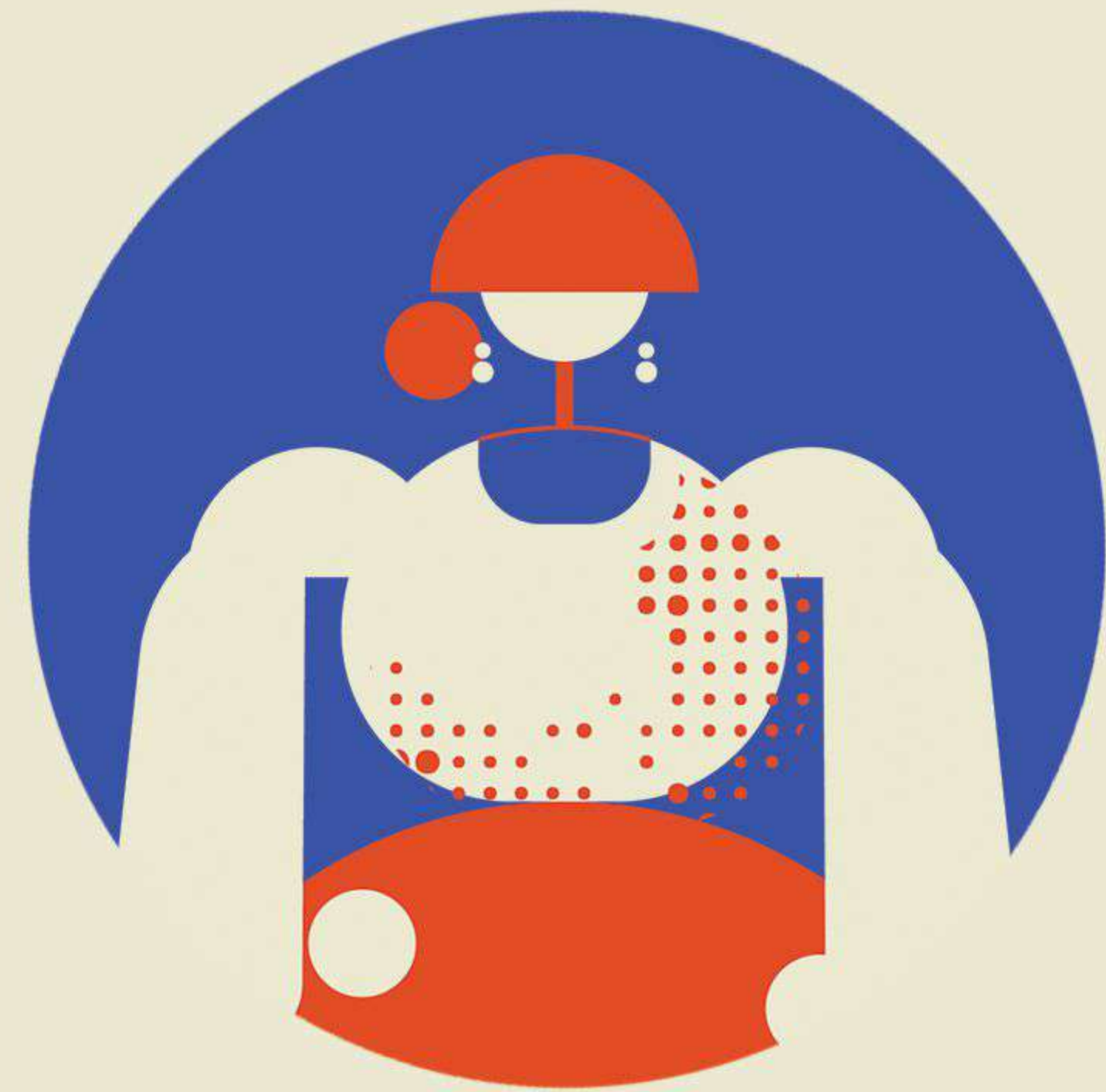


ambience





FURTHER INFO



ANASTASYA LUMOMBO
BRANDING & MARKETING
0878 8364 6898



NGELINA GOSAL
PARTNERSHIP & BUS. DEVELOPMENT
0878 8364 6898

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