

# PRODUCT CATALOGUE

2020  
2021

PT. SERENA INDOPANGAN INDUSTRI





Start exporting goods  
since 1983.

More than 70 type  
of biscuits.



[serena.id](http://serena.id)



## VISION

Being a leading food company in Indonesia, which are ready to serve the global market.

## MISSION

Producing and providing quality food products through the use of raw materials that meet quality standards, processes and cutting-edge production facilities, and competent human resources.



**serena**

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f SERENA LAND  
i SERENABISCUITS



**serena biscuits,  
biscuits for all families**





Assorted cookies with the original cheese, suitable for family.



● **Cheese Cookies tin**

Code : SA 035034  
 LxWxHT (mm) : 395x395x280  
 Net weight : 454g  
 Unit : 12p  
 Full :  
 Container Load: 20STD(630),  
 40STD(1,350),  
 40HC(1,500)

● **Cheese Cookies Square Box**

Code : SB71543  
 LxWxHT (mm) : 454 x 299 x 292  
 Net weight : 100g  
 Unit : 48P  
 Full :  
 Container Load: 20std (600),  
 40std (1300),  
 40hq (1450)

● **Cheese Cookies Long pack**

Code : SB71533  
 LxWxHT (mm) : 365x 254 x 371  
 Net weight : 100g, 63g  
 Unit : 48P  
 Full :  
 Container Load: 20std (860),  
 40std (1760),  
 40hq (2050)



Assorted cookies with the original recipes and butter flavour.



● **Serena Butter Cookies**

Code : SA 44013  
 LxWxHT (mm) : 491x244x280  
 Net weight : 681g  
 Unit :  
 Full :  
 Container Load: 20STD(760), 40STD(1,560), 40HC(1,760)



Assorted biscuits with the original recipe.



● **Flower Biscuits Assorted 1000g**

Code : KA 03013  
 LxWxHT (mm) : 440x355x245  
 Net weight : 1000g  
 Unit : 6p  
 Full  
 Container Load: 20STD(750), 40STD(1,500), 40HC(1,700)

● **Flower Biscuits Assorted 500g**

Code : KA 03023  
 LxWxHT (mm) : 460x310x165  
 Net weight : 500g  
 Unit : 6p  
 Full  
 Container Load: 20STD(1,200), 40STD(2,500), 40HC(2,850)



Assorted biscuits with variety taste, suitable for family time



● **Legend Biscuits Assorted 580g**

Code : KA 03013  
 LxWxHT (mm) : 440x355x245  
 Net weight : 1000g  
 Unit : 6p  
 Full  
 Container Load: 20STD(750), 40STD(1,500), 40HC(1,700)

● **Legend Biscuits Assorted 350g**

Code : KA 03023  
 LxWxHT (mm) : 460x310x165  
 Net weight : 500g  
 Unit : 6p  
 Full  
 Container Load: 20STD(1,200), 40STD(2,500), 40HC(2,850)



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**WANT COOKIES  
SAY CHEESEEE**



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 [serenabiscuits](https://www.instagram.com/serenabiscuits)

[www.serena.id](http://www.serena.id)



Assorted biscuits with variety taste, suitable for family time.



● **Kogen K-Fox Buttercookies**

Code : SF 70083  
 LxWxH(mm) : 512x341x175  
 Net weight : 360g  
 Unit : 6stp  
 Full  
 Container Load: 20STD(880), 40STD(1,770), 40HC(2,050)

● **Kogen K-Fox Assorted Sandwich**

Code :  
 LxWxH(mm) : 520x345x175  
 Net weight : 276g  
 Unit : 6stp  
 Full  
 Container Load: 20STD(880), 40STD(1,770), 40HC(2,050)



Chocolate biscuit with 2 variant cream:  
 Chocolate cream and vanilla cream



● **Chocolate Shortcake & Milk Shortcake**

Code : SB 05313  
 LxWxH(mm) : 375x255x228  
 Net weight : 225g  
 Unit : 30p  
 Full  
 Container Load: 20STD(1,380), 40STD(2,820), 40HC(3,100)

● **Chocolate Shortcake & Milk Shortcake**

Code :  
 LxWxH(mm) :  
 Net weight : 20g  
 Unit :  
 Full  
 Container Loadr :





Share the sweetness with Lemonia Cookies all variant

● **Lemonia 130g(Original & Choc)**

Code : Original 130g (NB70383),  
 Choc 130g (NB71933)  
 LxWxH(mm) : 387 x 202 x 310  
 Net weight : 130g  
 Unit : 36p  
 Full  
 Container Load: 20std (1150ct), 40std (2300ct), 40hq (2800ct)

● **Lemonia Original 20g & Choc 18g**

Code :  
 LxWxH(mm) : 454 x 204 x 154  
 Net weight : 20g  
 Unit : 6Box  
 Full  
 Container Load: 20std (2100ct), 40std (4200ct),  
 40hq (4700ct)

● **Lemonia Coconut 130g**

Code : NB 72053  
 LxWxH(mm) : 387 x 202 x 310  
 Net weight : 130g  
 Unit : 36p  
 Full  
 Container Load: 20std (1150ct), 40std (2300ct), 40hq (2800ct)

● **Lemonia Coconut 20g**

Code :  
 LxWxH(mm) : 454 x 204 x 154  
 Net weight : 20g  
 Unit : 6Box  
 Full  
 Container Load: 20std (2100ct), 40std (4200ct),  
 40hq (4700ct)



A tasteful Cheese Crackers with cheese flavored

● **Klik Crackers 12g**

Code :  
 LxWxH(mm) :  
 Net weight : 12g  
 Unit :  
 Full  
 Container Load:



Chocolate biscuit with a delicious cream flavors.  
Suitable for youthful people.



● **Togo Long Chocolate Cream**

Code : SB 42483  
LxWxH(mm) : 329x179x195  
Net weight : 128g  
Unit : 30p  
Full  
Container Load: 20STD(2,920), 40STD(5,940), 40HC(6,880)

● **Togo Long Peanut Cream**

Code : SB 43493  
LxWxH(mm) : 329x179x195  
Net weight : 128g  
Unit : 30p  
Full  
Container Load: 20STD(2,920), 40STD(5,940), 40HC(6,880)

● **Togo Long Lemon Cream**

Code : SB 42483  
LxWxH(mm) : 329x179x195  
Net weight : 128g  
Unit : 30p  
Full  
Container Load: 20STD(2,920), 40STD(5,940), 40HC(6,880)



Sandwich biscuits with with a variety of cream flavors.  
Delicious, with appetizing aroma.



● **Big Royal Family Chocolate Strawberry, Milk, Coconut**

Code : SB25313 - SB25343 - SB25333 - SB25323  
LxWxH(mm) : 342x150x270  
Net weight : 200g  
Unit : 20p  
Full  
Container Load: 20STD(2,170), 40STD(4,480), 40HC(5,000)



LEPP  
**Lemonia**<sup>®</sup>  
Coconut Biscuit

[www.nissinlemonia.id](http://www.nissinlemonia.id)

LemoniaBiscuits 

LemoniaBiscuits 

Share  
The Sweetness

NEW!

TASTY.  
COCONUT  
SPRINKLE

THIN &  
CRISPY



New Variant  
of Lemonia Biscuits





Black chocolate biscuit with vanilla cream,  
The right choice to be eaten with milk, ice cream, and coffee.



● **Rodeo Long Chocolate Cream**

Code : SB 24183  
 LxWxH(mm) : 362x195x141  
 Net weight : 138g  
 Unit : 24p  
 Full  
 Container Load : 20STD(3,070), 40STD(6,330), 40HC(7,520)

● **Rodeo Long Vanilla Cream**

Code : SB 24193  
 LxWxH(mm) : 362x195x141  
 Net weight : 138g  
 Unit : 24p  
 Full  
 Container Load : 20STD(3,070), 40STD(6,330), 40HC(7,520)



Black chocolate biscuit with vanilla cream,  
The right choice to be eaten with milk, ice cream, and coffee.



● **Rodeo Vanilla Cream 40g**

Code : SB 72343  
 LxWxH(mm) : 489x279x282  
 Net weight : 40g  
 Unit : 6x20p  
 Full  
 Container Load : 20STD(1,050), 40STD(2,180), 40HC(2,430)



Another variant from Rodeo.  
Wafer with layered Vanilla cream.



● **Rodeo Wafer White Chocolate Cream**

Code : SB 43213  
 LxWxH(mm) : 329x179x195  
 Net weight : 90g  
 Unit : 24p  
 Full  
 Container Load: 20STD(2,740), 40STD(5,610), 40HC(6,340)



Wafers with Strawberry, Cheese, Vanilla, Chocolate and lemon cream Flavour.



● **Big Royal Wafer Strawberry, Cheese, Vanilla, Chocolate and lemon**

Code :  
 LxWxH(mm) :  
 Net weight :  
 Unit :  
 Full  
 Container Load:

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Butter waffle flavor, tasty and nutritious snack.  
Suitable with ice cream or coffee.



#### ● Butter Waffle

Code : SG 41103  
 LxWxH(mm) : 406x406x282  
 Net weight : 96g  
 Unit : 24p  
 Full  
 Container Load: 20STD(630), 40STD(1,300), 40HC(1,470)



A rounded crackers with a variety of dried vegetables and vitamins.  
Delicious and suitable for vegetarian.



#### ● Green Biz

Code : SB39713  
 LxWxH(mm) : 405x270x25  
 Net weight : 120g  
 Unit : 36p  
 Full  
 Container Load: 20STD(980), 40STD(2,000), 40HC(2,260)

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# TOGO

chocolate biscuit flavour with cream variants

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# TOGO

COKLAT

LP POM MUI No. 00100040660306  
Biskuit Coklat  
dengan Krim Coklat  
BERAT BERSIH / NET WT: 128 g / 4.5 oz

BPOM RI NO. 235410124011  
DIPRODUKSI OLEH / MANUFACTURED BY:  
PT. SERENA BISCUITS/INDONESIA  
RANGKAS LALI - TANGERANG

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# TOGO

peanut

LP POM MUI No. 00100040660306  
Biskuit Coklat  
dengan Krim Kacang  
BERAT BERSIH / NET WT: 128 g / 4.5 oz

BPOM RI NO. 235410127811  
DIPRODUKSI OLEH / MANUFACTURED BY:  
PT. SERENA BISCUITS/INDONESIA  
RANGKAS LALI - TANGERANG



A classic taste of biscuit with coffee flavor, suitable with coffee or tea.



● **Troy Coffeen & Co**

Code :  
 LxWxH(mm) : 384x244x282  
 Net weight : 45g  
 Unit : 6x20p  
 Full :  
 Container Load: 20STD(1,150), 40STD(2,350), 40HC(2,650)



A classic taste of biscuit with caramel flavor, suitable with coffee or tea



● **Troy**

Code : SB 42913  
 LxWxH(mm) : 329x169x344  
 Net weight : 130g  
 Unit : 36p  
 Full :  
 Container Load: 20STD(1,380), 40STD(2,820), 40HC(3,100)

● **Troy Individual Pack**

Code :  
 LxWxH(mm) :  
 Net weight :  
 Unit :  
 Full :  
 Container Load:

● **Troy**

Code :  
 LxWxH(mm) :  
 Net weight : 40g  
 Unit :  
 Full :  
 Container Load:





Butter Biscuit with Coconut, Coconut Chocolate and Coffee Milk flavour. Suitable with tea or coffee.



● **Butter Coconut**

Code :  
 LxWxH(mm) :  
 Net weight : 200g  
 Unit :  
 Full :  
 Container Load:

● **Coffee Milk**

Code :  
 LxWxH(mm) : 0  
 Net weight : 200g  
 Unit :  
 Full :  
 Container Load:

● **Butter Coconut Chocolate**

Code :  
 LxWxH(mm) :  
 Net weight : 115g  
 Unit :  
 Full :  
 Container Load:



Cheese stick biscuit. So tasty and crunchy.



● **Finger Cheese**

Code :  
 LxWxH(mm) :  
 Net weight : 250g  
 Unit :  
 Full :  
 Container Load:



A tasteful snack crackers with chicken flavoured and contain vegetable protein., very suitable to accompany your day.



● **Snack Crackers Chicken Flavored**

Code : NB 17813  
 LxWxH(mm) : 354x240x281  
 Net weight : 240g  
 Unit : 24p  
 Full  
 Container Load: 20STD(1,150), 40STD(2,400), 40HC(2,700)



A tasteful snack crackers with cheese flavoured.



● **Saltcheese 200g**

Code : SB71103  
 LxWxH(mm) : 354 x 247 x 224  
 Net weight : 200g  
 Unit : 30p  
 Full  
 Container Load: 20std (1450ct), 40std (2900ct),  
 40hq (3200ct)

● **Saltcheese 100g**

Code : SB71093  
 LxWxH(mm) : 339 x 204 x 227  
 Net weight : 100g  
 Unit : 40p  
 Full  
 Container Load: 20std(1650ct), 40std (3400ct),  
 40hq (3800ct)



ISO 9001 : 2000  
Tahun 2004 – 2010  
SAI GLOBAL



ISO 9001 : 2008  
Tahun 2010 – 2013  
SGS



Sertifikat HACCP  
Tahun 2007 – 2010  
dan  
Tahun 2010 – 2013  
LT-IPB (Lab Terpadu IPB)



ISO 22.000 : 2005  
"Food Safety  
Management System"  
Tahun 2013 – 2016 SGS

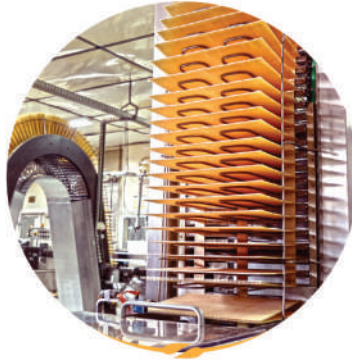


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## PRODUCTION TECHNOLOGY

Our products are certainly always use the selected ingredients that qualified, both in terms of consumption of halal and security. This is because of the high standards and strict supplier selection in every production we do.



## OUR FACTORY

The factory is located in Cibinong, West Java was unveiled on February 18, 1993 and was set in an area of 24.7 acres. At first, it has an installed capacity of 10,000 tonnes per year with primary production between Khong Guan Assorted Biscuits others, Nissin Butter Coconut, Nissin Lemonia Cookies etc.



## RESEARCH & DEVELOPMENT

The application of modern technology and quality standards in accordance with ISO: 22000 from SGS and HHCCP make productivity and quality of all the products continue to increase.



## CORPORATE SOCIAL RESPONSIBILITY

Because living in the community, we also consider the interests of their CSR activities and help renovate mosques around the factory environment.



## ENVIRONMENTAL CONCERN

Solid waste managed by and good conduct while liquid waste dealt using IPAL (Waste Water Treatment) 2 units. Green areas are balanced and well maintained plant.



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**PT. SERENA INDOPANGAN INDUSTRI**

**Our Office:**

Gedung Wirasaha Lt. 5  
Jl. HR Rasuna Said Kav-5, Setiabudi,  
Jakarta

**Our Office:**

Jl. Haji Mohammad Asyari,  
Cibinong, Jawa Barat