



Food ingredients  
Asia



# READY TO EAT MEAL DURING PANDEMIC







20  
**25**  
Years  
of Partnership

INNOVATION



COLLABORATION



MANUFACTURING EXPERTISE



**THINK GLOBAL  
LOCAL**

are and  
ood  
ll be  
globally.

## What is Ready to Eat Meal?

*Ready to Eat Meal is Food that can be **EATEN DIRECTLY** – The said meal has been prepared and/or cooked, and/or packed; therefore, there's no additional cooking / heating / preparation required for consumption.*



**BUKA / OPEN**



Langsung Santap  
**Directly Eat**



# HISTORY of Ready to Eat Meal



**1806**  
Nicholas Appert from France  
'FOUNDED' sterilization process



**1812**  
Canning factory opened in USA  
  
**1800-1900**  
Canning foods were used in military & navy



**1945-1955**  
Frozen food was trending in US – 'TV Diners'



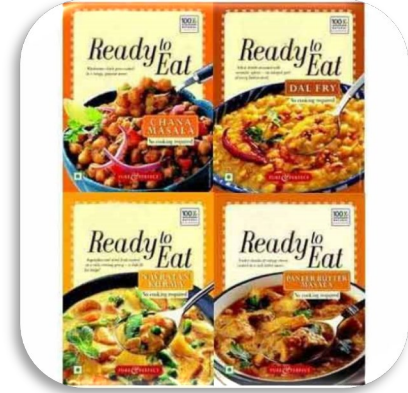
**1960-ish**  
Research for MRE with retort technology by US Military Defense Dept.



**1968**  
First commercial product using flexible retort pouch by Otsuka Chem – Japan ('Bon Curry')



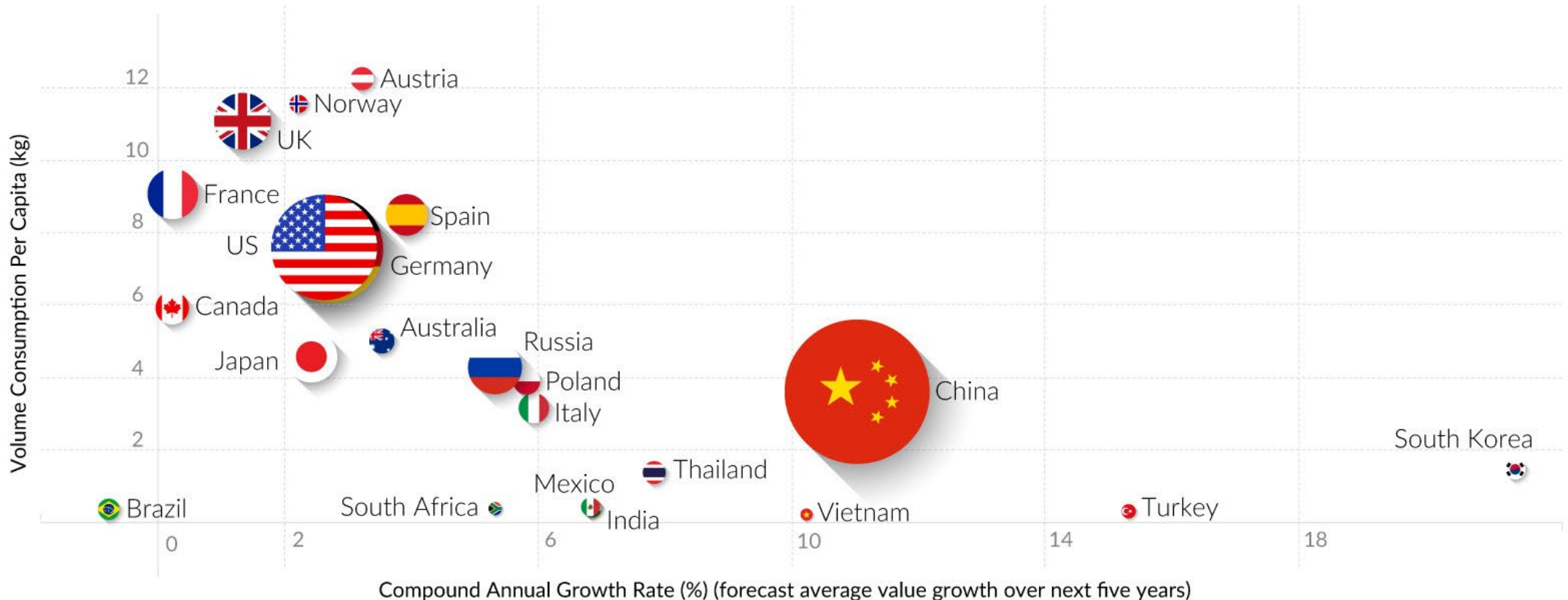
**1971**  
160 million pouches sold in Japan  
  
**1989**  
1 billion pouches sold in Japan



**1990 - ...**  
Commercialization of Ready Meal with Retort technology (AGR 4-5%)  
  
**2000** – Tuna in pouch launched in USA



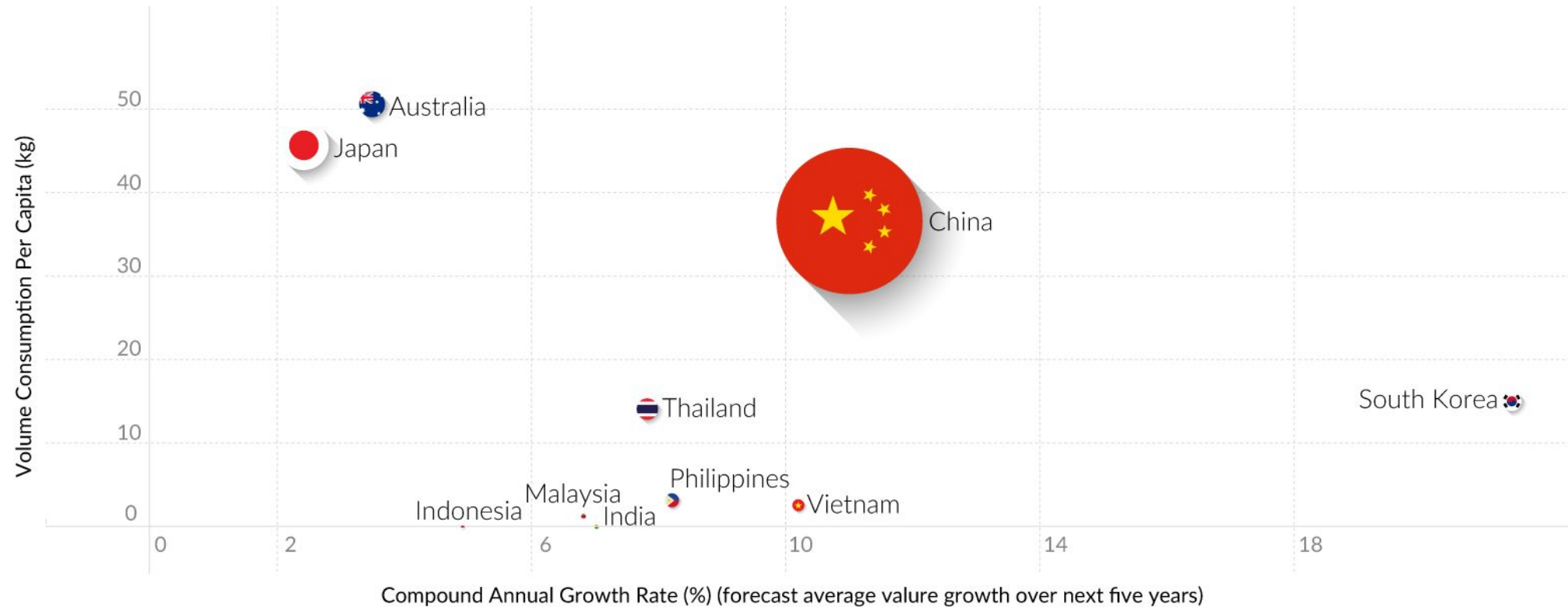
## Worldwide Ready Meal Market 2020



Courtesy: Mintel

Ready meal includes meal RTE, meal kit & microwavable meals

## Asia Pacific Ready Meal Market 2020

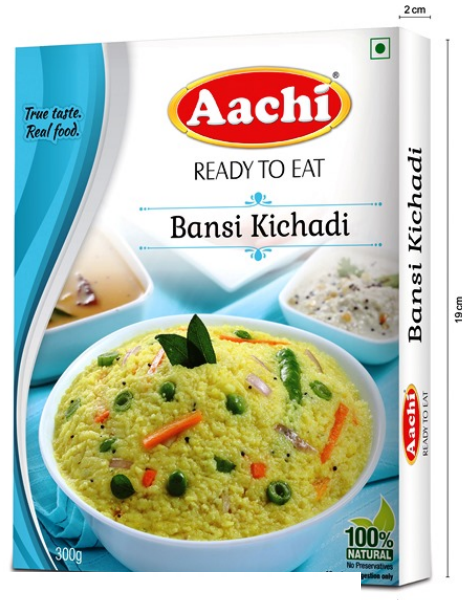


Courtesy: Mintel

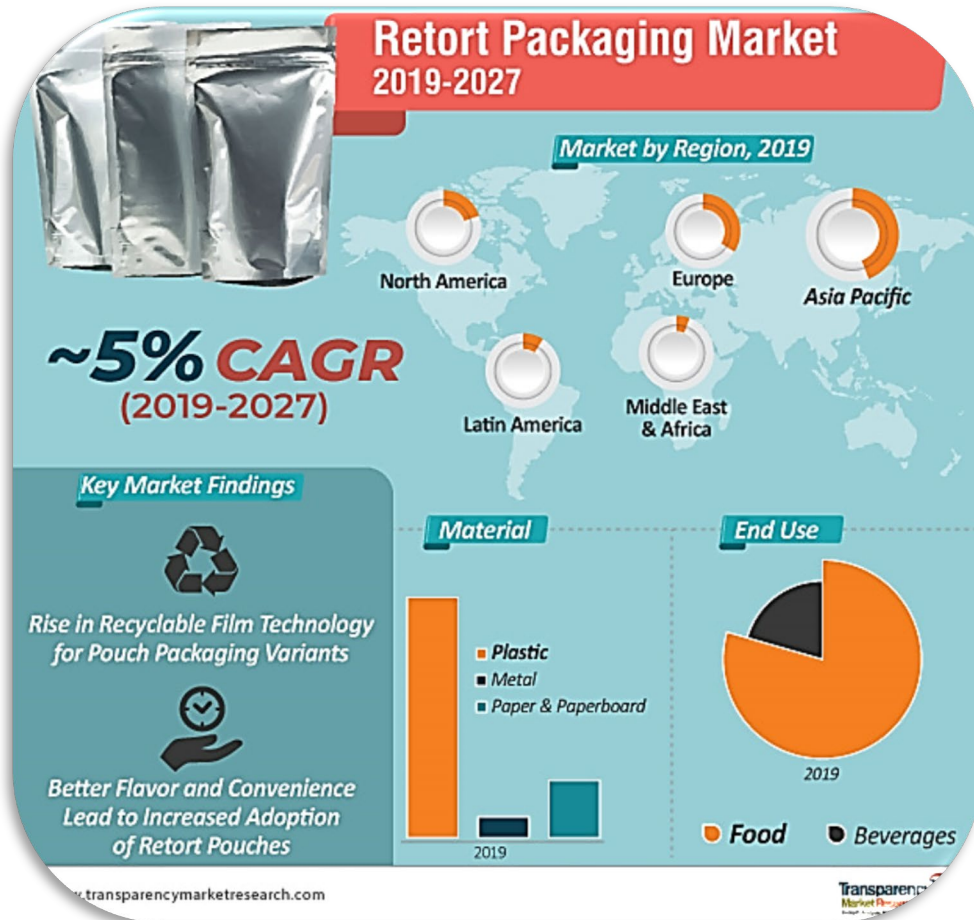
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## Ready To Eat Meal Packaging



## Ready To Eat Meal in Retort Pouch



Global Retort Pouch Market

Size in 2018 ~ 50 Trillion Rupiah  
(USD 3,5 billion)

(Grand View Research)

- Asia Pacific around 40% of the market

Courtesy: Transparency Market Research



# Production Process of Ready to Eat

## PREPARATION



## COOKING



## FILLING



## CARTONING



## STERILIZATION



# Technology of Ready to Eat Meal

## RETORT TECHNOLOGY

Process of heating food / drink in Retort Pouch, Cans or other hermetically sealed containers in retort chamber at **High temperature (121°C), under certain time** to reach commercial sterilization

**Retort technology is aimed to kill all bacteria and spores of pathogenic bacteria (*C.botulinum*) in the packaging & deactivate all enzymes action → Long Shelf Life**

No refrigeration needed – room temperature storage

No preservatives required

Shelf life of 6 months – 2 years

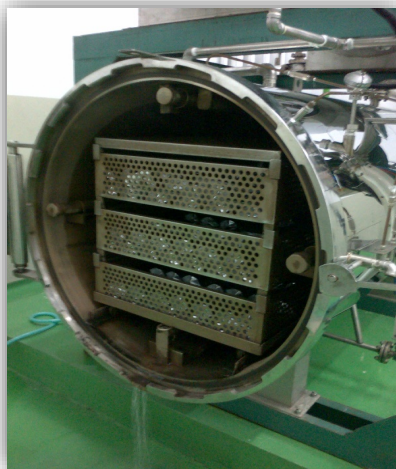


# Technology of Ready to Eat Meal

The duration time for Retort is determined by:

- Packaging type (Can? Retort Pouch? Glass jar? Rigid Container?)
- Packaging size
- Content of Menu (Solid & Liquid Ratio – Product thickness)
- Retort machine type

**BALANCE between STERILIZATION (Food Safety) VS OVERCOOK (Organoleptic)**



# Retort Pouch Technology



Courtesy : packaginglabelling.com

- Flexible pouch specially designed to withstand hot temperature.
- 3 / 4 layers:
  - **Polypropylene** (innermost; sealing; flexibility)
  - **Nylon** (Resistant toward sharp object)
  - **Aluminum foil** (barrier to light and aroma)
  - **Polyester** (Strong, glossy, printable)

*Packaging Technology is extremely important for Ready to Eat food.*

*This is to guarantee the optimum level of sterilization and to make a long shelf life available - BUT with the condition that packaging is intact and there's no leakage.*

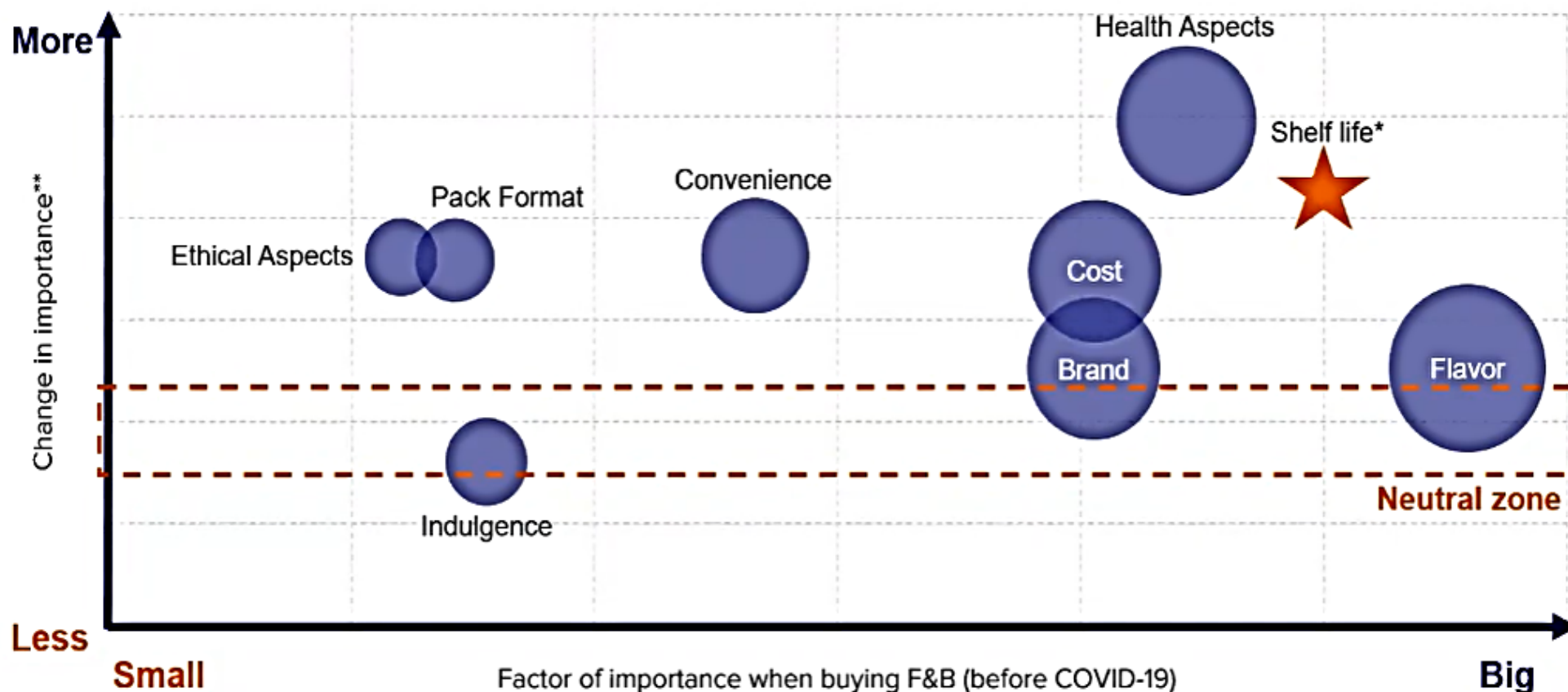


## COVID-19 STATUS (22 July, World meter)

AREA	CONFIRMED	DEATH	RECOVERED	
Worldwide	15,136,261	620,502	9,153,014	
China	83,693	4,634	78,817	
USA	4,028.57	144,953	1,886,583	
Indonesia	89,869	4,320	48,466	
SOUTH East Asia	203,077	5,732	117,320	as of 16 July 2020

Active cases still increasing rapidly in many parts of the world including Indonesia.  
 Transmission likely to continue until... Vaccine? Medicine ?

# Changes in FMCG Purchase Behavior during pandemic



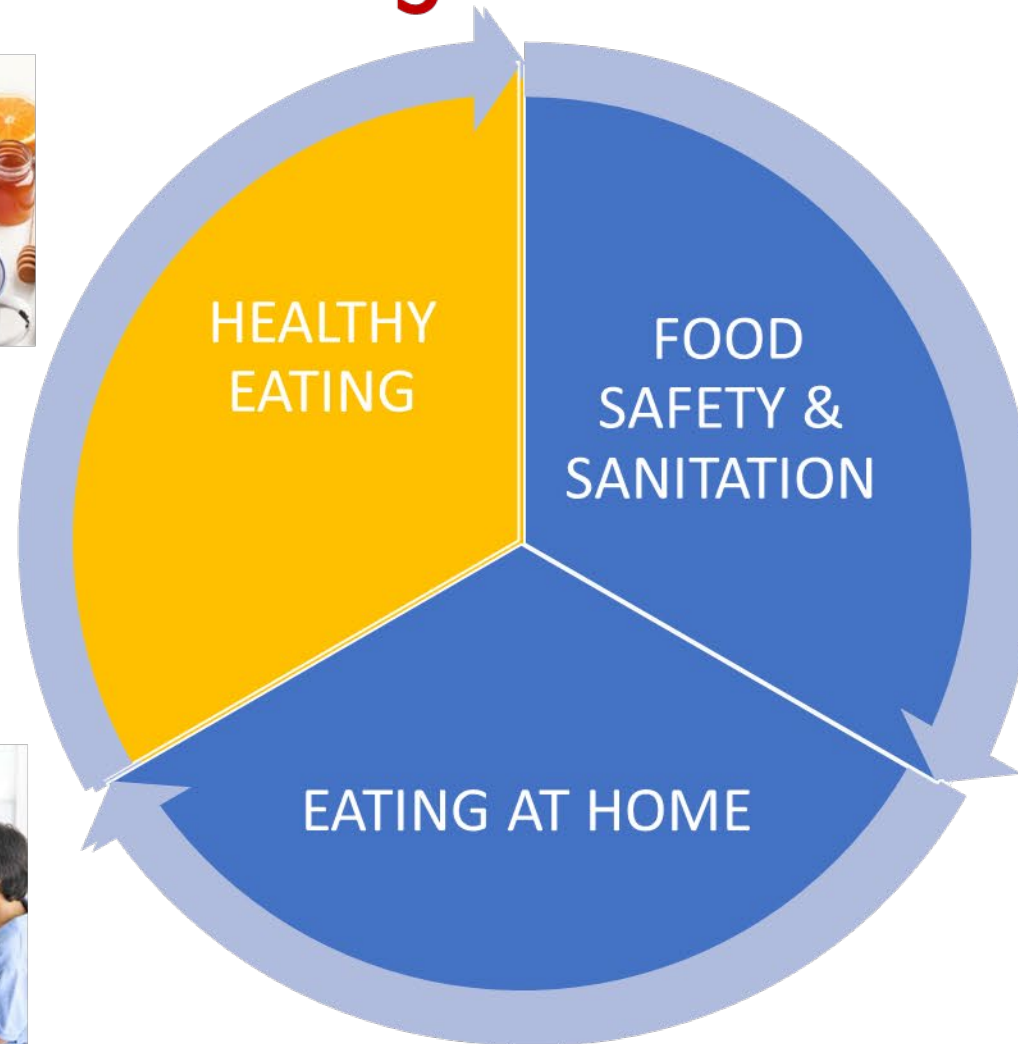
**Source:** Innova COVID-19 Consumer Survey 2020 + Innova Category Survey 2019. Average of: India, China and Indonesia  
 \*Star sign instead of bubble as no data on shelf life is available prior to COVID-19, x-axis data for shelf life is estimated.  
 \*\*Change in importance due to COVID-19  
 Bubble size: Factor of importance before COVID-19 (i.e. same data as x-axis)

zoom

1 • INNOVA MARKET INSIGHTS

Source: Innova (Zoom talk by Dr Irene Kersbergen)

# Consumer Behavior during Pandemic







# Covid 19 & Consumer Behavior (Forbes & Bain)

## 1. Home Cooking becomes more popular

Survey Technomic – 32% respondents cut out dining in the restaurant. South East Asian customers – 1,5x prefer NOT to eat out compared to US respondents after the lockdown relaxation.

*Relevance : Increase usage in cooking seasonings, ready to eat, cooking aid, baking kit*

## 2. Health & Wellness

Concern toward nutritious and healthy food – 73% respondents starts to be more health conscious (2x fold more than in USA)

*Relevance : health food, organic food, vitamin fortified, herbal drinks / spices*

## 3. Food Safety

Concern towards how food is being handled & worry on disease transmission via food – though the risk is extremely small.

*Relevance: canned food, prepackaged food consumption increased*



# Covid 19 & Consumer Behavior (Forbes & Bain)

## 4. Value for money becomes the main consideration

During unpredictable in economy & increased of unemployment, 57% respondents said that getting something with value for money is very important

2x Asian respondents said that saving money will be a Top priority after pandemic.

*Relevance : Cheaper meal package, Economical meal, Cost reduction*

## 5. Online Groceries shopping is increasing

48% respondents prefers to do online shopping– channel shifting

*Relevance: Digital Marketing, omni channel*

## 6. Willingness to try new brand

Consumers have brand preference but in the case where preferred brand is not available, 40% willing to try new brand

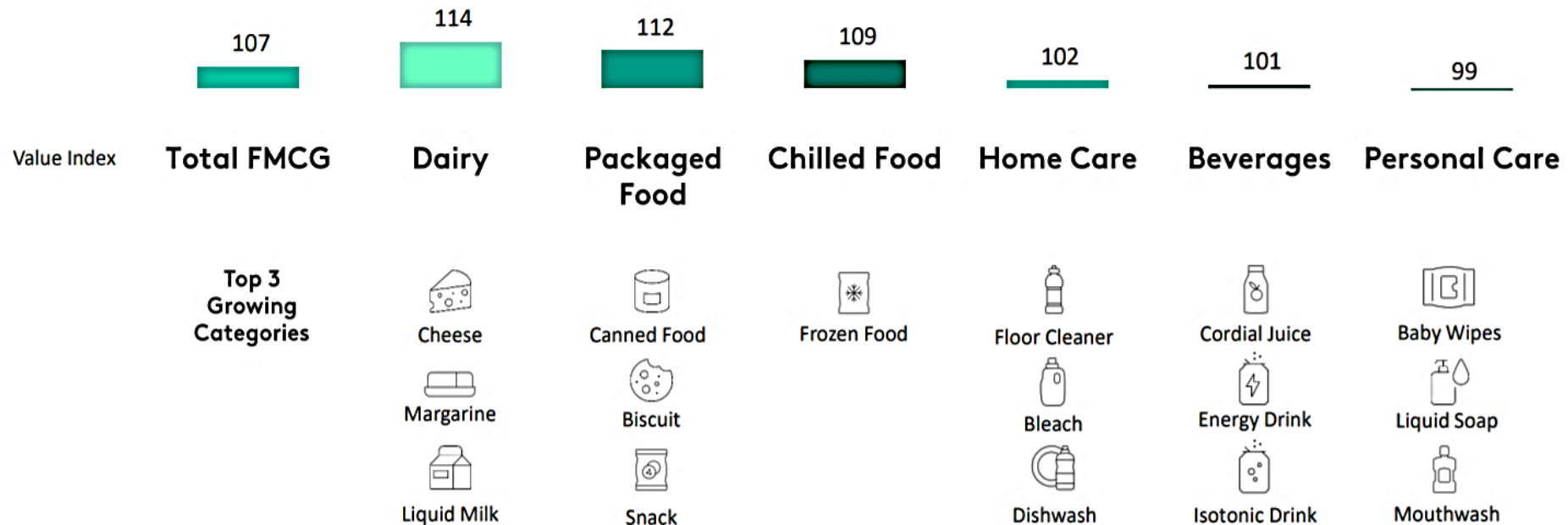
*Relevance: New upcoming brand, existing brand need to constantly innovate*



INDONESIAN CONSUMERS – SPECIAL COVID-19 EDITION – WEEKLY TRENDS

# FMCG Emerging Trends

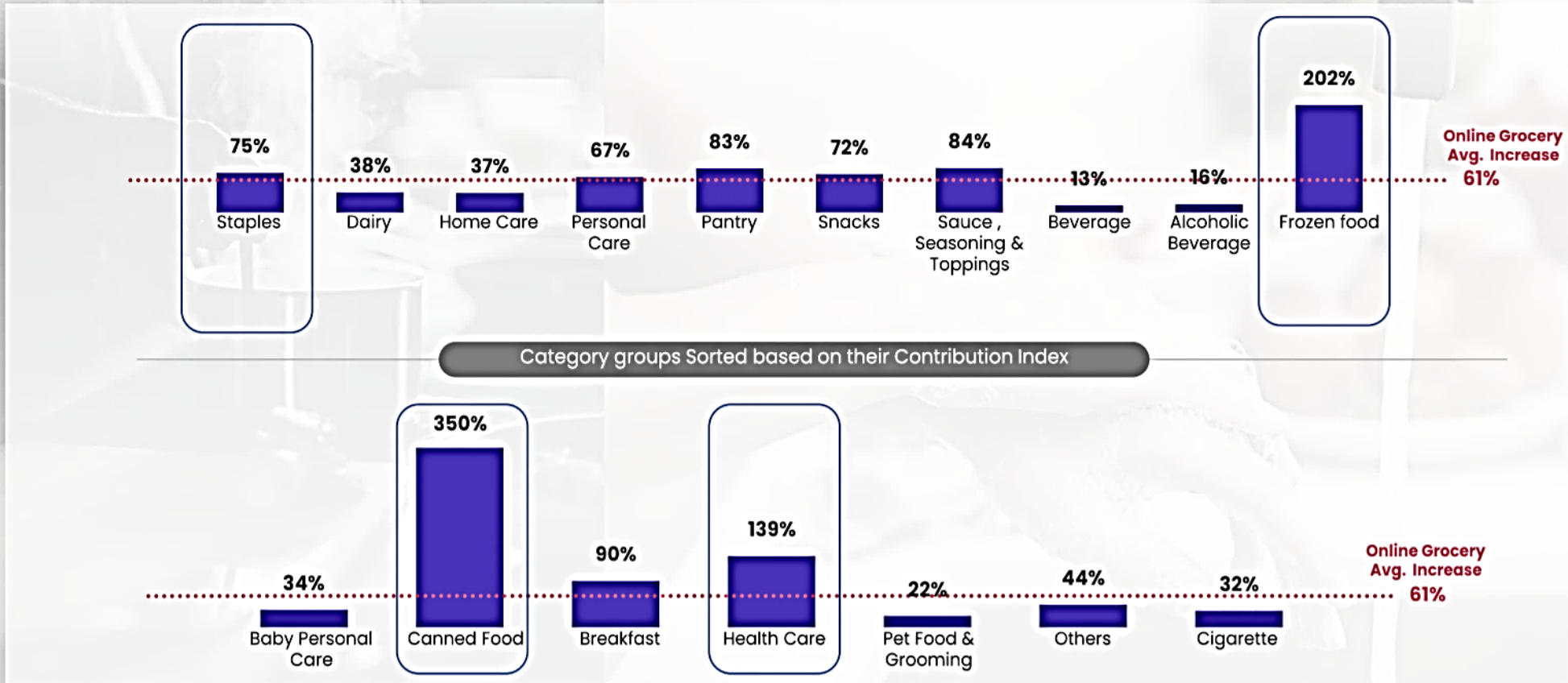
Zooming into weekly trends, Dairy and Food sectors are growing the fastest, with top categories on comfort eating. The Germ-Kill Theme is still the top categories in the home care and personal care





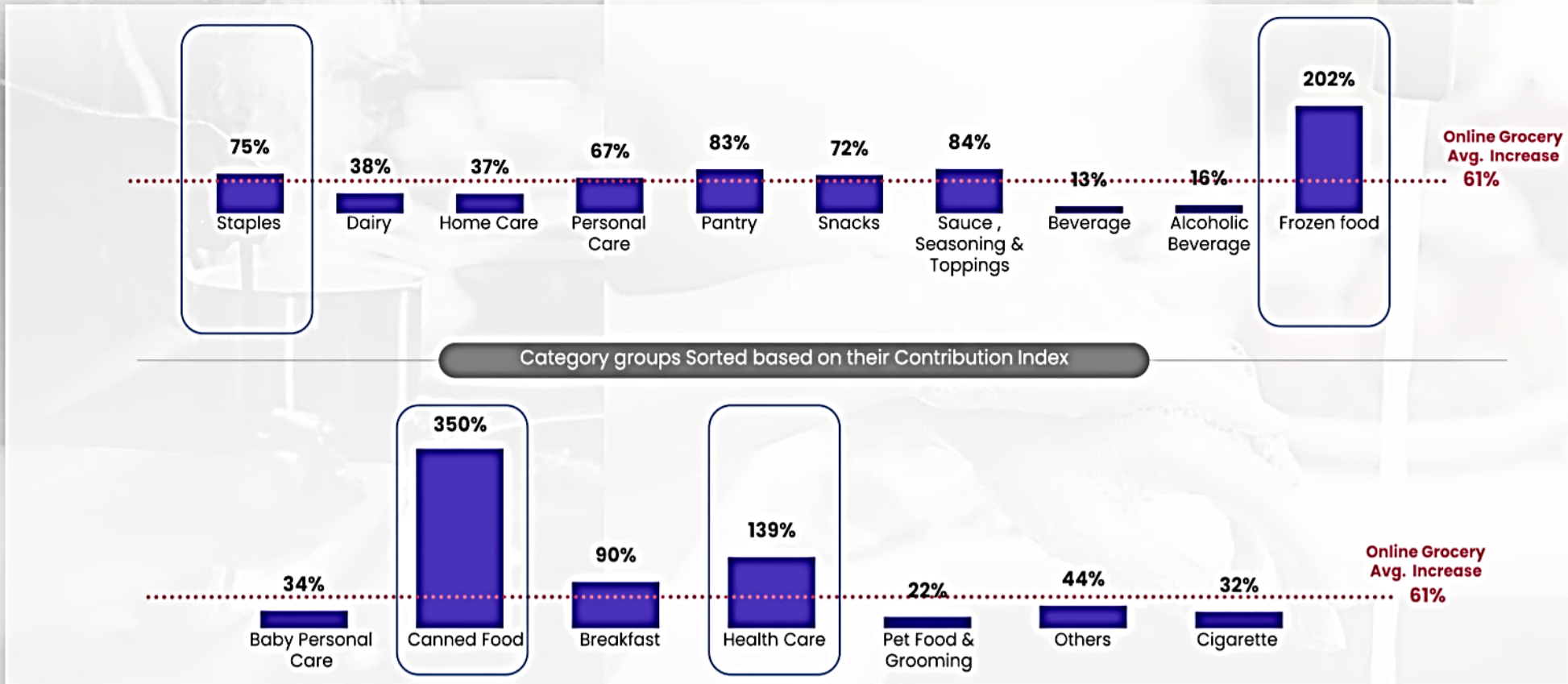
Which Category groups have increased during the COVID-19 phases?

**4.2 Cooking items and Healthcare items show the highest increase during the Post Covid-19 phase. Non perishable food items like Canned Food also is a priority now.**



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**4.2 Cooking items and Healthcare items show the highest increase during the Post Covid-19 phase. Non perishable food items like Canned Food also is a priority now.**







kimbo.idn  
kimbokitchen



*Makanan Siap Santap !  
Setiap Saat !*



**Porridge (Chicken, Beef) - Meal (Curry, Beef Stew, Bolognese) - Dessert**

**PT MADUSARI NUSAPERDANA**



## ***Relevancy of Ready to Eat in Pandemic***

- **COMPLETE NUTRITION**

- Pouch content with real meat and real vegetables
- No additional additives

- **CLEAN DAN HYGENIC**

- Prepackaged, clean, less post-processing human touch

- **PRACTICAL**

- Safe for direct consumption without heating or cooking
- Ambient / Room temperature storage

- **LONGER SHELF LIFE**

- Shelf life (min 6 months – 2 years)

### **READY TO EAT!**

**Anytime & Anywhere!**

- ❖ **Family**
- ❖ **Medical personnel**
- ❖ **Office workers**
- ❖ **Kids**
- ❖ **Emergency**

**PT. Foodex Inti Ingredients** is focusing only to B2B market where we can custom make **APPETIZER, MEAL ,** and **DESSERT** with vast menus from Indonesia and International.

**Our Menus currently serving 20 Appetizers, 30 Meals and 20 Desserts.**

Thank you!

