

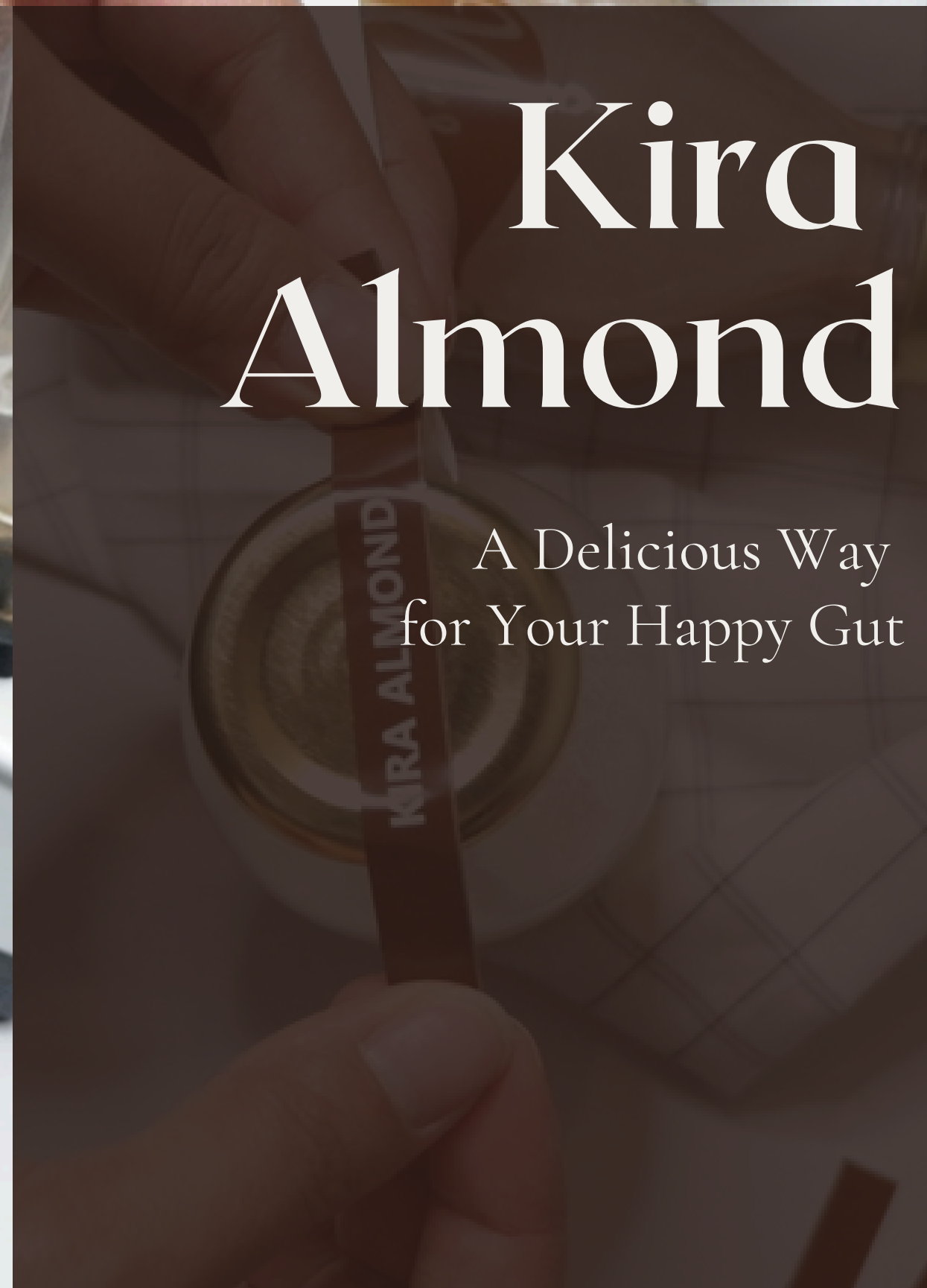


## PROFIL KIRA ALMOND



# Kira Almond

A Delicious Way  
for Your Happy Gut







**Berawal dari anak kedua founder Kira Almond, Kirana, yang memiliki masalah pencernaan sejak usia 4 bulan. Setelah dilakukan beberapa pengobatan, Kirana tak kunjung sembuh hingga akhirnya dokter anak Kirana menyarankan untuk menghentikan konsumsi semua produk susu sapi dan turunannya.**

**Sejak itu, pencernaan Kirana pun pulih. Ternyata Kirana memiliki kondisi intoleransi terhadap produk susu sapi yang saat itu didapat dari ASI ibunya.**

**Dengan kondisi ibu yang memang sejak kecil sudah rutin mengonsumsi susu sapi, sangat sulit ketika harus berhenti mengonsumsi produk susu. Akhirnya Mbak Yani mulai membuat susu almond sendiri untuk dikonsumsi keluarga di rumah**



# Problem

There are health problems caused by consuming dairy product.

Dairy products nowadays provide a surplus of saturated fatty acids and allergenic protein.

(Sicherer 2002; Boye et al. 2011)

In fact, it's thought to affect around 75% of the world's population and about 80%-100% of the Indonesian people have a lactose intolerant

(<https://www.ncbi.nlm.nih.gov/pubmed/3140651>)

About 2.5% of children under three years old are allergic to milk.

Nearly all infants who develop an allergy to milk do so in their first year of life.

(<https://www.foodallergy.org/living-food-allergies/food-allergy-essentials/common-allergens/milk>)

**Worldwide prevalence of lactose intolerance in recent populations (schematic)**



# Why Almond Milk

The almond milk has a high content of monounsaturated fatty acid. Moreover, the almonds are valuable due to their balanced composition in protein content and fat, fiber, vitamins and minerals and it has no lactose content (Jalali-Khanabadi et al. 2010).

This plant-based milk is appropriate for consumers suffering from lactose intolerance and hypersensitive to cow milk, and those who look for plant-based beverages as an alternative to dairy milk. (Dhakal et al. 2014)

Kira Almond has become one of the non-dairy milk suppliers through an online Bussiness-to-Customer system and also offline Bussiness-to-Bussiness from organic food stores in Bandung, Indonesia since 2018.

Kira Almond is targeting to supply non-dairy milk products throughout Indonesia.





# KIRA DEVELOPMENT



Raw Almond Milk  
2017 - sekarang



Pasteurized Almond Milk  
2019 -2020



Almond Milk Powder  
2020 - sekarang



# Natural Almond Milk Powder Pouch & Sachet

*dairy free - soy free - gluten free*

*No preservatives, no artificial sweeteners, no artificial flavours, no food coloring*

Made from pure almonds that are spray dried so that they dissolve completely without granules and extend shelf life. The sweetener used is coconut sugar which has a lower glycemic index than cane sugar. The creamer used is also made from coconut oil so it is safe for consumption by children over 1 year old (as long as there is no peanut allergy). The emulsifier used is made from guar plant which has health benefits such as nourishing the digestive system, lowering cholesterol, and controlling blood sugar.

Almonds are a natural source of vegetable protein, Vitamin E, minerals (manganese and magnesium).







# Our Variant Powder

*No preservatives, no artificial sweeteners, no artificial flavours, no food coloring*

Natural Almond Milk Powder Kira Almond have of 2 packages, pouch 250gr (6-7x brewed) and sachet 40gr (1x brewed). The pouch & sachet size has 4 variants, plain, vanilla, choco and matcha..

Durability 24 months at room temperature (only 18 months choco variant).

Can be served warm/cold.

It is equipped with information on the nutritional value of each variant. and there is already a halal certificate.

Information on how to serve is on the packaging.

PIRT 5093404012141-25 (BPOM on progress)







# PRICELIST

## VANILLA ALMOND

almond, coconut creamer, salt, vanilla, coconut sugar, guar gum

## PLAIN ALMOND

almond, coconut creamer, salt, vanilla, guar gum

## CHOCO ALMOND

almond, coconut creamer, salt, vanilla, raw cacao powder, coconut sugar, guar gum

## MATCHA ALMOND

almond, coconut creamer, salt, vanilla, matcha powder, coconut sugar, guar gum

40gr

250gr

Rp 25.000

Rp 120.000

Rp 25.000

Rp 130.000

Rp 25.000

Rp 130.000

Rp 25.000

Rp 130.000





# CUSTOMER PROFILE



## PREGNANT & BREASTFEEDING MOM

Mothers who have a higher need for folic acid and nutrients for breast milk



## HAVE A HEALTHY/VEGAN LIFESTYLE

Consuming balanced nutrition, regular exercise, carb diet, flour/sugar, vegan



## HAVE A DEGENERATIVE DISEASE

Such as cancer, diabetes, autoimmune, history of high blood pressure, intolerance to dairy products



# Kira Almond was chosen as a finalist for Foodstartup Indonesia 2018

juli - oktober, 2018





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# EVENT KIRA

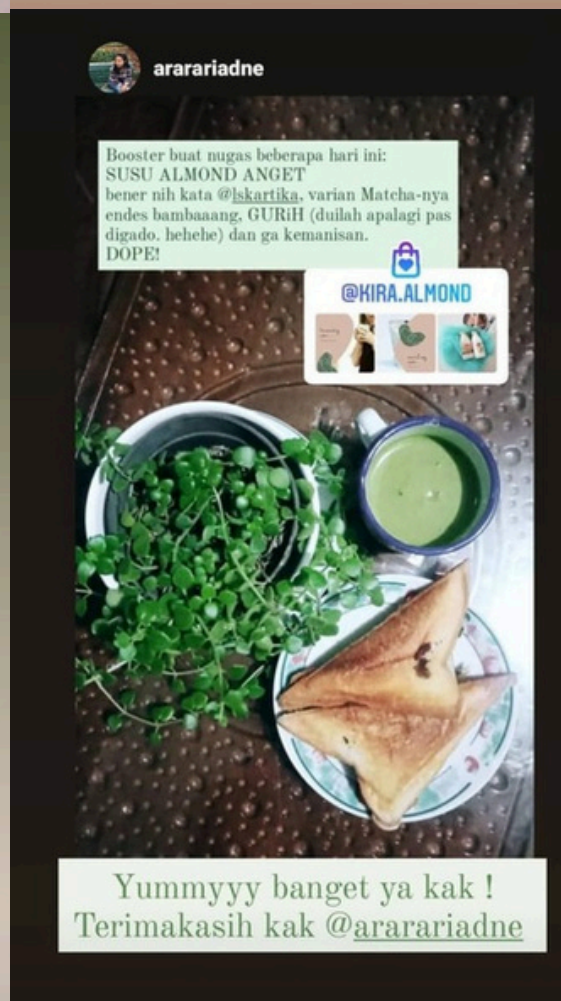
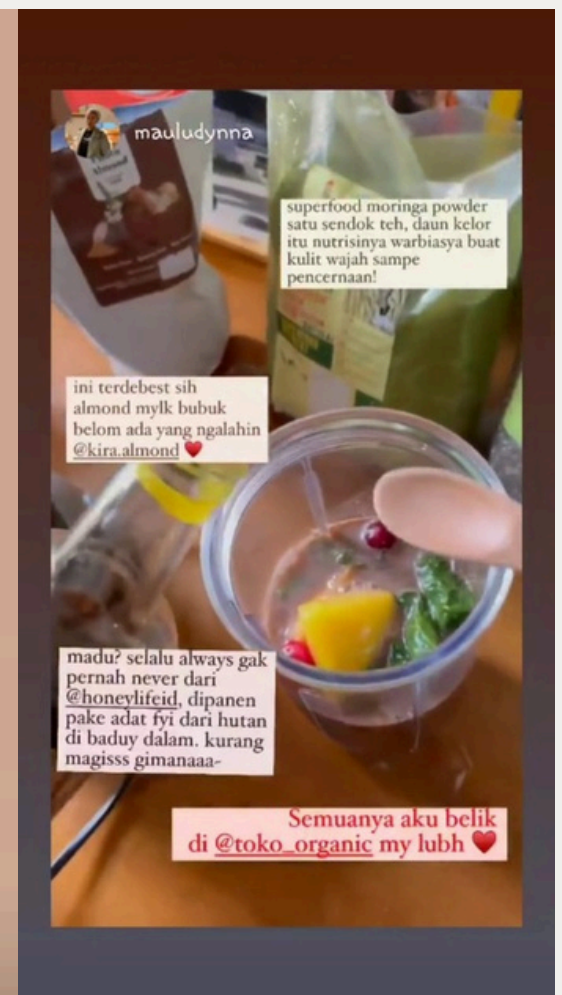
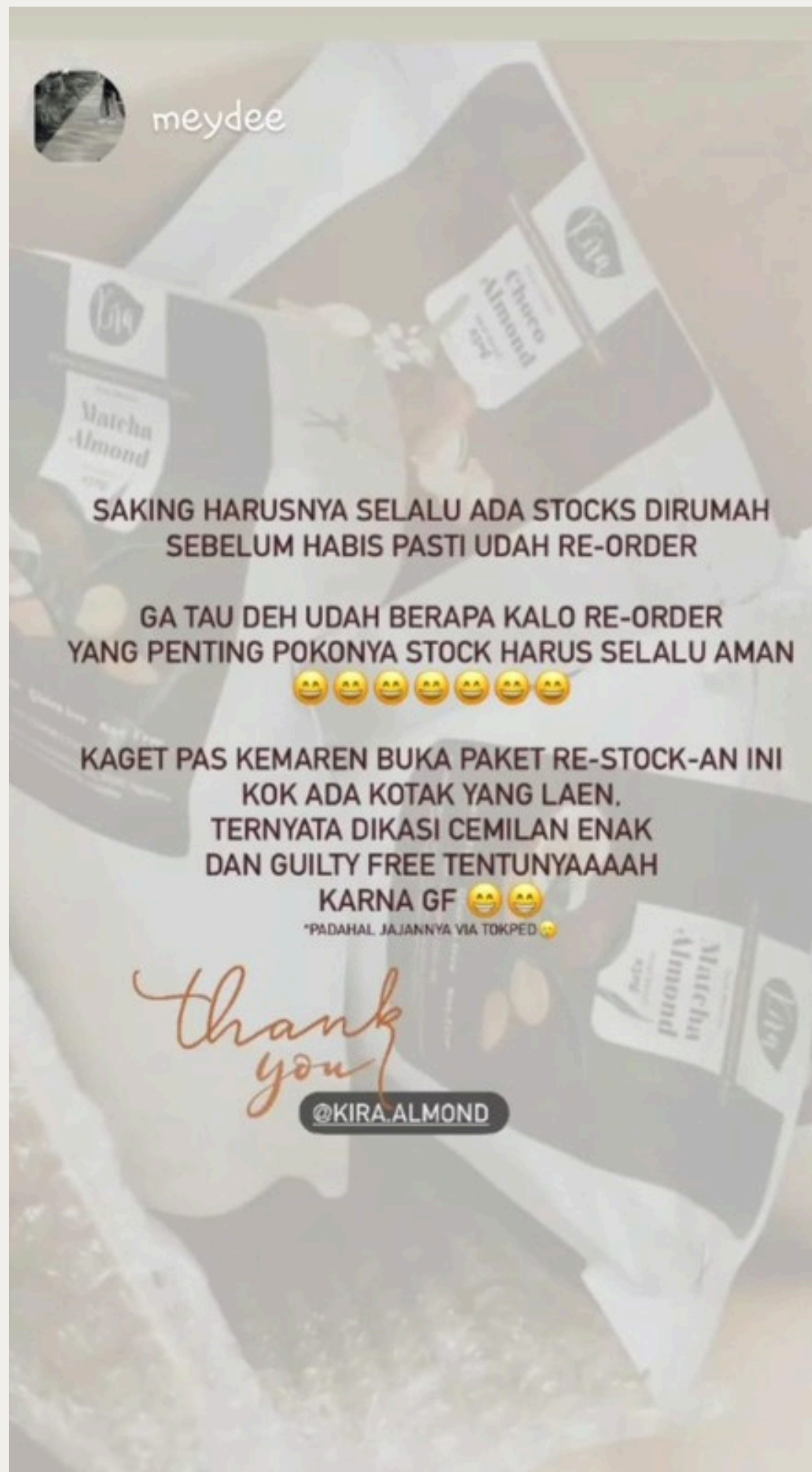








# TESTIMONIAL





# PRODUCT COLLABORATION



Mille Crepes Almond Milk

Kira x Alodiahomemade



Almond Milk Cincau

Kira x Dapurdesy



Almond Milk Frappe

Kira x Serasa



Oat Chia Almond Milk

Kira x Dapurmasena



# Our Team



Maria  
Handayani

Founder &  
Maker



Antonius  
Aryo

Co-Founder &  
Supervisor



Yolla  
Mahandani

Marketing





# Drop us a note

*We welcome your feedback*

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