Maxi Snacks Presents Indonesia's Premium Tropical Roots Snacks to the World

Maxi Snacks celebrates the purity of fresh, natural tropical roots cultivated in the fertile soils of the Indonesian archipelago

Bogor, Indonesia – PT Maxindo Karya Anugerah Tbk, the company behind the beloved **Maxi Snacks** brand, proudly announces its commitment to producing a premium line of snack products sourced exclusively from **fresh, natural tropical roots** — grown in the extraordinarily rich volcanic and alluvial soils of the Indonesian archipelago. Rooted in the belief that nature's finest ingredients deserve to be celebrated, Maxi Snacks delivers authentic, wholesome taste experiences to consumers across Indonesia and beyond.

> *"Indonesia is blessed with some of the world's most fertile lands, and we believe the roots that grow in its soil carry extraordinary nutritional value and authentic flavor. At Maxi Snacks, we are not just making snacks — we are sharing Indonesia's natural heritage, one bite at a time."*
>
> **— Director, PT Maxindo Karya Anugerah Tbk**

About Maxi Snacks

Maxi Snacks is a flagship consumer brand of PT Maxindo Karya Anugerah Tbk, a publicly listed company headquartered in Jakarta, Indonesia. The brand specializes in a diverse range of snack products crafted from tropical root ingredients — including cassava, taro, sweet potato, and other indigenous roots — that are cultivated by local farmers across Indonesia's most fertile regions.

Every **Maxi Snacks'** product is developed with a philosophy of **minimal processing, maximum flavor.** The company works directly with smallholder farmers to ensure fresh, traceable ingredients are harvested at peak ripeness, preserving their natural nutrients and authentic taste. This farm-to-pack approach reflects PT Maxindo Karya Anugerah Tbk's dedication to quality, sustainability, and community empowerment.

Grown in Indonesia's Legendary Volcanic Soils

Indonesia's unique geography — shaped by thousands of volcanic islands and crossed by the equator — creates a natural agricultural paradise. The country's volcanic soil, enriched with minerals, and its tropical climate, with abundant rainfall and sunshine year-round, make it one of the world's premier environments for growing root crops.**Maxi Snacks** sources its primary raw materials from key producing regions across Java, Sumatra, Sulawesi, and Kalimantan — areas renowned for producing tropical roots of exceptional quality, flavor, and nutritional density. By partnering with local agricultural cooperatives, the company ensures a consistent supply of **fresh, non-GMO, naturally grown roots** free from artificial additives or preservatives.

Key Product Highlights

The **Maxi Snacks** product line includes:

- **Fresh Root-Based Pellets –** Innovative puffed snacks using proprietary recipes that retain the nutritional goodness of tropical roots. Available in square, round, Straw and wavy rectangle formats, ideal for further processing into crispy snacks.
- **Ready-to-Eat Tropical Snacks**– Made from cassava, Taro, Orange Sweet Potato, and Purple sweet potato, offering authentic texture and taste.
- **Customizable Shapes & Packaging –** Tailored to meet the needs of international retailers, foodservice operators, and private-label brands.

Commitment to Food Safety and Global Standards

Maxi Snacks operates modern production facilities, including its newly pellet production plant in Kendal, Central Java. The company is certified with BRC/GFSI, ISO 9001, Non-GMO, Gluten Free, FDA, Rain Forest Alliance, Halal MUI and Kosher- Australia. These efforts reflect Maxi Snacks' dedication to meeting the highest international food safety and quality standards.

Commitment to Sustainability and Local Communities

PT Maxindo Karya Anugerah Tbk is deeply committed to sustainable agricultural practices. The company actively invests in farmer training programs, fair-trade sourcing agreements, and environmentally responsible packaging. Its production facilities are equipped with modern food-safety systems certified to international standards, ensuring every Maxi Snacks product meets the quality expectations of both domestic and export markets.

Looking Ahead: Expanding the Maxi Snacks Global Footprint

With growing global consumer demand for natural, plant-based, and ethnically authentic snack options, **Maxi Snacks** is actively expanding the reach of the Maxi Snacks brand into international markets — including Southeast Asia, the Middle East, Europe, and North America.

The company invites buyers, distributors, and industry partners to explore collaboration opportunities and discover the rich flavors that Indonesia's tropical roots have to offer.

About PT Maxindo Karya Anugerah Tbk (Maxi Snacks)

PT Maxindo Karya Anugerah Tbk (Maxi Snacks) is an Indonesian specializing in the production and distribution of snack products derived from fresh natural tropical roots. Operating under the Maxi Snacks brand, the company is committed to quality, sustainability, food safety and celebrating Indonesia's agricultural richness. Headquartered in Jakarta, PT Maxindo Karya Anugerah Tbk works with thousands of smallholder farmers across the archipelago to bring authentic, wholesome, and innovative snack products to consumers in Indonesia and internationally.

PT Maxindo Karya Anugerah Tbk
Email: jimmy.novanda@maxisnacks.com
Website: www.maxisnacks.co.id
Bogor , Indonesia