



artisan  
kuliner  
group

Make your *foodprint* in the

**WORLD with AKG**

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# ABOUT

**Artisan Kuliner Group** is an F&B company established in 2016, whose heart and soul originated from our creator's love and expertise in patisserie, fine artisan chocolate, and specialty coffee.

**Bakerman, Canton 108, Canton 168, Noesaka, KAKAW, Polobund, Super Yumcha, Social Affair, Artisan Social Affair and PIER No.12** are the ten brands we presently run in total.

Our position in Jakarta's F&B business has gotten stronger over the years, and we have a few more exciting projects coming up in the second half of 2024.

As a group, we believe that the F&B area has endless possibilities. Our major goal is to dive into various cuisines and concepts that are exciting and fresh.

Today, we've already tackled Western, international, Chinese, and Indonesian cuisines. We also intend to explore more cuisines in the future, including French, Italian, Korean, and Japanese.

Our company believes in the importance of using high-quality ingredients to provide customers with a pleasurable but lasting experience.

# OUR BRANDS

baker  
man

CANTON 

超级点心  
SUPER  
YUM  
CHA

Social  
affair  
coffee &  
bakehouse

CANTON 

  
KAKAW

  
POLOBUND

artisan  
SOCIAL AFFAIR

  
NOESAKA

PIER NO  
12  
SEAFOOD MARKET & SEASIDE BAR

Our group has begun to expand its footprint in Jakarta and the neighboring areas.

We currently have 20 operating outlets, with 1 additional outlet on the way in the final quarter of 2024.

# PRESENCE



## SOUTH

- Social Affair - Townsquare Cilandak
- Social Affair - AEON Mall Tanjung Barat
- Bakerman - ASHTA District 8
- Bakerman - Pondok Indah Mall 3
- KAKAW Fine Chocolate & Patisserie - ASHTA District 8
- Canton 108 - ASHTA District 8
- Super Yumcha - Townsquare Cilandak
- Bakerman with its Coffee Roastery - One Satrio
- Noesaka - One Satrio

## CENTRAL

- Social Affair - Senayan City Mall

## NORTH

- Social Affair - PIK Avenue
- Social Affair - Mall Kelapa Gading
- Artisan Social Affair - Mall of Indonesia
- Polobund - PIK Avenue
- Super Yumcha - Central Market PIK
- Bakerman - Central Market PIK
- Canton 168 - Batavia Golf Island PIK
- Pier no.12 - Land's End PIK 2

Upcoming: • Noesaka - Land's End PIK 2 (2024)\*

## NEIGHBOURING AREAS

- Social Affair - AEON Mall BSD City
- Social Affair - Summarecon Mall Bekasi

*\*upcoming new outlet in 2024*



# baker man



Bakerman ASHTA DISTRICT 8



Bakerman ASHTA DISTRICT 8 with Indoor Lounge

“ **BAKERMAN** features the concept of an artisanal bakehouse with modern American-influenced dining. ”

Since first setting foot in the ASHTA District 8, Bakerman has received tremendous love from the crowd and has quickly established himself as a staple of the area.

Bakerman’s speciality baked delicacies, such as **croissant**, **croffle**, **croissant tart** and the well-known **croissant Portuguese egg tart**, have become wildly popular to purchase as souvenirs from Jakarta. Bakerman successfully launched another innovative creation of **crozza (croissant pizza) & croissant soft serve**.

Several new creations such as **crispy croissant**, **mie ayam croissant**, **cromboloni**, and **crookies** has recently went viral in the online media and radio platform for its creativity.



Bakerman Pondok Indah Mall 3 with an Outdoor Bar



Bakerman Central Market PIK with Open Pastry Kitchen & Outdoor Area





# baker man

## COFFEE HAS ALWAYS BEEN AN INTEGRAL PART OF THE BAKERMAN'S PHILOSOPHY

It has always been our desire to establish our own roastery so that we may share with the rest of the world our enthusiasm and love for fine coffee that complements our pastries.

We sourced our beans from farmers with similar passions as us for producing specialty-grade coffee, meticulously chosen to leave a lasting flavor and impression.

Bakerman's coffee is a language in itself. Pair it with our buttery pastries and let your taste senses dance in delight!

Currently, the product we have are:  
**Whole Coffee Beans, Coffee Drip Bags and Coffee Capsules.**



Bakerman ONE SATRIO comes with its Coffee Roastery room, this outlet also has an outdoor area both in the ground and the upper floor with access to balcony.

Bakerman ONE SATRIO is also the first outlet to have a pastry kitchen, freshly-made pastry on the spot everyday.







**Canton 108** is one of the new establishments that debuted at the end of 2021 at ASHTA District 8.

A high-end modern Chinese culinary experience that has not been seen anywhere in Indonesia.

“ In order to give its customers a great dining experience, Canton 108 is adopting the Chinese philosophy of creating all of its dishes with an emphasis on the harmony of all the senses: ***Scent, Texture, Flavour, and Colour.*** ”



Canton 108 ASHTA DISTRICT 8



Canton 108 is currently the only AKG's establishment that has 4 private rooms for special occasion.

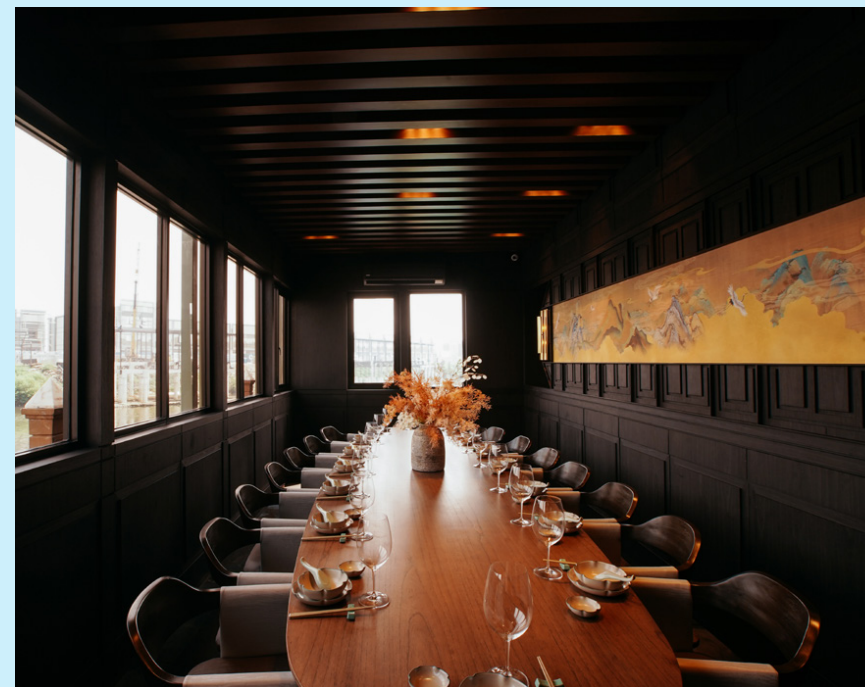




**Canton 168** is an extension of Canton 108. With a slightly different menu range than the one in ASHTA Distric 8, Canton168's menu is specially curated to cater the Northern Jakarta crowd.

With picturesque interior, beautiful sea view and cozy ambiance, Canton 168 is ready to create elevated dining experience to its guests.

The establishment launched its first outlet at Batavia Cove, Golf Island, Pantai Indah Kapuk in early June 2023.



It has 2 private rooms overlooking the sea and 4 indoor semi-private round table that could be separated with curtain.



Outdoor area





**KAKAW Fine Chocolate and Patisserie** opened at the beginning of 2021. The brand, which is the first in Jakarta, has been specialising on fusing French patisserie cafes and boutiques with fine artisanal chocolate.

**KAKAW**, located in ASHTA District 8, could not resist indulging customers at first sight with its vibrant display of varied chocolate varieties and sophisticated French pastries. After achieving success in the south, **KAKAW** will establish a second location in Pantai Indah Kapuk, North Jakarta, in 2023.

“ With every special occasion comes KAKAW. A variety of gift boxes with an intricate Aztec theme have been designed by KAKAW. Each box and hamper is ***filled with hand-selected, artisanal goods made by our very own chocolatier*** to bring you the ultimate KAKAW experience. ”



KAKAW ASHTA DISTRICT 8





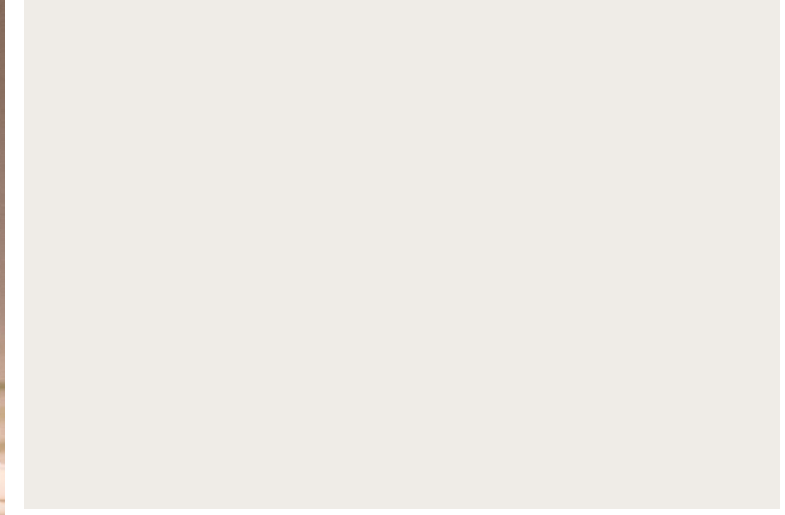


**Polobund** is the most recent establishment to embrace Hong Kong. Which, due to the diverse cuisine offerings, is frequently referred to as “The World’s Food Fair.”

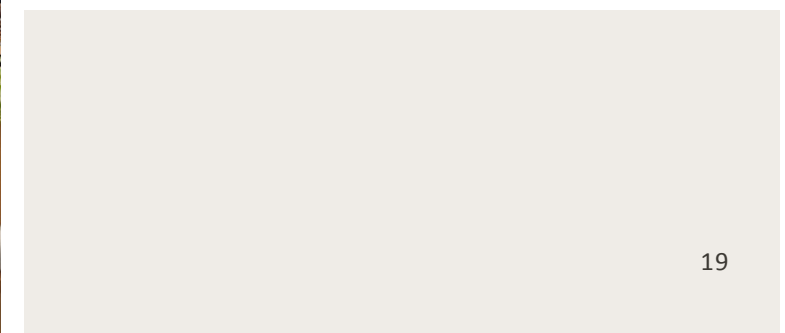
Since opening its initial location in May 2022, Polobund has been creating unforgettable experiences for its patrons. Many have returned to try new delicacies or simply to get the same meal more than once.

“ There is something for everyone to enjoy at Polobund’s wide selection of food, which includes anything from **steaming fusion Dim Sum** to mouthwatering **street snacks** to **Western meals prepared in the Hong Kong way.** ”

For its cozy ambiance, exquisite meal, and crafted beer selection, Polobund PIK Avenue has won the hearts of many customers.



Polobund PIK AVENUE has an open bar and also an outdoor area







## Super Yumcha is a casual Chinese-style cafe.

Its first location, a freestanding establishment in Pantai Indah Kapuk, debuted in 2019 and quickly became a popular Dim Sum and Chinese food restaurant in the neighbourhood.

Super Yumcha launched a second location at Townsquare Cilandak in 2021 to serve the Chinese food enthusiast community in the southern region of Jakarta.

The first Super Yumcha store has relocated to a new address in the Pantai Indah Kapuk neighbourhood in the Central Market area by the end of 2022.



The First outlet of Super Yumcha  
Ruko Garden House, Pantai Indah Kapuk

“ Super Yumcha has **proven** that Dim Sum and Chinese food can be **enjoyed not just with family** but also with friends, a date, or a coworker.  
Casual, modern and fun! ”



Super Yumcha Townsquare Cilandak  
Ground Floor

It has a completely different ambiance to the first outlet. Most people are reminded of a Hong Kong street food vibe by the neon-decorated atmosphere.



Super Yumcha Central Market PIK  
1st Floor

Similar style with the outlet in Townsquare Cilandak, but this newly relocated outlet has an outdoor area, semi-outdoor and 2 private dining rooms.



# Social Affair

**Social Affair** is known for its all-day meals, homemade pastries, and coffee.

We take great pride in baking all of our own baked goods, including the bread that is utilised in our main menu as well as a range of pastries including sweet and savoury croissants.

In 2016, Social Affair launched in Pantai Indah Kapuk for the first time. Since then, the brand has opened 7 locations throughout Jakarta, with the latest one just opened, Summarecon Mall Bekasi in October 2022.

“**Croffle™** was introduced by Social Affair in August 2020. A croissant-waffle hybrid that has gone viral and attracted a lot of attention around the country. In Indonesia, Social Affair is **recognised** as **the pioneer** of the **Croffle™** craze.”



Social Affair Mall Kelapa Gading  
(Semi Outdoor)  
Ground Floor



Social Affair Townsquare Cilandak  
(Semi Outdoor)  
Ground Floor



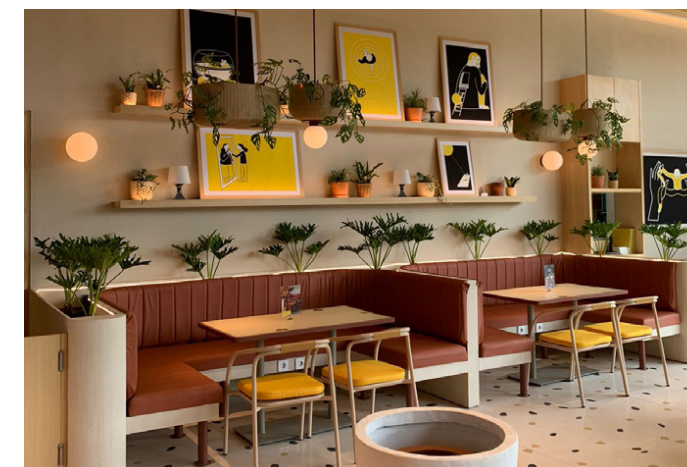
Social Affair AEON Mall  
BSD City with outdoor area  
Ground Floor



Social Affair Senayan City Mall  
(Semi Outdoor)  
Lower Ground Floor Crystal Lagoon



Social Affair PIK Avenue  
was the first outlet  
with outdoor area  
Ground Floor



Social Affair AEON Mall Tanjung Barat  
with outdoor area  
Ground Floor



Social Affair Summarecon Mall  
Bekasi with outdoor area  
Ground Floor



# artisan

SOCIAL AFFAIR

**Artisan Social Affair** is the dining concept of Social Affair that was introduced in 2019 at Mall of Indonesia. Like Social Affair, this brand also serves all-day brunch, international comfort food and various baked goods.

“ The ambiance of Artisan Social Affair is more **feminine** with a lot of soft and vibrant colour combinations throughout the branding and the outlet. This chic, romantic vibe of Artisan Social Affair is the key feature that differentiate from Social Affair. ”

A weekly girly brunch and “Arisan” on the premises draw more female clients thanks to a hanging floral arrangement from the ceiling.

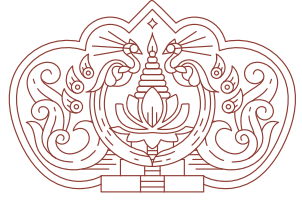
The large storefront at Artisan features three distinct moods, including a feminine, dimly lit section at the entrance, a relaxed art gallery area ideal for “work from café” or meetings, and an outdoor area as well.



Artisan Social Affair Mall of Indonesia  
Ground Floor







# NOESAKA



**Noesaka** is the latest Indonesian dining concept by Artisan Kuliner Group and has debuted in December 2022 at One Satrio.

Indonesia is well renowned for having a wealth of natural resources and spices. With more than 17,000 islands making up the country, each region has its own specialties that highlight both the cuisine profile and preparation methods that are unique to that area.

“ We hope that Noesaka would allow customers to *enjoy the distinctive and specialized foods* from *various cities* around *Indonesia*. ”

Noesaka is the ideal location for a professional lunch or meeting during the week and a family and friends' get-together for dinner on the weekends. It is part of One Satrio, a brand-new lifestyle complex in the center of Mega Kuningan CBD.



Variation of Indonesian sweets and savoury snacks are available to purchase



Noesaka One Satrio has 3 private dining rooms, perfect for work meeting, and special occasion.

Larger party option is also available by booking the entire upper floor.



# PIER NO 12

SEAFOOD MARKET & SEASIDE BAR



**PIER No.12 Seafood Market & Seaside Bar** is the upcoming establishment by Artisan Kuliner Group, that is scheduled to open in December 2023 at Lands Ends, Pantai Indah Kapuk.

Taking the inspiration from one of the world's most beautiful tourist destination, French-Riviera, **PIER No.12** aims to transport you to your next vacation, right here in Jakarta area.

French-Riviera is the Mediterranean coastline in the south-east of Provence, French. The area is located borderline between France and Italy, and well known for its famous beaches, like Cannes, Monaco and Saint Tropez, where visitors from all over the world love to visit all-year long.

With breathtaking views overlooking the water, sunny terrace and open-air concept, **PIER No.12** will take you sailing on an international seafood culinary journey with a laid-back, bright yet modern ambience.

A seafood market concept, **PIER No.12** provides you with a wide array of fresh seafood selection, from raw seafood (sashimi style), grilled, fried, and oven-baked, that can be enjoyed according to your preference.

Aside from that, **PIER no.12** also offers you with other delicious French, Italian and Mediterranean and Asian- inspired cuisines that feature our fresh seafood. We will have our chef specialty and Indonesia's best Fish & Chips, with perfectly-seasoned crisp batter and tender fish on the inside. You can also enjoy other popular dishes like, pasta, paella and pizza, with variety of toppings, while enjoying the scenery.

Our seaside bar, like the name itself, provides guests with the ocean-view landscape that surely guarantee leisure. Imagine taking a sip of your bubbly and refreshing cocktails or beers, with sand on your feet, breeze on your hair, immersing yourself in the glimmering view as the sky and sea collide - a perfect getaway to wind down the evening.





# WHAT'S NEXT

## ● UPCOMING OUTLETS



Opening its second  
outlet of Indonesian  
dining at PIK 2



