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# Tempeh Chips

Crunchy, healthy,
Natural and delicious.
Sustainable snacks of the future


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# A Growing Appetite for Wellness

Consumers have shown two strong priorities in their consumption habits over the past few years.

1. The desire to be **better for the world**
2. The desire to be **mindful about our health**

The first takes place by making smarter decisions, measuring a product by its impact on the environment and our planet. By opting out of choices that harm the earth, and instead leaning in with brands that stand for a cause, consumers are consciously shaping their environmental footprint with each purchase they make.

The second also manifests in a choice. Consumers want food not only to taste good, but also to help them accomplish their wellness goals. In grocery stores and in the snack aisle, individuals are searching for products that will both spark joy because it tastes good, and also ultimately be beneficial to our bodies and our health.

Mamame

Tempeh Chips

**52%** Say they are more eco-friendly than they were six months ago

**$1.5 Trillion** Estimated global wellness market (USD)

https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market

Pitch Deck

# Tempeh: The Next Superfood

Tempeh is a traditional Indonesian food made by fermenting soybeans.

Our non-Soy tempeh is made from a more sustainable and healthy alternative – non-GMO, black-eyed beans.

These beans undergo a beautiful fermentation process that makes our chips nutritious, healthy, and tasty.

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# Our Tempeh Chips

## Plant-based

All of our products are plant-based.
Two of our four products, Original and Chilli,
are vegan snacks.

## Gluten-Free

Tempeh is made with only tapioca starch
and black-eyed beans, making it a gluten-
free, low-calorie snack with a crispy texture.

## Gut Health

Fermented beans are rich in fiber, which helps
improve gut health. However the chip retains no
taste or smell unique to fermentation.

## Umami

Tempeh chips have a clean, addictive,
and deep umami taste. All the flavor of the black-
eyed beans without the aftertaste that some legumes
leave behind.

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# The Process

## Prepare

Black-eyed beans are boiled and carefully prepared for fermentation.

## Fermentation

We carefully mix tempeh with boiled black-eyed beans and ferment them for over 30 hours.

## Hand-crafted

All processing is done by hand, thinly sliced and fried in coconut oil to maximize the crispy texture.

## Seasoning

Our Tempeh Chips are seasoned with all-natural seasoning.

## Our Tempeh Chip

We do our best to preserve the taste and aroma using natural ingredients, without preservatives.

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# The Beauty of Natural Fermentation

Our operations are highly systemized to batch-make our Tempeh Chips by hand.
From fermentation to the final chip, the process takes about 50 hours of attention and care.

We make all our Tempeh in-house.

Fermentation occurs over 30 hours of careful monitoring.

A simple equation. Beans + Tapioca Flour + Fermentation = Tempeh.

The sliced Tempeh goes straight into coconut oil.

Our experts carefully QC our products and ensure perfection.

24 Hours

32 Hours

# Our Story

## Indonesia

Mamame's factory is based in Jakarta. Indonesia has been home to our family for over 20 years.

## In the family

We are a family-owned business, in our first year, everything was done in-house.

## Woman-owned business

Our founder is a woman, and out of our seven full-time employees, six are local women.

Mission – "*Born out of Mama's Big Love*"

1. Empower our customers around the world to nourish and care for themselves with our healthy snacks.
2. Share the incredible power of Tempeh with the world.

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# Our Target Market

## Parents

Individuals searching for healthier and nutritious alternatives to children's snacks


## The Dieter

0g added sugars, 5g of protein and 6g of fiber per serving

## Vegan & GF

Suits vegan and GF dietary needs, and promotes gut health

## Trend-setters

Our tempeh chips can be set apart from existing protein-based chips in the market

# Ingredient Sources

| Ingredient | Country of Origin | Producer Name |
|---|---|---|
| Black-eyed Beans | Burma, Myanmar | PT Sumber Roso Agro Makmur |
| Rhizopus Oligosporus | Indonesia | PT Aneka Fermentasi Industri |
| Tapioca Starch | Indonesia | PT Haji Muhammad Ilyas |
| Salt | Indonesia | PT Unichem Candi Indonesia |
| Seasoning Powder (Garlic, Onion, Chilli, Pepper) | Indonesia | PT NP Foods Indonesia |
| Coconut Oil | Indonesia | PT Mangga Dua |
| Antioxidant BHT | China | Jiangsu Maida |

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# Certification

Mamame is the only Tempeh Chips manufacturing facility in Indonesia with both **HACCP** facilities and **FDA** verification.
Tempeh Chip is the first product to enter the South Korean, Japanese and American markets, with our **unique patented recipe.**

FDA — Certified in 2022

HACCP CERTIFIED — Certified in 2021

International Organization for Standardization ISO 22000 — Certified in 2021

Vegan — Certified in 2022

NON GMO Project VERIFIED nongmoproject.org — Certification in progress for 2023

CERTIFIED GLUTEN FREE GFCO.ORG — Certification in progress for 2023

HALAL INDONESIA — Certification in progress for 2023

# Production Capacity

**Current capacity**

60kg = 1,200 unit per shift
2 shifts per day = 2,400 units
25 days per month = 60,000 units

**Future capacity**

120kg = 2,400 unit per shift
2 shifts per day = 4,800 units
25 days per month = 120,000 units

**By Q4 2023:**

1. Fully automatic production line
2. Staff headcount increase (adding 14 full-time employees)
3. Factory expansion, new location

# Price List & Details

| Product | Quantity (MOQ) | Cost (FOB) |
|---|---|---|
| Tempeh Chips (50g) | 20ft container | $1.11 USD |
| Tempeh Chips (50g) | 40ft container | $1.11 USD |

*Pricing is negotiable based on marketing, logistics, and order volume

Lead Time: 2-3 weeks for 20ft container
3-4 weeks for 40ft container

### Capacity ctn for APAC (Option 1)

(1box/12pcs)
Box size = (L27cm / P23cm / T25cm)
Pallet size = 120cm x 120cm
20ft = 8 pallet = 1280 box = 15,360 pcs
40ft = 18 pallet = 2880 box = 34,560 pcs
(1 pallet = 160 box)

### Capacity ctn for (Option 2)

(1box/45pcs)
Box size = (L55cm / P36cm / T25cm)
Pallet size = 110cm x 110cm x 12cm
20ft = 8 pallet = 384 box = 17,280 pcs
40ft = 16 pallet = 768 box = 34,560 pcs
(1 pallet = 42 box)

# Thank you

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# Appendix

# Product details

Shelf Life
12 months

Product dimensions
23 cm (height) x 16 cm (width) x 7 cm (depth)
9.06 in (height) x 6.30 in (width) x 2.76 in (depth)

Product volume
2576 $cm^3$
157.20 $in^3$

Product weight
50g
1.76 oz

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# Carrying Capacity

# Original


50g
12 months shelf life

| | |
|---|---|
| **Product Name** | Mamame Tempeh Chips Original |
| **EAN Code** | 8997028310421 |
| **Package Materials** | Aluminium Standing Pouch |
| **Product Weight** | 50g (1.76 oz) |
| **Product Dimensions** | 23 cm (height) x 16 cm (width) x 7 cm (depth)<br>9.06 in (height) x 6.30 in (width) x 2.76 in (depth) |
| **Product Volume** | 2576 cm3<br>157.20 in3 |
| **Shelf Life** | 12 months |
| **Certifications** | FDA, Vegan, HACCP, ISO22000:2018<br>(Non GMO, Gluten Free, Halal - Certified soon in 2023) |
| **Ingredients** | Black-eyed bean, Rhizopus Oligosporus, Tapioca Starch, Sugar, Spice Mix (Garlic, Onion, Pepper, Chilli), Salt, Coconut Oil with BHT for Freshness. |
| **Nutritional Facts** | **Nutrition Facts**<br>2 servings per container<br>Serving size (25g)<br>**Amount Per Serving**<br>**Calories 130**<br>% Daily Value*<br>**Total Fat** 8g 10%<br>Saturated Fat 4g 15%<br>*Trans* Fat 0g<br>**Cholesterol** 0mg 0%<br>**Sodium** 80mg 3%<br>**Total Carbohydrate** 13g 5%<br>Dietary Fiber 3g 11%<br>Total Sugars 0.5g<br>Includes 0g Added Sugars 0%<br>**Protein** 2.5g 6%<br>Magnesium 6mg 2%<br>Iron 0.4mg 2%<br>Potassium 60mg 4%<br>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs. |

# Hot Chilli


50g
12 months shelf life

| | |
|---|---|
| **Product Name** | Mamame Tempeh Chips Hot Chilli |
| **EAN Code** | 8997028310438 |
| **Package Materials** | Aluminium Standing Pouch |
| **Product Weight** | 50g (1.76 oz) |
| **Product Dimensions** | 23 cm (height) x 16 cm (width) x 7 cm (depth)<br>9.06 in (height) x 6.30 in (width) x 2.76 in (depth) |
| **Product Volume** | 2576 cm3<br>157.20 in3 |
| **Shelf Life** | 12 months |
| **Certifications** | FDA, Vegan, HACCP, ISO22000:2018<br>(Non GMO, Gluten Free, Halal - Certified soon in 2023) |
| **Ingredients** | Black-eyed bean, Rhizopus Oligosporus, Tapioca Starch, Sugar, Spice Mix (Garlic, Onion, Pepper, Chilli), Salt, Cabai Rawit (Indonesia Chilli), Coconut Oil with BHT for Freshness. |
| **Nutritional Facts** | **Nutrition Facts**<br>2 servings per container<br>Serving size (25g)<br>**Amount Per Serving**<br>**Calories 130**<br>% Daily Value*<br>**Total Fat** 8g 10%<br>Saturated Fat 4g 15%<br>*Trans* Fat 0g<br>**Cholesterol** 0mg 0%<br>**Sodium** 80mg 4%<br>**Total Carbohydrate** 13g 4%<br>Dietary Fiber 3g 11%<br>Total Sugars 0.5g<br>Includes 0g Added Sugars 0%<br>**Protein** 2.5g 6%<br>Magnesium 6mg 2%<br>Iron 0.4mg 2%<br>Potassium 60mg 4%<br>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs. |

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# Rosemary


50g
12 months shelf life

| | |
|---|---|
| **Product Name** | Mamame Tempeh Chips Rosemary |
| **EAN Code** | 8997028310469 |
| **Package Materials** | Aluminium Standing Pouch |
| **Product Weight** | 50g (1.76 oz) |
| **Product Dimensions** | 23 cm (height) x 16 cm (width) x 7 cm (depth)<br>9.06 in (height) x 6.30 in (width) x 2.76 in (depth) |
| **Product Volume** | 2576 cm3<br>157.20 in3 |
| **Shelf Life** | 12 months |
| **Certifications** | FDA, Vegan, HACCP, ISO22000:2018<br>(Non GMO, Gluten Free, Halal - Certified soon in 2023) |
| **Ingredients** | Black-eyed bean, Rhizopus Oligosporus, Tapioca Starch, Sugar, Spice Mix (Rosemary, Garlic, Onion) Salt, Yeast Extract Powder, Food Acid (E330), Anti-Caking Agent – Silicon Dioxide (E551), Coconut Oil with BHT for Freshness. |
| **Nutritional Facts** | **Nutrition Facts**<br>2 servings per container<br>Serving size (25g)<br>**Amount Per Serving**<br>**Calories 130**<br>% Daily Value*<br>**Total Fat** 8g 10%<br>Saturated Fat 4g 15%<br>*Trans* Fat 0g<br>**Cholesterol** 0mg 0%<br>**Sodium** 80mg 5%<br>**Total Carbohydrate** 13g 4%<br>Dietary Fiber 3g 11%<br>Total Sugars 0.5g<br>Includes 0g Added Sugars 0%<br>**Protein** 2.5g 6%<br>Magnesium 6mg 2%<br>Iron 0.4mg 2%<br>Potassium 60mg 4%<br>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs. |

# Cheese


50g
12 months shelf life

| | |
|---|---|
| **Product Name** | Mamame Tempeh Chips Cheese |
| **EAN Code** | 8997028310445 |
| **Package Materials** | Aluminium Standing Pouch |
| **Product Weight** | 50g (1.76 oz) |
| **Product Dimensions** | 23 cm (height) x 16 cm (width) x 7 cm (depth)<br>9.06 in (height) x 6.30 in (width) x 2.76 in (depth) |
| **Product Volume** | 2576 cm3<br>157.20 in3 |
| **Shelf Life** | 12 months |
| **Certifications** | FDA, Vegan, HACCP, ISO22000:2018<br>(Non GMO, Gluten Free, Halal - Certified soon in 2023) |
| **Ingredients** | Black-eyed bean, Rhizopus Oligosporus, Tapioca Starch, Sugar, Maltodextrin, Salt, Hydrolyzed Vegetable Protein, Yeast Extract Powder, Cheese Flavor, Anti-Caking Agent - Silicon Dioxide (E551), Coconut Oil with BHT for Freshness. |
| **Nutritional Facts** | **Nutrition Facts**<br>2 servings per container<br>Serving size (25g)<br>**Amount Per Serving**<br>**Calories** 140<br>% Daily Value*<br>**Total Fat** 9g 12%<br>Saturated Fat 4g 15%<br>*Trans* Fat 0g<br>**Cholesterol** 0mg 0%<br>**Sodium** 150mg 7%<br>**Total Carbohydrate** 13g 4%<br>Dietary Fiber 3g 11%<br>Total Sugars 1g<br>Includes 0g Added Sugars 0%<br>**Protein** 2.5g 6%<br>Calcium 6mg 2%<br>Iron 0.4mg 2%<br>Potassium 60mg 4%<br>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs. |

# Barbeque


50g
12 months shelf life

| | |
|---|---|
| **Product Name** | Mamame Tempeh Chips Barbeque |
| **EAN Code** | 8997028310445 |
| **Package Materials** | Aluminium Standing Pouch |
| **Product Weight** | 50g (1.76 oz) |
| **Product Dimensions** | 23 cm (height) x 16 cm (width) x 7 cm (depth)<br>9.06 in (height) x 6.30 in (width) x 2.76 in (depth) |
| **Product Volume** | 2576 cm3<br>157.20 in3 |
| **Shelf Life** | 12 months |
| **Certifications** | FDA, Vegan, HACCP, ISO22000:2018<br>(Non GMO, Gluten Free, Halal - Certified soon in 2023) |
| **Ingredients** | Black-eyed bean, Rhizopus Oligosporus, Tapioca Starch, Sugar, Salt, Spice Mix (Garlic, Onion, Chilli, Pepper), Hydrolyzed Vegetable Protein, Yeast Extract Powder, BBQ Flavor, Anti-Caking Agent - Silicon Dioxide (E551), Coconut Oil with BHT for Freshness. |
| **Nutritional Facts** | **Nutrition Facts**<br>2 servings per container<br>Serving size (25g)<br>**Amount Per Serving**<br>**Calories 140**<br>% Daily Value*<br>**Total Fat** 10g 12%<br>Saturated Fat 4g 15%<br>*Trans* Fat 0g<br>**Cholesterol** 0mg 0%<br>**Sodium** 120mg 5%<br>**Total Carbohydrate** 13g 4%<br>Dietary Fiber 3g 11%<br>Total Sugars 1g<br>Includes 0g Added Sugars 0%<br>**Protein** 2.5g 6%<br>Calcium 6mg 2%<br>Iron 0.4mg 2%<br>Potassium 60mg 4%<br>* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs. |