

**Voluntary Report** – Voluntary - Public Distribution

**Date:** March 01,2021

**Report Number:** ID2021-0010

**Report Name:** Retail Chain Overview and Product Survey

**Country:** Indonesia

**Post:** Jakarta

**Report Category:** Retail Foods

**Prepared By:** Novi Yuningsih

**Approved By:** Garrett McDonald

**Report Highlights:**

This report provides information on leading Indonesian grocery retail chains including: number of outlets, locations, market segment, availability of U.S. food products, and spot price comparisons for fresh fruit and beef products. Product availability and pricing data was obtained through in-person store visits conducted by FAS Jakarta at 21 locations in the greater Jakarta area between January 14 – 27, 2021.

## Overview:

Indonesia's grocery retail sales reached \$97 billion in 2020 the fourth largest in the Asia Pacific region and the largest in Southeast Asia. Although modern grocery retail sales account for only 20.3% of all grocery sales, they represent a significant portion of sales for imported consumer-oriented products.

## Grocery Chain Profiles 2021

No	Store	No. of Store	Segment	Format
1	Aeon	3	Upper-middle	Hypermarket
2	All Fresh	11	Upper-middle	Fruits Specialty
3	Farmers Market	27	Upper-middle	Supermarket
4	Foodmart Primo	17	Upper-middle	Hypermarket
5	Frestive	7	Upper-middle	Fruits Specialty
6	Giant	100	Middle	Supermarket
7	Grand Lucky	5	Upper-middle	Supermarket
8	GS Supermarket	6	Middle	Korean Supermarket
9	Hero	22	Upper-middle	Supermarket
10	Hypermart	98	Middle	Supermarket
11	Kem Chicks	2	Upper-middle	Supermarket
12	Lotte Mart	49	Middle	Hypermarket
13	Lulu	3	Upper-middle	Middle East Hypermarket
14	Market City	3	Upper-middle	Supermarket
15	Papaya	11	Upper-middle	Japanese Supermarket
16	Ranch Market	16	Upper-middle	Supermarket
17	Rezeki Supermarket	7	Upper-middle	Supermarket
18	Superindo	186	Middle	Supermarket
19	The Foodhall	16	Upper-middle	Supermarket
20	Total Buah	11	Upper-middle	Fruits Specialty
21	Transmart	141	Middle	Hypermarket/ Supermarket

Source: Company website

## Top Supermarket/ Hypermarkets by Sales (2020)

Category	Brand Name	Company Name	Sales 2020 (\$million)•	No. of Store
Hypermarkets/ Supermarkets	Transmart Carrefour	Trans Retail Indonesia PT	1,066.5	141
Hypermarkets	Hypermart	Matahari Putra Prima Tbk PT	455.1	98
Supermarkets	Super Indo	Lion Superindo PT	432.5	182
Hypermarkets	Giant	Hero Group	367.2	87

Hypermarkets	Lotte Mart	Lotte Group	305.4	41
Supermarkets	Farmer's Market	Supra Boga Lestari Tbk PT	136.3	29
Supermarkets	Ranch Market	Supra Boga Lestari Tbk PT	98.3	17
Supermarkets	Hero	Hero Group	94.9	19
Supermarkets	The Food Hall	MAP Group	45.4	32
Supermarkets	Foodmart	Matahari Putra Prima Tbk PT	43.9	26
Hypermarkets	Grand Lucky	Lucky Strategies PT	21.0	5
Supermarkets	Hyfresh	Matahari Putra Prima Tbk PT	5.5	9
Other			4,832.3	1,108
Total			7,904.3	1,794

\*Source: Euromonitor

### U.S. Food Products Availability Chart by Retailer

Stores	Beef Corner		Pork Corner		Seafood		U.S. Food						
	U.S.	Other	U.S.	Other	U.S.	Other	Snack	Condiment	Confectionery	Beverage	Fruits	Dried Fruits	Dairy, Frozen Food & Other
Aeon	✗	✓	✗	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
All Fresh	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
Farmers Market	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
Foodmart Primo	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
Frestive	✗	✓	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✗
Giant	✓	✓	✗	✗	✗	✓	✗	✓	✓	✗	✓	✓	✗
Grand Lucky	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GS Supermarket	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✗
Hero	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
Hypermart	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗	✓	✓	✗
Kem Chicks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lotte Mart	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗	✓	✓	✗
Lulu	✗	✓	✗	✗	✗	✓	✗	✓	✗	✗	✓	✓	✓
Market City	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
Papaya	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
Ranch Market	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rezeki Supermarket	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
Superindo	✓	✓	✗	✗	✗	✓	✗	✓	✗	✗	✓	✓	✗
The Foodhall	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓
Total Buah	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
Transmart	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✓	✓	✗

### Retail Grocery Profiles Index:

1. AEON Supermarket (Aeon Indonesia, PT)
2. All Fresh
3. Farmers Market and Ranch Market (Supra Boga Lestari, Tbk., PT)
4. Foodmart Primo Supermarket (Matahari Putra Prima, Tbk., PT)
5. Frestive (Sumber Agri Sehat, PT)
6. Giant (Hero Supermarket, Tbk PT)
7. Grand Lucky (Lucky Strategis, PT)
8. GS Supermarket (GS Retail Indonesia, PT)
9. Hero (Hero Supermarket, Tbk PT)
10. Hypermart (Matahari Putra Prima, Tbk., PT)
11. Kem Chicks (Boga Catur Rata, PT)

12. Lotte Mart (Lotte Shopping Indonesia, PT)
13. Lulu Hypermartket (Lulu Group Retail, PT)
14. Market City (Gracia Mitra Selaras, PT)
15. Papaya (Gracia Mitra Selaras, PT)
16. Rezeki Supermarket (Central Rezeki Cold Storage, PT)
17. Superindo (Lion Superindo, PT)
18. The FoodHall and Daily FoodHall (Swalayan Sukses Abadi, PT)
19. Total Buah Segar
20. Transmart-Carrefour (Trans Retail Indonesia, PT)

### 1. AEON Supermarket (Aeon Indonesia, PT)

Aeon Mall BSD City Unit M-02, Jl. BSD Raya Utama Tangerang

Tel: +62 215569 5999

<https://aeonmall-bsdcity.com/>

Aeon supermarket, a subsidiary of Japan's biggest retailer group Aeon group, opened in Indonesia in May 2015. Aeon offers a wide range of imported and local products to upper and upper-middle consumers, including fresh meat, fruit, vegetables, and packaged/processed products. Aeon's three locations are located at Jakarta Garden City, BSD, and Sentul City.

Aeon stores range between 4,000 and 5,000 square meters, with approximately half of the area occupied by fresh and frozen products. Available U.S. products include snacks, fresh fruits, dried fruits, condiments, cereal, canned goods, confectionary, beverages, and various processed products. Currently, only Australian and local beef are present in the meat section, though several processed U.S. pork products are available. The chain's focus on high-quality ingredients for consumers with above average disposable income may present an opportunity for U.S. beef products which tend to sell at a premium.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Wang Shan Super Fuji Apple	China	4.1
Apple	Pacific Queen Apple	New Zealand	3.0
Apple	Royal Gala Apple	New Zealand	2.6
Apple	Red Delicious Apple	USA	2.9
Apple	Envy Big Apple	USA	5.9
Apple	Pacific Rose Apple	USA	4.4
Apple	Pacific Rose Apple	USA	4.2
Avocado	Avocado	Australia	16.6
Blueberries	Blueberries	USA	26.8
Dates	Palm'Frutt Deglet Nour of Tunisia Dates	Tunisia	10.6
Grape	Red Globe Grapes	China	3.2
Grape	Green Grapes	USA	13.2

Grape	Autumn Royal Grapes	USA	7.1
Kiwi	Kiwifruit	New Zealand	4.7
Lemon	Lemon	Australia	4.9
Lemon	Lemon	China	2.1
Orange	Navel Sunkist Orange	Australia	3.7
Orange	Honey Murcott Orange	Egypt	4.8
Pear	Packham Pear	Australia	3.0
Pear	Singo Pear	China	3.6
Pear	Sweet Pear	China	2.6
Pomegranate	Pomegranate	India	3.1
Meat	Tasmania Yakiniku Beef	Australia	21.5
Meat	Tasmania Sirloin Shabu-Shabu	Australia	30.7
Meat	TV Tasmania Rump Steak	Australia	21.7
Meat	Tasmania Cube Rib Eye	Australia	37.6
Meat	Tasmania Tenderloin Steak	Australia	47.0
Meat	Tasmania Sirloin Steak	Australia	36.1
Meat	Tasmania Rib Eye Steak	Australia	36.1
Meat	Komagire Beef	Australia	13.6
Meat	Local Sirloin Sukiyaki	Indonesia	18.4
Meat	Local Beef Empal	Indonesia	13.5
Meat	Local Sirloin Shabu-Shabu	Indonesia	17.9
Meat	Local Cube Sirloin	Indonesia	18.6
Meat	Local Rib Eye Steak	Indonesia	16.4
Meat	Tenderloin Grass-fed	New Zealand	42.3
Meat	Grass-fed Sirloin Yakiniku	New Zealand	35.9



Figure 1. Beef Corner at Aeon BSD, Tangerang



Figure 2. Imported fruits at Aeon BSD, Tangerang

*On-the-go packaging of imported fruits are also available by local importer, Laris Manis Utama*

## 2. All Fresh

Jl. Jend. Gatot Subroto no. 185 Jakarta Selatan

Telp. +62 21 8378 0581

<https://www.allfresh.co.id/>

All Fresh is a fruit specialty store located in the greater Jakarta area (Jakarta, Bogor, Tangerang and Bekasi). All Fresh's 11 stores each feature approximately 2,000 square meters of retail space, offering both local and import fruits, snacks, condiments, beverages, and dairy products to the upper-middle income consumers. Available U.S. products include fresh fruits, snacks and beverages.

### Price Comparison for Imported Fruits

Product	Variety	Country of Origin	Price (US\$/kg)
Envy Big Apple	Apple	USA	6.9
Fuji Premium Apple	Apple	China	4.0
Fuji Rossy Super Apple	Apple	China	3.5
Fuji Apple	Apple	China	2.6
Granny Smith Apple	Apple	New Zealand	3.2
Japanese Toki Apple	Apple	Japan	6.6
Juici Super Apple	Apple	USA	4.0
Red Delicious Apple	Apple	USA	2.4
Royal Gala Apple	Apple	USA	3.3
Sekaichi Apple	Apple	China	6.2
Avocado	Avocado	Australia	16.4
Blueberries	Blueberries	Spain	19.7
Cherry	Cherry	Australia	20.5
Medjool Dates	Dates	USA	19.2
Dates	Dates	Tunisia	3.5
Autumn Royal Grapes	Grape	USA	6.7
Autumn King Green	Grape	USA	6.3
Autumn Royal Super Grapes	Grape	USA	7.3
Red Alisson Seedless	Grape	Australia	6.2
Red Globe Grapes	Grape	China	3.1
Kiwifruit	Kiwi	New Zealand	2.8
Lemon	Lemon	Australia	3.2
Lemon	Lemon	China	2.7
Mandarin Ponkan Orange	Orange	China	2.8
Navel Sunkist Orange	Orange	Australia	2.8
Navel Sunkist Orange	Orange	China	3.4
Shantang Orange	Orange	China	3.6
Valencia Orange	Orange	South Africa	2.3
Wang Shan Golden Pear	Pear	China	2.5
Pear Singo	Pear	South Korea	4.0
Wang Shan Golden Pear	Pear	China	2.7
Sweet Pear	Pear	China	2.3
Packham Pear	Pear	South Africa	3.4
Plum	Plum	China	1.7
Pomegranate	Pomegranate	China	3.9
Strawberry	Strawberry	South Korea	27.4
Strawberry	Strawberry	Australia	16.8



Figure 1. All Fresh store Jakarta



Figure 2. U.S. Apples in All Fresh store

### 3. Farmers Market and Ranch Market (Supra Boga Lestari, Tbk., PT)

Jl. Pesangrahan Raya No.2 Kembangan Jakarta Barat

Tel: +62 21 5835 1999

[www.ranchmarket.co.id](http://www.ranchmarket.co.id)

PT Supra Boga Lestari, Tbk operates 43 stores (16 Ranch Market and 27 Farmers Market) located in Jakarta, Tangerang, Cikarang, Surabaya, Malang, Samarinda, Pekanbaru, and Ambon. Established in 1997, the first Ranch Market was opened in 1998 after receiving a franchisee license from Ranch Market USA. However, in 2010 PT Supra Boga Lestari decided to terminate the agreement and operate separately from Ranch Market USA.



In 2019, PT Supra Boga Lestari launched two new brands: The Gourmet by Ranch Market for high-end customers in Surabaya and Day by Day by Farmers Market for customers in offices and apartments. The stores range in size from 250 – 4,400 square meters and are located in shopping malls, apartments and office buildings.

Ranch Market and Farmers Market each carry approximately 23,000 SKUs including organic products, gluten-free products and other brands that promote a healthy lifestyle. Sales of fresh products at Ranch Market and Farmers Market contribute more than 40 percent of net revenue, with Ranch Market carrying a larger variety of imported products.

Both Ranch Market and Farmers Market sell a variety of U.S. grocery items including snacks, condiments, fresh fruits, beef, pork, confectionary, beverages, frozen food, and cereal. Although Ranch Market and Farmers Market have previously collaborated with Meat and Livestock Australia (MLA) through their #BeefUp campaign to promote Australian beef, both carry a variety of U.S. beef cuts.

#### Price Comparison for Imported Fruits and Beef at Farmers Market

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Big Apple	USA	3.3
Apple	Wider Ways Fuji Apple	China	4.0
Apple	Small Fuji Apple	China	4.3
Apple	Royal Gala Apple	USA	3.9
Apple	Granny Smith Apple	New Zealand	4.1
Apple	Envy Apple	USA	8.4
Apple	Rockit New Zealand Apple	New Zealand	13.3
Apple	Wang Shan Super Fuji Apple	China	4.2
Asparagus	Gren Asparagus	USA	3.9
Blueberries	Blueberries	USA	33.9
Dates	Bard Valley Natural Delights Medjool	USA	32.6
Dates	Premium Jebel Tunisian Dates	USA	12.1
Grape	Moon Drops Grapes	USA	13.0
Lemon	Lemon	China	2.5
Orange	Navel Sunkist Orange	China	3.2
Orange	Honey Murcott Orange	China	3.7
Orange	Mandarin Imperial Gold Orange	China	4.4
Orange	Valencia Orange	Australia	3.3
Orange	Ponkam Orange	China	3.6
Orange	Gold Mandarin Orange	China	2.9
Pear	Xiang Lie Pear	China	3.6
Pear	Fantasy Sweet Pear	China	2.4
Pear	Wang Shan Golden Pear	China	3.6
Pear	Wang Shan Singho Pear	China	3.5

Meat	Wagyu Beef Chuck Tenderloin	Australia	125.3
Meat	Minced tenderloin	Australia	19.6
Meat	Rib Eye Steak	Australia	28.1
Meat	Short Plate Slice	USA	15.4
Meat	Striploin Steak	Australia	23.7
Meat	Rib Eye Steak	Australia	21.86
Meat	Tenderloin Steak	Australia	29.1
Meat	Rib Eye Shabu	Australia	26.3
Meat	Sirloin Shabu	Australia	23.4
Meat	Oxtail	Australia	18.0
Meat	Marrow	Australia	6.6

### Price Comparison for Imported Fruits and Beef at Ranch Market

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Big Apple	USA	3.9
Apple	Wang Shan Super Fuji Apple	China	5.4
Apple	Royal Gala Apple	USA	4.4
Apple	Wider Ways Fuji Apple	China	4.6
Apple	Ambrosia Apple	USA	6.9
Apple	Envy Apple	USA	10.1
Apple	Japanese Mutshu Apple	Japan	20.1
Apple	Japanese Toki Apple	Japan	12.0
Apple	Japanese Ohrin Apple	Japan	15.0
Grape	Moon Drops Grapes	USA	13.8
Grape	Red Globe Grapes	Chille	6.6
Grape	Strawberry	South Korea	40.9
Grape	Envy Green Grapes	USA	10.6
Lemon	Lemon	China	2.8
Lychee	Lychee	Australia	36.4
Orange	Navel Sunkist Orange	China	4.1
Orange	Honey Murcott Orange	China	4.4
Pear	Fantasy Sweet Pear	China	2.5
Pear	Xiang Lie Pear	China	4.9
Cherry	Tasmanian Red Cherry	Australia	34.3
Meat	Beef Short Plate	USA	15.4
Meat	Brisket Smoked Beef Presliced	USA	20.3
Meat	Shortribs Bone In	USA	38.6
Meat	Beef Fajita	Australia	23.7
Meat	Beef Stir Fry	Australia	23.9
Meat	Prime Rib eye	USA	32.9
Meat	Beef Striploin Shabu-Shabu	Australia	43.7

Meat	Shortribs Bone In	Australia	32.8
Meat	Black Angus Tenderloin	USA	72.1
Meat	Black Angus Ribe Eye	Australia	65.6
Meat	Shortribs Bone In	USA	38.6
Meat	Striploin Steak	Australia	46.3
Meat	Short Plate Slice	USA	15.4
Meat	Rib Eye Sukiyaki	Australia	52.9
Meat	Striploin Sukiyaki	Australia	43.7
Meat	Wagyu Beef Tenderloin	Australia	105.6
Meat	Wagyu Beef Striploin	Australia	80.1
Meat	Wagyu Beef Sirloin MB 7-8	Australia	116.6
Meat	Beef Op Rib	USA	64.5
Meat	Buffalo Meat	India	6.0



Figure 3. Beef Corner at Farmers Market



Figure 4. U.S. Grocery Food Corners at Ranch Market

#### 4. Foodmart Primo Supermarket (Matahari Putra Prima, Tbk., PT)

Hypermart Cyberpark, Lantai UG Jl. Sultan Falatehan, Lippo Karawaci Utara Tangerang - 15138 Tel (62-21) 5081 3000

[www.shop.hypermart.co.id](http://www.shop.hypermart.co.id) [www.mppa.co.id](http://www.mppa.co.id)

Foodmart Primo Supermarket, owned by PT Matahari Putra Prima, Tbk., has 26 stores (17 Foodmart and 9 Primo) spread across Kalimantan, Sumatera, Java, Bali, and East Indonesia. Foodmart was launched in 2008 with a focus on middle income consumers, while Primo was launched in 2015 to target upper-middle consumers.

Primo Supermarket offers local and imported fresh produce, snacks, bakery items, and ready-to-eat products. Stores are approximately 4,000 square meters with half of the space for fresh and frozen products. U.S. products available at Primo stores include: U.S. beef, fresh fruit, snack foods, frozen food, and condiments.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Royal Gala Apple	USA	4.3
Apple	Red Delicious Apple	USA	2.9
Apple	Fuji Premium Apple	China	4.3
Avocado	Avocado	Australia	14.3
Blueberries	Blueberries	New Zealand	11.6
Grape	Crimson Grapes	USA	7.1
Grape	Red Globe Grapes	China	3.6
Grape	Autumn Royal Grapes	USA	9.3
Grape	Menindee Seedless Grapes	Australia	9.3
Lemon	Lemon	Australia	3.6
Orange	Kinnow Orange	Pakistan	0.9
Orange	Navel Sunkist Orange	Australia	3.2
Pear	Packham Pear	China	3.2
Pear	Sweet Pear	China	2.1
Pear	Golden Pear	China	3.3
Pear	Xiang Lie Pear	China	3.6
Raspberry	Raspberry	USA	37.8
Meat	Wagyu Oyster	Australia	24.2
Meat	Short Plate Slice	USA	8.2
Meat	Gyudon	Australia	9.2
Meat	Striploin	Indonesia	17.8



Figure 5. Foodmart Primo Supermarket at Cilandak Town Square, Jakarta

## 5. Frestive (Sumber Agri Sehat, PT)

<https://www.frestive.com/>

Frestive launched in August 2012 with smaller format shops ranging from 400 to 600 sqm. Stores are located in Jakarta (3 stores), Bali (3 stores) and Makassar (1 store). Although U.S. dry grocery items are limited, Frestive offers a large variety of U.S. fruits. Frestive stores target upper-middle income consumers with their standalone buildings located on busy streets.

### Price Competition for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Apple	USA	0.50
Grape	Red Globe Grapes	USA	4.90
Pear	Golden Pear	China	3.10
Apple	Granny Smith Apple	USA	0.50
Apple	Ambrosia Apple	USA	7.10

Apple	Japanese Mutshu Apple	Japan	15.60
Pomegranate	Pomegranate	India	8.90
Orange	Kinnow Orange	Pakistan	1.30
Apple	Red Delicious Big Apple	USA	2.60
Lamb	Lamb Mutton Leg Bone in	Indonesia	10.71
Meat	Beef Oxtail Bone in	Indonesia	12.07
Meat	Tokusen Wagyu Beef	Indonesia	40.00
Meat	Shabu-Shabu	Indonesia	16.36



Figure 6. Frestive store at Kemang, Jakarta

Figure 7 On-the-go Packaging of Imported Fruits

## 6. Giant (Hero Supermarket, Tbk PT)

Graha Hero, CBD Bintaro Sektor 7 Blok B7/ A7 Pondok Jaya, Pondok Aren, Tangerang Selatan, 15224, Indonesia.

<https://www.giant.co.id/>

Giant, a subsidiary of Hero Supermarket Tbk., was launched in 2002. The chain operates two store formats: Giant Extra (hypermarket) and Giant Express (Supermarket). Giant Express stores are located close to residential areas with an average store size of 1,900 sqm. Giant Extra stores are located in large shopping malls with an average store size 6,300 sqm. Since 2019 Giant has closed several stores in greater Jakarta due to underperformance. In total, Giant operates 100 stores across 36 cities in Indonesia, targeting middle income consumers. Giant stores offer limited U.S. products including fresh fruit, Sun Maid Raisins, canned vegetables and peanut butter.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Pear	Sweet Pear	China	2.4
Apple	Blush Fuji Apple	China	3.4

Apple	Red Delicious Apple	USA	2.9
Apple	Fuji Apple	China	4.3
Pear	Singo Pear	China	2.7
Apple	Wang Shan Super Fuji Apple	China	4.7
Pear	Golden Pear	China	3.6
Grape	Envy Green Grapes	USA	6.4
Orange	Ponkam Orange	China	1.4
Grape	Autumn Royal Grapes	USA	6.4
Meat	Short Plate Slice	USA	10.2
Meat	Rendang Beef	India	7.8



Figure 8. Giant Ekspres Store



Figure 9. Meat Corner

**7. Grand Lucky (Lucky Strategis, PT)**

[www.grandlucky.co.id](http://www.grandlucky.co.id)

Grand Lucky is one of the few hypermarkets in Indonesia to target expatriate and upper-middle income consumers. They operate 5 stores in Jakarta and Bali and offer premium local and imported products including: dairy, fresh fruits, vegetables, snacks, health food, pork and beef, seafood, and frozen food.

Grand Lucky carries nearly all registered U.S. retail grocery items available in Indonesia as well as U.S. beef, pork and seafood.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Apple	USA	3.1
Apple	Lengkeng Apple	USA	2.7
Apple	Granny Smith Apple	USA	3.7
Apple	Golden Fuji Alfa Apple	China	5.6
Apple	Doi Luang Fuji Apple	China	3.1
Apple	Envy Apple	USA	6.2
Apple	Red Delicious Big Apple	USA	3.3
Apple	Royal Gala Apple	USA	3.9
Blueberries	Blueberries	USA	5.0
Cherry	Red Cherry	USA	23.0
Dates	Palm'Fruitt Deglet Nour of Tunisia Dates	Tunisia	6.6
Grape	Royal Autumn Seedless Grapes	USA	7.7
Grape	Red Globe Grapes	USA	6.9
Grape	Envy Green Grapes	USA	8.4
Grape	King Autumn Seedless Grapes	USA	8.4
Grape	Sweet Sapphire Grapes	USA	17.2
Lemon	Lemon	Argentina	3.6
Lemon	Lemon	USA	3.6
Orange	Navel Sunkist Orange	China	2.4
Orange	Kinnow Orange	Pakistan	1.3
Orange	Shantang Orange	China	3.6
Orange	Afourer Mandarin Orange	Australia	4.0
Pear	Xiang Lie Pear	China	2.9
Pear	Golden Pear	China	2.7
Pear	Green Pear	Australia	2.4
Pear	Premium Pear	South Korea	8.6
Pear	Singo Pear	South Korea	3.6
Pear	African Green Pear	South Africa	2.4
Meat	Wagyu Beef Karubi Plate	Australia	28.9
Meat	Shortribs Boneless	USA	57.9
Meat	Striploin Steak	Australia	18.8
Meat	Rib Eye Steak	Australia	17.8
Meat	Tenderloin Steak	New Zealand	37.9



Meat	Rib Eye Steak	Australia	55.2
Meat	Rib Eye Steak	USA	44.8
Meat	Tomahawk	Australia	81.6
Meat	Black Angus Rib Eye	Australia	47.8
Meat	Striploin Steak	USA	38.1
Meat	Striploin Steak	USA	38.1
Meat	Shortribs Bone In	USA	36.4
Meat	Short Plate Slice Shabu	USA	15.5
Meat	Brisket Smoked Beef Presliced	USA	19.6



Figure 10. Imported Snack Corner



Figure 11. Beef Corner at Grand Lucky SCBD, Jakarta

## 8. GS Supermarket (GS Retail Indonesia, PT)

Gedung Manhattan Square Lt 7 Unit E&F, Jl TB Simatupang Kav. 1 S Cilandak Jakarta 12560

Tel: +62 21 29049779

GS Supermarket is owned by South Korea’s largest retailer, GS Retail. Launched in 2016, the chain targets middle income consumers. Currently the chain has six stores averaging 3,000 sqm each in Jakarta, Bekasi, and Tangerang. GS Supermarket offers a wide variety of U.S. apples at competitive prices, but U.S. grocery items are limited to a few brands (America Best Canister, Jolly Time, and Smuckers). Premium local beef from [Tokusen brand](#) dominates the beef display.

**U.S. Fruits and Local Beef Prices**

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Royal Gala Apple	USA	2.6
Apple	Granny Smith Apple	USA	3.4
Apple	Pacific Rose Apple	USA	4.2
Apple	Envy Big Apple	USA	7.6
Grape	Autumn Royal Grapes	USA	8.0
Meat	Wagyu Sirloin	Indonesia	19.6
Meat	Wagyu Steak	Indonesia	13.2



**Figure 12. U.S. Apples are widely available at GS Supermarket**



**Figure 13. U.S. Grapes**



Figure 14. Beef Corner

### 9. Hero (Hero Supermarket, Tbk PT)

Graha Hero, CBD Bintaro Sektor 7 Blok B7/ A7 Pondok Jaya, Pondok Aren, Tangerang Selatan, 15224, Indonesia.

<https://www.hero.co.id/> <https://herosupermarket.co.id/>

Originally established in 1971, Hero was purchased by leading Asian retailer [Dairy Farm Group](#) in 2005. Hero operates 22 stores in greater Jakarta, Balikpapan, Makassar, Surabaya, Papua, Yogyakarta and Bandung with an average size of 1,300 sqm. The Hero brand targets upper-middle income consumers. U.S. grocery products available at Hero stores include snacks (American Best Canister, Simply 7), Crystal Farms cheese, Snapple, Post cereal, Amy's frozen food and a variety of condiments. Beef displays are dominated by local brand ([Tokusen](#)) and Australian product, though U.S. beef is available in secondary cuts at Hero stores supplied by importer Indoguna.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Apple	USA	2.8
Apple	Granny Smith Apple	New Zealand	3.7
Apple	Wang Shan Super Fuji Apple	China	5.0
Apple	Japanese Toki Apple	Japan	10.0
Apple	Envy Apple	USA	6.6
Grape	Envy Green Grapes	USA	8.8
Grape	Red Globe Grapes	USA	7.2
Kiwi	Kiwifruit	New Zealand	4.8
Lemon	Lemon	USA	3.6
Lemon	Lemon	USA	5.1
Orange	Ponkam Orange	China	2.2
Pear	Packham Pear	China	2.7
Pear	Pear Singo	China	3.1
Pear	Golden Pear	China	3.9
Pear	Khung Lie Pear	China	2.7
Pear	Korean Singo Pear	South Korea	6.2

Meat	Wagyu Chuck Steak	Australia	45.7
Meat	Wagyu Chuck Beef	Australia	72.1
Meat	Whole Rib Eye	Indonesia	72.9
Meat	Wagyu Rib Eye	Australia	72.9
Meat	Wagyu Rib Eye	Indonesia	29.1
Meat	Short Plate Slice Shabu	USA	10.6
Meat	Top Blade Slice	USA	19.9
Meat	Rib Eye Shabu	Australia	19.9
Meat	Tongue Slice	USA	19.9



Figure 15. Hero Supermarket at Pondok Indah Mall, Jakarta



Figure 16. Various Food Displays at Hero Supermarket

## 10. Hypermart (Matahari Putra Prima, Tbk., PT)

Hypermart Cyberpark, Lantai UG Jl. Sultan Falatehan, Lippo Karawaci Utara Tangerang - 15138 Tel (62-21) 5081 3000

[www.shop.hypermart.co.id](http://www.shop.hypermart.co.id) [www.mppa.co.id](http://www.mppa.co.id)

Hypermart is owned by Matahari Putra Prima, one of the largest retailers in Indonesia. Targeting middle income consumers, Hypermart operates 98 stores throughout Indonesia (Kalimantan, Sumatera, Java, Bali, and Sulawesi island). The average floor size of Hypermart stores is 6,000 sqm and feature more than 30,000 products. In 2019, Matahari Putra Prima's launched new format supermarket, Hyfresh (6 stores) with a greater focus on fresh food and groceries products. Most Hypermart stores are located inside shopping malls in secondary cities.

Hypermart mostly offers local products, including their own private label brand. However, limited imported products are carried, including fresh fruits, frozen food, condiments, and meat. Available U.S. products include fresh fruit, secondary beef cuts (short plate) and pork sausage.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Grape	Autumn Royal Grapes	USA	6.1
Pear	Century Pear	China	2.1
Apple	Fuji Premium Apple	China	3.4
Kiwi	Kiwifruit	New Zealand	3.6
Dates	Kurma Medjol	Palestine	19.8
Lemon	Lemon	China	2.7
Orange	Navel Sunkist Orange	China	2.3
Pear	Pear Singo	China	2.8
Apple	Red Delicious Apple	USA	0.2
Grape	Red Globe Grapes	Australia	5.1
Apple	Wang Shan Super Fuji Apple	China	3.5
Meat	Local Ground Beef	Indonesia	10
Meat	Premium Ground Beef	Australia	12
Meat	Local Rib	Indonesia	8.3
Meat	Rendang Beef	India	10
Meat	Short Plate Slice Shabu	USA	9.9
Meat	Local Sirloin Sukiyaki	Indonesia	18.4



Figure 17. Fruit, Pork and Meat corner at Hypermart Kemang, Jakarta

### 11. Kem Chicks (Boga Catur Rata, PT)

The Mansion At Kemang Lt. LG,  
 Jl. Kemang Raya No.3-5, Jakarta Selatan, 12730  
 Phone: +62 21 29055484

Kem Chicks is a high-end supermarket chain offering products with premium quality and catering to the expat community and upper-middle income consumers. Kem Chicks currently operates two locations in Jakarta with plans to launch a new store in March 2021. Kem Chicks offers a wide variety of imported food products including dairy, meat, frozen food, fruits, vegetables, cereal, snacks, condiments, confectionary, and canned food. U.S. products are available for nearly all food categories, though frozen pork products are dominated by local Balinese producers such as [Sven Choice](#) and [Mama's Delikatessen](#), which offer high quality products.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Royal Gala Apple	France	4.0
Apple	Envy Big Apple	USA	9.0
Apple	Granny Smith Apple	USA	5.6
Apple	Wang Shan Super Fuji Apple	China	6.1
Apple	Royal Gala Apple	USA	5.2
Apple	Red Delicious Apple	USA	3.4
Lemon	Lemon	Australia	4.1
Orange	Navel Sunkist Orange	Australia	4.9
Meat	Premium Short Ribs	USA	29.3
Meat	Sirloin Sukiyaki	Australia	27.0
Meat	Wagyu T Side	Australia	27.6
Meat	Wagyu Bolar Blade	Australia	33.4

Meat	Prime Beef Strognov	Australia	19.1
Meat	Prime Beef Soup	Australia	10.4
Meat	Prime Beef Rendang	Indonesia	19.1
Meat	Premium Rib Eye	USA	82.0
Meat	Premium Tenderloin	USA	122.0
Meat	Premium Striploin	USA	62.0
Meat	Wagyu Flank Steak	Australia	54.9
Meat	Black Angus Tenderloin	Australia	65.6
Meat	Wagyu Sirloin 8-9	Australia	149.1
Meat	Wagyu Sanchoku Cube	Australia	79.7
Meat	Wagyu Tenderloin 9+	Australia	162.0
Meat	Black Angus Sirloin	Australia	38.4
Meat	Tokusen Prime Sirloin	Indonesia	45.0





Figure 18. Various imported product displays at Kem Chicks Kemang, Jakarta

## 12. Lotte Mart (Lotte Shopping Indonesia, PT)

Jl. Lkr. Luar Sel. No.Kav 6 Ciracas, Jakarta Timur Indonesia

Phone : +62218404080

<https://www.lottmart.co.id/>

Lotte Mart, part of the South Korean conglomerate Lotte Group, has operated in Indonesia since 2010. Lotte Mart Indonesia is the third largest Lotte Mart outlet globally after South Korea and China. Their retail formats include Lottemart wholesale (35 stores), Lottemart hypermarket, and Lotte supermarket (14 stores). Stores are located in Java, Bali, Sumatera, Kalimantan, Sulawesi and Nusa Tenggara.

Lottmart hypermarket and Lotte supermarket are located in shopping malls and offer more imported products than Lottemart wholesale. Aside from a wide selection of fresh fruits, U.S. grocery items are limited in Lotte stores. Stores do offer a small pork display case which supplied by [Sven Choice](#) and a large variety of beef cuts, which are dominated by local and Australian beef.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Apple	USA	3.4
Apple	Royal Gala Apple	New Zealand	3.4
Apple	Pacific Rose Apple	USA	3.4
Apple	Wang Shan Super Fuji Apple	China	1.6
Apple	Ambrosia Apple	USA	5.7
Apple	Fuji Apple	China	2.1
Apple	Granny Smith Apple	USA	3.8
Apple	Royal Gala Apple	USA	3.6
Grape	Red Globe Grapes	USA	3.6
Grape	Red Globe Grapes	Peru	4.4
Orange	Kinnow Orange	Pakistan	1.4
Orange	Ponkam Orange	China	1.9



Orange	Navel Sunkist Orange	China	2.9
Pear	Sweet Pear	China	2.9
Pear	Xiang Lie Pear	China	3.3
Pear	Yali Pear	China	1.7
Pear	Packham Pear	Argentina	1.5
Pear	Golden Pear	China	3.8
Pear	Singo Pear	China	3.5
Pear	Korean Singo Pear	South Korea	4.5
Pear	Wang Shan Golden Pear	China	3.9
Meat	Rib Eye Steak	Indonesia	20.4
Meat	Sirloin	Australia	23.4
Meat	Wagyu Sirloin	Australia	12.3
Meat	Tenderloin Steak	Australia	28.6
Meat	Rendang Beef	Indonesia	13.1
Meat	Beef Sukiyaki	Australia	15.7
Meat	Sirloin Steak	Australia	20.4
Meat	Wagyu Beef Galbisal	Australia	39.8
Meat	Rib Eye Roast	Australia	12.1
Meat	Tenderloin Steak	Australia	24.5
Meat	Wagyu Blade	Australia	24.6



Figure 19. Various Fresh Produce Stalls at Lotte Mart Kuningan City, Jakarta

### 13. Lulu Hypermarket (Lulu Group Retail, PT)

Plaza Taman Modern, Jalan Raya Bekasi Km 24 Cakung 13960 Jakarta Timur

Tel. +62 21 2984 4000

<http://indonesia.luluhypermarket.com/ID/pickandgo>

Lulu Indonesia is subsidiary of UAE-based Lulu Group. The first Lulu hypermarket in Indonesia opened in 2016 and currently 3 stores are operating in Jakarta, Bogor, and Tangerang. The chain has indicated plans to expand its retail business in Indonesia by adding 15 stores over the next few years<sup>1</sup>. Lulu grocery outlets have an area of approximately 8,000 sqm and offer a wide range of products including fresh produce, ready-to-eat food, breads, groceries, meat, and seafood. U.S. grocery items are present, but in limited quantities.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Red Delicious Apple	USA	1.7
Apple	Fuji Apple	China	2.3
Apple	Pacific Rose Apple	New Zealand	4.3
Apple	Royal Gala Apple	New Zealand	2.9
Apple	Sun Moon Fuji Apple	China	4.1
Apple	Granny Smith Apple	New Zealand	3.2
Apple	Envy Apple	New Zealand	8.7
Apple	Royal Gala Apple	USA	3.1
Avocado	Avocado	Australia	17.1
Dates	Date Crown Premium	UAE	9.7
Grape	Red Globe Grapes	USA	5.4
Grape	Envy Green Grapes	USA	6.4
Kiwi	Kiwifruit	New Zealand	6.1
Orange	Navel Sunkist Orange	China	2.9
Orange	Afourer Mandarin Orange	Australia	4.9
Orange	Valencia Orange	South Africa	3.6
Orange	Super Ponkam Orange	China	1.6
Meat	Prime Shank	Australia	10.7
Meat	Rendang Beef	India	14.3
Meat	Prime Sirloin Steak	Australia	14.3
Meat	Oxtail	Australia	13.6
Meat	Knuckle Beef	Australia	8.6

<sup>1</sup> <https://swa.co.id/swa/capital-market/lulu-hypermarket-targetkan-buka-15-gerai-di-indonesia>

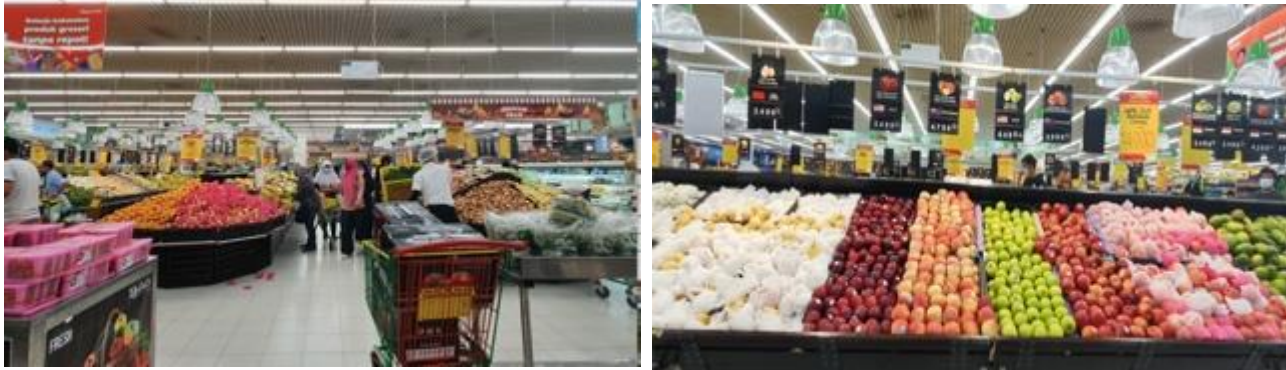


Figure 20. Lulu Supermarket in BSD, Tangerang

#### 14. Market City (Gracia Mitra Selaras, PT)

Rukan Gold Coast, Blok A No.12-23, Bukit Golf Mediterania Pantai Indah Kapuk, Jakarta Utara

Telp: +62 21-29032770; +62 816 962 724; +62 21 2984 4000

<http://www.marketcity.co.id/>

Gracia Mitra Selaras (Market City) opened its first store on April 6, 2009 and currently operates 3 supermarkets in Jakarta. Market City sells local and imported products, including groceries and fresh produce. Stores are located in upper income housing areas and have approximately 600 sqm of selling space.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Royal Gala Apple	New Zealand	3.0
Apple	Envy Apple	New Zealand	5.6
Apple	Wang Shan Super Fuji Apple	China	5.0
Apple	Red Delicious Big Apple	USA	2.7
Apple	Pacific Rose Apple	New Zealand	3.6
Apple	Envy Apple	USA	6.9
Apple	Granny Smith Apple	New Zealand	3.1
Apple	Sun Moon Fuji Apple	Japan	4.3
Apple	Wang Shan Super Fuji Apple	China	3.6
Apple	Ambrosia Apple	USA	4.6
Apple	Granny Smith Apple	USA	3.6
Apple	Royal Gala Apple	USA	3.1
Avocado	Avocado	USA	19.6
Dates	Palm'Frutt Deglet Nour of Tunisia Dates	Tunisia	7.1
Grape	Adora Black Grapes	Australia	7.1

Grape	Scarlet Grapes	USA	5.6
Grape	Autumn Royal Grapes	USA	6.6
Grape	Green Grapes	Australia	6.9
Kiwi	Kiwifruit	New Zealand	14.3
Lemon	Lemon	China	3.4
Meat	Oxtail	Australia	15.4
Orange	Navel Sunkist Orange	Australia	2.7
Orange	Mandarin Ponkan Orange	China	2.6
Orange	Honey Murcott Orange	Australia	4.3
Orange	Valencia Orange	South Africa	2.6
Orange	Taylor Lee Orange	Australia	4.1
Pear	Golden Pear	China	2.9
Pear	Packham Pear	China	2.4
Pear	Xiang Lie Pear	China	3.6
Pear	Korean Singo Pear	South Korea	4.2
Pear	Century Pear	China	1.9
Pear	Wang Shan Golden Pear	China	2.9
Pear	Khung Lie Pear	China	1.6
Pear	Korean Singo Pear	South Korea	4.8
Meat	Prime Topside	USA	12.8
Meat	Beef Shabu-Shabu	USA	14.0
Meat	Prime Short Rib	New Zealand	9.0
Meat	Prime Soup Beef	Australia	15.4
Meat	Marrow Bone	Indonesia	5.7



Figure 21. Market City store at BSD, Tangerang

### 15. Papaya (Glory Retailindo, PT)

Jl. Mertanadi No.86E, Kerobokan Kelod, Badung, Bali 80361

Tel: +62 [361 759457](tel:361759457)

Papaya is a Japanese joint venture supermarket affiliated with one of the largest fine food importers, Masuya Graha Trikencana. Papaya currently operates 11 stores located in Jakarta, Bandung, Surabaya, and Bali. They offer high quality products such as beef, fresh fruits, frozen food, dairy, seafood, ready-to-eat sushi, snacks, and condiments for the expatriate and upper –upper-middle income consumers. They also have private label for snack and dairy. The average size of Papaya stores is 600 – 1,000 sqm. U.S. beef, condiments, and fruits are available in their stores.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Envy Apple	USA	5.7
Apple	Granny Smith Apple	USA	3.7
Apple	Fuji Apple	China	4.1
Apple	Japanese Ohrin Apple	Japan	6.6
Apple	Japanese Sekai Ichi Apple	Japan	17.3

Grape	Autumn Royal Grapes	USA	5.7
Lemon	Lemon	USA	3.1
Pear	Korean Singo Pear	South Korea	4.6
Meat	Ground Beef	Australia	17.3
Meat	Sirloin Shabu	Australia	30.2
Meat	MTQ Beef Rib eye Shabu-Shabu	Australia	29.3
Meat	Wagyu Beef Oyster Blade Shabu MB 9	Australia	37.4
Meat	Wagyu Beef Medalian MB 9	Australia	27.8
Meat	Sirloin Shabu	New Zealand	20.6
Meat	Prime Rib eye	USA	22.9
Meat	Beef Hindshank	Australia	19.6
Meat	Prim Sirloin	USA	22.5
Meat	Wagyu Beef Shabu-Shabu	Australia	64.5



**Figure 22. Papaya Store at Jakarta**  
(Picture taken from Social Media Papaya Jakarta)

**16. Rezeki Supermarket (Central Rezeki Cold Storage, PT)**

Jl. Hayam Wuruk No.2AA Jakarta 10120  
Tel: +62 21 3800182  
<https://rezekifreshmarket.blogspot.com/>

Rezeki Supermarket opened in 1995 and currently operates 7 stores in Jakarta. They offer local and imported products, with a large selection of grocery products. The stores do not sell fresh beef, but do offer a wide variety of processed meat products including pork sausage, beef sausage, meatballs, and ready-to-cook meat. U.S. food brands on offer include Johnsonville, Kraft, Herr’s, Pringles, French’s and a variety of fresh fruits. Stores are primarily located in standalone buildings and serve upper-middle income consumers.

### Price Comparison for Imported Fruits

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Wang Shan Super Fuji Apple	China	4.1
Apple	Fuji Premium Apple	China	3.0
Apple	Lengkeng Apple	USA	2.5
Apple	Fuji Premium Apple	China	2.1
Apple	Red Delicious Apple	USA	2.7
Apple	Royal Gala Apple	USA	2.9
Apple	Envy Big Apple	USA	7.1
Apple	Granny Smith Apple	USA	3.2
Apple	Juici	USA	3.9
Grape	Red Globe Grapes	Peru	5.6
Grape	Sweet Sapphire Grapes	USA	8.9
Orange	Kinnow Orange	Pakistan	2.6
Orange	Ponkam Orange	China	3.3
Orange	Honey Murcott Orange	Egypt	4.3
Orange	Navel Sunkist Orange	China	2.8
Pear	Korean Singo Pear	South Korea	4.2
Pear	African Green Pear	South Africa	2.5
Pear	Golden Pear	China	2.5
Pear	Singo Pear	China	1.7

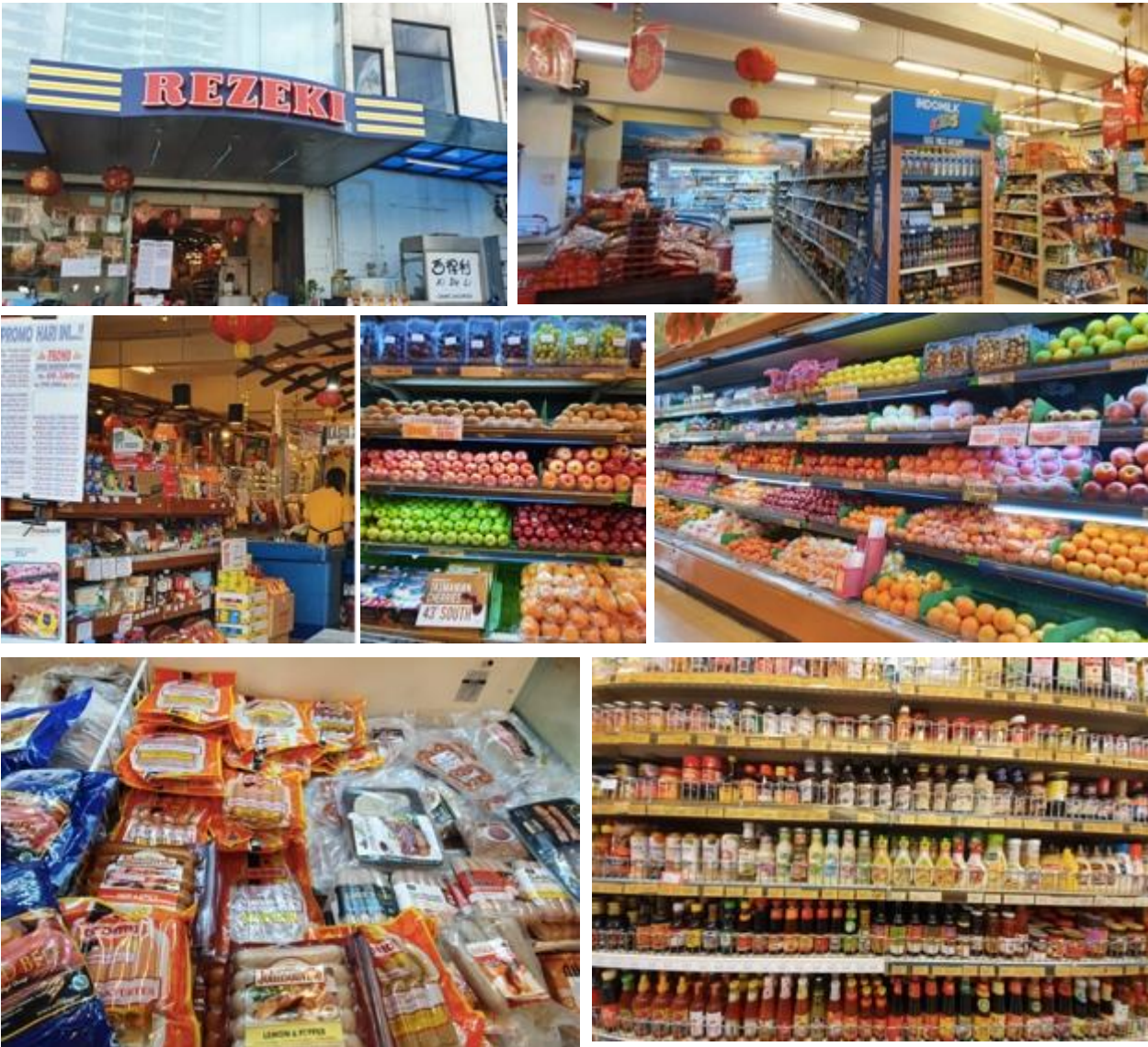


Figure 23. Rezeki Supermarket at Jakarta

### 17. Superindo (Lion Superindo, PT)

Menara Bidakara 2 Lt. 19 Jl. Jendral Gatot Soebroto Kav. 71 - 73

Tel: +62 21 2929 3333

[www.superindo.co.id](http://www.superindo.co.id)

Established in 1997, Superindo is a partnership between Indonesian conglomerate Salim Group and Dutch retailer Ahold Delhaize. It currently operates 186 outlets across 40 cities in Java and Sumatera island, making it as the largest supermarket chain in Indonesia by number of outlets. Most stores are standalone buildings between 600 and 1,500 sqm and focus on serving middle income consumers. They



also sell private label products including snacks, cooking oil, and cereals. Superindo offer fresh U.S. fruits, however U.S. grocery and beef items are limited.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Fuji Apple	China	2.0
Apple	Red Delicious Apple	USA	2.9
Apple	Royal Gala Apple	USA	3.6
Apple	Envy Apple	Australia	5.0
Grape	Red Globe Grapes	China	2.0
Grape	Autumn Black	USA	7.1
Kiwi	Kiwifruit	New Zealand	5.6
Lemon	Lemon	China	2.7
Orange	Navel Sunkist Orange	China	2.9
Orange	Valencia Orange	Australia	2.9
Orange	Valencia Orange	South Africa	3.1
Pear	Sweet Pear	China	1.7
Pear	Packham Pear	China	2.5
Pear	Xiang Lie Pear	China	3.3
Pear	Yali Pear	China	1.6
Pear	Singo Pear	China	2.9
Meat	Local Beef	Indonesia	9.1
Meat	Tenderloin Steak	New Zealand	21.4
Meat	Oxtail	Australia	12.6
Meat	Beef Shabu-Shabu	Australia	15.5
Meat	Short plate	USA	9.9
Meat	Beef Sukiyaki	Australia	14.3





Figure 24. Superindo store at Jakarta

### 18. The FoodHall and Daily FoodHall (Swalayan Sukses Abadi, PT)

Jl. Jend. Sudirman No.Kav.86, Jakarta 10250

Tel: +62 21 27889155

<https://waonline.foodhall.co.id/> or <https://www.map.co.id/brands/>

PT Swalayan Sukses Abadi operates 34 stores (18 Daily FoodHall and 16 The FoodHall) located in Jakarta, Bekasi, Tangerang, and Bali. Store sizes range from 250 – 4,400 sqm, and are located in shopping malls (The FoodHall outlets), and apartments and office buildings (Daily FoodHall outlets).

The FoodHall offers high-end local and imported food products, including organic food, grocery, beef, pork, seafood, fresh fruits, processed fruits and vegetables, ready-to-eat/cook products, condiments, and beverages. U.S. grocery items, fresh fruits, meat, and beverages are widely available in the FoodHall stores.

#### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Royal Gala Apple	USA	3.7
Apple	Red Delicious Apple	USA	3.7
Apple	Granny Smith Apple	USA	4.0
Apple	Envy Big Apple	USA	11.0
Apple	Ambrosia Apple	USA	12.5
Avocado	Avocado	Australia	21.1
Grape	Autumn Royal Grapes	USA	10.1
Grape	Red Globe Grapes	USA	4.4
Kiwi	Kiwifruit	New Zealand	10.9

Lemon	Lemon	USA	4.4
Orange	Navel Sunkist Orange	China	3.8
Pear	Sweet Pear	China	2.9
Pear	Xiang Lie Pear	China	5.1
Pear	Wang Shan Golden Pear	China	4.4
Pear	Golden Pear	China	3.9
Pear	Packham Pear	China	4.2
Pear	Singo Pear	China	4.4
Pear	Forelle Pear	South Africa	4.4
Meat	Rib Eye Sukiyaki	Australia	24.5
Meat	Wagyu Rib Eye MB4/5	Australia	98.4
Meat	T-Bone Beef	Australia	31.0
Meat	Striploin Yakiniku	Australia	23.5
Meat	Wagyu Beef Eye Round	Australia	167.6
Meat	Wagyu Beef Eye Round MB4/5	Australia	26.9
Meat	Striploin Sukiyaki	Australia	23.6
Meat	Prime Striploin	USA	35.5
Meat	Prime Rib eye	USA	79.5
Meat	Choice Striploin	USA	61.7
Meat	Rib Eye	USA	54.7
Meat	Black Angus Rib Eye	Australia	67.4
Meat	Wagyu Beef Sirloin	Australia	145.7
Meat	Black Angus Rib Eye	Australia	56.5
Meat	Spare Rib Boneless	USA	66.4
Meat	Local Chuck Prime Sukiyaki	Indonesia	27.4
Meat	Grain-Fed Beef Rib Eye	Australia	47.4
Meat	Prime Striploin	USA	48.1
Meat	Local Rib Eye	Indonesia	19.7





**Figure 25. The FoodHall store at Grand Indonesia Mall, Jakarta**

### **19. Total Buah Segar**

Jl. Boulevard Raya Blok L3, Kelapa Gading 1 Jakarta Utara 14240, Indonesia

Tel: +62 21 45875998

<http://totalbuah.id/contact/>

Total Buah Segar opened in 2003 and currently operates 11 stores located in greater Jakarta. A fruit specialty store, Total Buah Segar offers local and imported fresh fruits, grocery items, and frozen foods. Stores are approximately 1,500 square meters in a standalone format and focus on serving upper-middle income consumers. U.S. products available in Total Buah Segar outlets include fresh fruits, condiments, snack, and frozen food.



**Figure 26. Total Buah Segar store at Kemang, Jakarta**

## 20. Transmart-Carrefour (Trans Retail Indonesia, PT)

Jalan Lebak Bulus Raya N.8 - Jakarta Selatan 12310

<https://carrefour.co.id/>

Transmart Carrefour is the largest supermarket/hypermarket chain by sales value in Indonesia. It operates 141 stores across greater Jakarta, Bali, Java, Kalimantan, Maluku, Nusa Tenggara, Sulawesi and Sumatera. Transmart Carrefour offers local and imported products with competitive prices to middle income consumers. Fresh fruits are dominated by local and Chinese products, however a selection of U.S. apples is available.

### Price Comparison for Imported Fruits and Beef

Product	Variety	Country of Origin	Price (US\$/kg)
Apple	Fuji Premium Apple	China	3.9
Apple	Fuji Apple	China	1.8
Apple	Fuji Premium Blush Apple	China	4.6
Apple	Granny Smith Apple	USA	3.9
Apple	Red Delicious Apple	USA	3.1
Apple	Pacific Rose Apple	USA	4.0
Apple	Royal Gala Apple	USA	2.9
Apple	Envy Big Apple	USA	3.9
Grape	Green Grapes	Australia	8.5
Grape	Midnight Beauty Grape	Australia	7.1
Grape	Red Globe Grapes	China	3.3
Grape	Red Globe Grapes	Peru	3.8
Lemon	Lemon	China	2.8
Orange	Navel Sunkist Orange	China	3.3
Orange	Mandarin Ponkan Orange	China	1.9
Orange	Kinnow Orange	Pakistan	1.4
Pear	Khung Lie Pear	China	1.9
Pear	Singo Pear	China	3.2
Pear	Xiang Lie Pear	China	3.3
Pear	Ya Lie Pear	China	1.5
Pear	Golden Pear	China	3.4
Pear	Century Pear	China	2.1
Pomegranate	Pomegranate	India	4.0
Dates	Crown Khalas	Tunisia	6.7
Meat	Sirloin Steak Marinated	Indonesia	16.0
Meat	Frozen Beef Liver	Indonesia	3.5
Meat	Frozen Beef Tongue	Indonesia	1.2

Meat	Beef Short Rib	Indonesia	10.2
Meat	Brisket	Indonesia	12.4
Meat	Shank	Indonesia	12.3
Meat	Eye Round Roast	Indonesia	13.7
Meat	Silverside	Indonesia	13.7
Meat	Topside	Indonesia	13.2
Meat	Sirloin	Indonesia	16.1
Meat	Prime Sukiyaki	Australia	31.6
Meat	Frozen Buffalo	India	8.8
Meat	Local Rib Eye	Indonesia	19.7



Figure 27. Transmart Carrefour at ITC Mall Kuningan, Jakarta

**Attachments:**

No Attachments.