



# TAYS BAKERS GROUP

PT JAYA SWARASA AGUNG TBK

2023

## OFFICE & FACTORY

PT Jaya Swarasa Agung Tbk  
Jl. Parung Panjang Raya no 68 Legok – Tangerang 15820 – Indonesia  
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PT JAYA SWARASA AGUNG Tbk (PT JSA Tbk) was established and started in 1998 with a factory located in Tangerang, Indonesia focusing on wafer rolls production.

TAYSBAKERS was later established as the company product main brand in the (FMCG) fast moving consumer goods industry with a focus in overall snack food market both in Indonesia and overseas.

TAYSBAKERS thru its growth and development over the years currently focuses on 4 types of snacks. Wafer rolls, Biscuits and Crackers, Chocolate confectionery and Extruded puffs.

PT JSA Tbk factory has an ISO 22000:2018 certification and continue to develop innovative products that are TASTY, HEALTHY with RELIABLE QUALITY.

Our products are available nationally in Indonesia and are also exported to countries in ASEAN, China, Taiwan, Australia, Middle East and The USA.

**VISION**

*To create, market, distribute and become Top 10 brands of FMCG snacks in South-East Asia by 2025.*

**MISSION**

*To make great tasting snacks, fine foods that will enable people to live a healthier lifestyle.*

# BISCUIT



TRICKS

# TRICKS

BAKED CRISPS MADE OF REAL POTATOS  
INGREDIENTS ENCHANCED WITH  
RICH ASIAN FLAVOURS



## GENERAL PACK



*Individual pack 15g / sachet per flavor*

## CONVENIENCE PACK



*Individual pack 15g / sachet per flavor*



*1 box x 12 sachets x 15g*



*1 box x 4 sachets x 15g*

**Flavors: Original, Kimchi & Asian BBQ**

# WHY TRICKS?

RICH  
AUTHENTIC  
ASIAN  
FLAVORS

BAKED  
NOT FRIED

MADE WITH  
REAL POTATOES

INDIVIDUAL  
WRAP

# WHO TRICKS?

EVERYONE

ESPECIALLY TEEN & YOUNG ADULTS...

WITH MODERN LIFESTYLE!



# WHERE TRICKS?





# BISCUIT

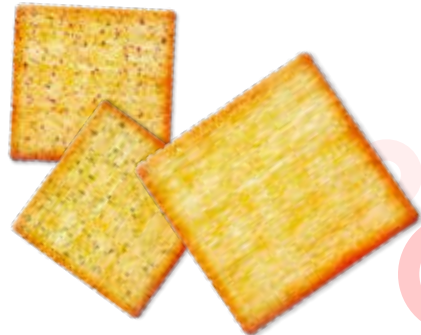
TILES



# Tiles

potato Crackers

YOU'LL DEFINITELY SAY YES TO THIS  
THIN AND CRISPY POTATO CRACKERS





Innerbox 160g (20 packs @8g)

Individual pack 8g

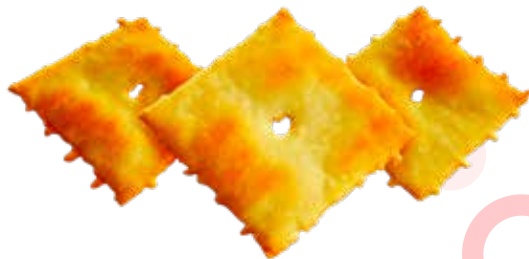
Flavors: **Sriracha, Seaweed & Sweet Corn**

# CRACKERS



# ZIPICO

INTRODUCING A UNIQUELY  
FLAVORED BAKED AND SPICY CRACKERS.





Innerbox 70g

Flavors: **Nachos Cheese, Mala & Sweet and Spicy**

# SANDWICH CRACKERS



MADE FROM FINEST INGREDIENTS,  
EVERY BITE OF DELIKO CREAM  
SANDWICH CRACKER IS ALWAYS CRUNCHY  
SAVORY FOLLOWED BY MILD FRAGRANCE  
OF SWEET FILLINGS





Individual pack 16g



Innerbox 80g (5 packs @16g)

Flavors: **Chocolate & Cheese**

# WAFER ROLL



# Wasuka

ELEGANT PASTRY-LIKE ROLLED  
WAFER ON THE OUTSIDE,  
WITH FULL, MOUNTH-WATERING  
CREAMY FUDGE FILLING IN THE INSIDE





Innerbox 50g



Tube 90g



Innerbox 180g



Individual wrap for 180g & 450g







Tin 300g



Plastic Jar 450g

Flavors: **Chocolate, Cheese, Cappuccino, Strawberry**

# WAFFER ROLL



MINIRO



TRAVEL-PACK SIZED WAFFER ROLL  
FOR KIDS AND ADULT ALIKE





Single pack 33g

Flavors: **Chocolate & Strawberry**

# WAFER ROLL



**NITCHI**

*Nitchi*

SWEET WAFER ROLL MADE WITH  
PASSION AND LOVE





Tin 330g

Flavors: **Cappuccino, Chocolate & Strawberry**

# EXTRUDE



DOOMOE

# DOOMOE

PUFFY AND CRISPY SNACKS WITH VARIETY  
OF GREAT TASTING SEASONINGS.  
PERFECT TO BE ENJOYED WHILE WORKING,  
STUDYING AND RELAXING WITH LOVED ONES





Innerbox 100g (20 packs @5g)

Individual pack 5g

Flavors: **Chocolate, Roasted Corn & Roasted Coconut**

EXTRUDE



Dooms  
DEOPIN







Innerbox 240g (20 packs @12g)

Individual pack 12g

Flavor: **Chocolate**

# CHOCO & CONVECT

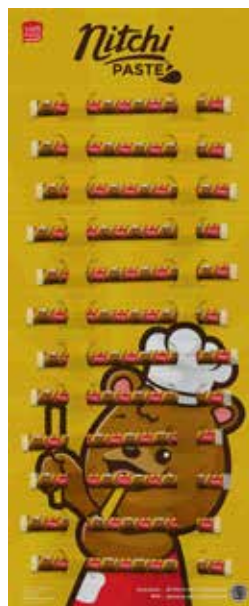


NITCHI

# Nitchi PASTE

FULL OF CHOCOLATE TASTE MADE  
WITH REAL COCOA.





78g (12 pcs @6.5g)

Flavors: **Chocolate & Milk**

# CHOCO & CONVECT



*Nitchi*  
chocolate Rice  
SPRINKLE

NITCHI SPRINKLE MAKES SNACK  
TIME SO MUCH FUN!





Single pack 5g

Flavors: **Rainbow, Chocolate & Strawberry**

## GALLERY











HEALTHY AND TASTY SNACK



taysbakers / trickscrisps



taysbakers / trickscrisps



taysbakers / trickscrisps



taysbakers