

Pristine Kakoa

Kakoa's Sabrina Mustopo is trying to produce great chocolate as a social enterprise.

BY ULISARI ESLITA

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BEGINNINGS

For Sabrina Mustopo, chocolate is more than a delicious treat. She sees it as a way to improve the livelihoods of Indonesia's cocoa farmers. She is doing so through a social enterprise, Kakoa chocolate, a bean to bar chocolate maker, of which she is the founder and chief executive. Sabrina came up with the idea after spending six years as a consultant at McKinsey, with a focus on agriculture and working in a variety of countries. She then decided to apply what she knew in the real world. She surveyed a variety of crops, and felt that cocoa was the one with the most opportunity. "There are many issues with cocoa. Low farmers' income, low quality of cocoa, lack of value addition, and other challenges," says Sabrina. She started PT Aneka Coklat Kakoa in July 2013 with another McKinsey colleague Simon Wright.

BIODATA

Name: Sabrina Mustopo
Age: 30
Education: B.Sc. in International Agriculture and Rural Development; Food Science
Experience: McKinsey & Company (July 2007 to June 2013)



UNIQUE DESIGN

The wrapping for each bar is unique, with a colorful batik design that reflects the ingredients and taste of the bar itself. The chili chocolate, for example, has bright red packages and drawings of chili peppers in a batik style.

COCOA POWER

According to the FAO, in 2012, Indonesia grew 740,000 tonnes of cocoa beans, making Indonesia the third biggest cocoa grower in the world, after the Ivory Coast and Ghana. The global consumption of chocolate has risen twofold over the past two decades and chocolate demand is predicted to rise a quarter in the next decade. As one of the world's big three cocoa producers, Indonesia is keen to contribute more to world chocolate demand.

LAMPUNG FOCUS

Currently, most of Kakoa's beans are sourced from Lampung and the chocolate bars are manufactured there as well, with an installed capacity of 36,000 kg per month. Why Lampung? Sabrina says there is enough cocoa grown in Lampung to support production. "There are still not many cocoa players in Lampung. It is good for business and of course its proximity to Jakarta is another benefit for us," Sabrina explains. Her father is from Lampung, so she also has local connections and roots there.



LOCAL BARS

In addition to using 100% Indonesian cocoa, Sabrina uses other local flavors such as coffee from Sumatra and Java, chili from Maluku, cinnamon from Jambi, and cashews from Bali. She also uses sea salt, pepper and coconut to flavor the bars. The cocoa content can range from 35% for the Salted Cashew & Coconut Brittle milk chocolate bar to 70% for the pure dark chocolate bar. Those two bars are also the two best-selling of Kakoa's chocolates.

BETTERING THE BEAN

What's holding back the quality of Indonesia's cocoa? The issues include poorly trained farmers, little access to technology and aging trees. Furthermore, Indonesia's cocoa crop could benefit from implementing strategies such as organic farming and organic certification. Kakoa is trying to help by raising incomes. "We buy the beans directly from farmers to ensure that the high price premiums we provide go directly to them," says Sabrina.



MONEY AND MARKETS

Sabrina has raised capital to fund Kakoa from LGT Venture Philanthropy and Angel Investment Network Indonesia. Next year Sabrina plans to move sales beyond Indonesia to markets such as Australia and Singapore.

HELPING FARMERS

Kakoa works closely with smallholder farmers and currently sources from farmers in South Sumatra. Farmers that work with Kakoa benefit from price premiums of up to 100%, in return for employing conservation practices. Kakoa works with at least 60 farmers, who have all received special training from Kakoa.