



 **SELE** INGREDIENTS
— INGREDIENTS FOR YOUR SUCCESS —

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“Ingredients for your Success”



About Sele Ingredients

Sele Ingredients is a subsidiary of Sele Group and is dedicated to redefining distribution & logistical management through our advanced IT system to streamline supply chains and cut unnecessary inventory, costs & delays.

Founded by Yasin Rahardja, an industry practitioner with vast experience in the production of specialty, natural and fine ingredients. Sele Ingredients is dedicated to serving Indonesian F&B and pharmaceutical customers quality products.

For imported ingredients, Sele Ingredients is emphasizing the in-house QCIP (Quality Control and Inspection Procedures) for every single ingredient to ensure our customer's peace of mind and consistent quality.

Our Products

- Additives
- Flavors
- Functional Ingredients
- Sweeteners
- Tea & Herbal extracts

About Sele Group

Sele Group, established in 1970, has more than 5 decades of experience in the energy, mining & agricultural industries. Sele Group not only owns & operates oil & gas fields across Indonesia but also mining concessions on nickel, coal and lead. Sele Group has also formed strategic partnerships with prominent Dutch and Chinese energy players.

Apart from operating mining, oil and gas concessions, Sele Group controls several companies in forestry and agriculture fields located across the archipelago.

With the spirit of horizontal diversification, Sele Group is advancing further within the Indonesian ingredients industry.

SoPure Stevia



The world's #1 vertically-integrated producer of plant-based stevia

A scientifically-charged company with strong research & innovation

Complete natural stevia extracts from Reb A, C, D, M & blends from Pinnacle, Crest, Galaxy & Andromeda

Marketed exclusively by Nascent Health Sciences LLC in USA and Howtian Group in Asia

Certified GMP, HACCP, ISO, Kosher & Halal (MUI)

Manufactured exclusively by



Shenbao Industrial



The first publicly-listed tea leaf along with tea & herbal extract producers in China

Three internal R&D centers: Hangzhou, Shenzhen, Wuyuan

Featuring the latest technologies of ARS (Aroma Recovery System) & CT (Centritherm) for natural goodness

Fully integrated production facilities with Wuyuan Jufangyong Tea Co Ltd

ISO9001, FSSC 22000, HACCP, SKS Kosher, MUI Halal, QS & organic tea certificates



Tastepoint by IFF



Established in 1933 & formerly known as Frutarom

New division of Taste Creations in IFF since 2018

Focused on customer's need with over 80,000 custom flavors

Partners with Sele Ingredients with a complete local library and MUI Halal-certified flavors

Jean Niel

JN
1779

JEAN NIEL



An artisanal French fragrance and flavor company established in 1779

Family-owned for 9 generations & are based in Grasse, France

Strong presence in Europe, America and Asia with guaranteed speed and flexibility

Dedicated manufacturing and creative centers in Asia for logistical ease and support

Marketed and distributed in Indonesia by Sele Ingredients with a vast collection of references

Nano Ag



The pioneer of 4th generation
bio-stimulants for plants

Maximizes plant yield, increases product quality
& has the potential to reduce fertilizer consumption

Contains L.M.S that works on a cellular level
to stimulate beneficial gene expressions

Extra concentrations compatible with a diverse range of agrochemicals

Certified by OMRI, C.D.F.A and WSU



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