

Idea Sketch for the UNIKAT Ideas Competition 2025/2026

Ceria Foods and Goods GmbH – Dr. Berlianti Puteri

Product: Lian's Tempeh Chips

1) General Description of the Idea - Outline

One ordinary evening, I went to my local supermarket for my regular grocery shopping. As so often happens, although snacks were not on my list, I found myself standing in the chips aisle. After a long working day, we all look for something small to enjoy at home. I scanned the shelves: potato chips, lentil chips, more potato chips in slightly different variations. I picked up a few bags, read the information on the packaging carefully, and then quietly put them back. I knew I might enjoy them in the moment, but I would also feel guilty afterwards. And none of them felt exciting enough to justify that guilt.

So I went home without any chips in my basket.

On my way home, I kept thinking: if I were in a supermarket in Indonesia, my home country, I would be surrounded by a wide variety of creative, flavorful snacks. Why does the snack aisle here feel so limited? Why is there so little true innovation in base ingredients? And why must indulgence so often feel like compromise?

That evening, an idea took shape: What if I created a brand of curated, natural, and exciting snack essentials inspired by Indonesia, yet modernized for German tastes? What if snacks could feel indulgent and responsible at the same time, made only with clean, high-quality ingredients? What if they not only tasted good but also looked beautiful and premium on the shelf?

That moment marked the beginning of Lian's Tempeh Chips.

Tempeh, a traditional Indonesian fermented soybean product, is at the heart of this innovation. Unlike tofu, tempeh is made by fermenting whole soybeans for 2x24 hours at approximately 30°C using *Rhizopus oligosporus*. The fermentation binds the beans into a firm block with a nutty, savory flavor and improves protein digestibility while providing fiber, iron, calcium, and B-vitamins.

Tempeh is already available in Germany, but mainly as a niche product for vegans or Asians. It is never positioned as an exciting mainstream snack.

Lian's Tempeh Chips transforms this staple into a crunchy, hand-cooked premium snack, fried in coconut oil and oven-baked for extra lightness. The product is 100% natural, 100% plant-based, gluten-free, and addictively tasty.

Since April 2025, I have been working with an established Indonesian tempeh manufacturer to develop the product according to EU food safety standards. In September 2025, I founded Ceria Foods and Goods GmbH in Germany. The first flavor ("Original") has completed development, and first official production has started. The first pallet import to Germany is planned for April 2026, with market entry targeted for May 2026. (See Figure 1 for packaging design.)

2) Description of the Benefit

German consumers increasingly demand clean-label, natural snacks, and plant-based alternatives. Yet the snack aisle remains dominated by potato-based products. Additionally, interest in Asian cuisine and culture is rising steadily. While these trends exist individually, there is currently no product in the German snack aisle that successfully combines all three in an authentic yet accessible way. Some Asian-inspired brands focus strongly on flavor and exotic positioning but neglect the clean-label aspect. Meanwhile, premium brands with a natural image often offer only improved versions of existing potato or lentil chips, without expanding the category itself.

It delivers clear and differentiated benefits: functionally, it offers a natural snack alternative made from fermented whole soybeans; emotionally, it aims to enable indulgence without guilt and the premium, aesthetically pleasing packaging enhances the overall experience by creating a sense of quality, sophistication, and mindful enjoyment; culturally, it invites consumers to experience the culinary heritage of Indonesian food culture; and for retailers, it creates value by expanding the snack category beyond traditional potato-based products.

Its unique selling proposition lies in authentic Indonesian sourcing and expertise, a clean-label premium positioning, and the introduction of a completely new snack base ingredient to German mainstream retail, a combination that currently does not exist in the German market.

Our initial target group consists of young urban consumers aged 13–45 who value quality over price. Early adopters are likely to be vegans and plant-based consumers already familiar with tempeh, as well as snack enthusiasts who enjoy discovering new alternatives. However, the clean, natural positioning and visually appealing packaging are designed to attract a broader audience of mindful snackers. I am convinced that the combination of premium branding, clean ingredients, and a distinctive yet approachable taste will drive both first-time purchases and repeat buying.

3) Examination of the Market

The German snack market is large and stable, with particularly strong growth in the segments of premium snacks, clean-label products, plant-based foods, and Asian cuisine. Plant-based food consumption continues to expand beyond strictly vegan consumers into mainstream flexitarian households. In addition, younger urban consumers are increasingly seeking novelty, authenticity, and products with a clear cultural story. Premiumization is another strong market driver, as consumers are increasingly willing to pay for quality and differentiated products.

The competitive landscape can be divided into three main categories: conventional snack brands offering potato- and lentil-based chips; Asian-inspired snack brands that focus primarily on flavor innovation rather than clean or premium positioning; and premium organic chip brands that improve ingredient quality but do not innovate the base ingredient itself. Currently, no competitor offers tempeh chips with authentic Indonesian sourcing combined with a premium clean-label brand positioning.

The market opportunity therefore lies in establishing a new sub-category within the snack aisle. Key challenges include consumer unfamiliarity with tempeh, consumer price-sensitivity, the risk of imitation or “me-too” competitors, and import-related cost fluctuations. However, I believe that a pioneer advantage, strong branding, and authentic sourcing will provide a defensible and differentiated market position.

4) Realisation of the Idea & Personal Competences

The key opportunities for Lian’s Tempeh Chips lie in securing a first-mover advantage in the tempeh snack segment, benefiting from the growing demand for plant-based products, and leveraging strengthened trade relations between Indonesia and the EU. At the same time, potential risks include supply chain disruptions, exchange rate volatility, regulatory and import requirements, and the emergence of “me-too” competitors. To mitigate these risks, I have established a strong partnership with a specialized Indonesian manufacturer and plan to formalize an exclusivity agreement for the German market. Production processes are aligned with European food safety standards to ensure reliability and compliance.

The most important implementation steps include ensuring full EU compliance in labeling and food safety regulations, scaling production capacity, securing reliable logistics and distribution partners, acquiring retail listings combined with targeted point-of-sale marketing activities, and protecting the trademark. Required resource that is needed immediately is retail contacts, initially focusing on the Munich region. The company is currently self-funded through GmbH capital. However, I am open to public funding programs, startup grants, and private investors to accelerate growth.

My core responsibilities focus on market strategy and positioning, retail acquisition, branding and marketing, and overall management, while production is handled by the experienced Indonesian manufacturer. Key partners include the Indonesian production partner and, in the future, retail and logistics partners.

In terms of my qualifications, as an Indonesian-born research associate with 13 years of living experience in Germany and a PhD in consumer research and marketing of alternative proteins, I combine cultural authenticity with deep academic and market expertise. I believe that my background in food science and extensive experience in consumer and market research provide me with a strong foundation for understanding German market trends and successfully positioning innovative products.

To conclude, the vision of Ceria Foods and Goods GmbH is to bring modern, competitive Indonesian flavors into mainstream European retail. Its mission is to develop and distribute high-quality Indonesian-inspired snacks, combine authentic flavors with formats tailored to European standards, and expand natural and plant-based snack diversity in Germany. Lian’s Tempeh Chips represents the first step in this journey, bridging cultures, combining indulgence with consciousness, and transforming a traditional Indonesian staple into a contemporary European snack experience.

I sincerely appreciate the time and effort invested in evaluating my idea and look forward to your expert feedback and support.



Figure 1: Lian's Tempeh Chips, showcasing the planned Original, Barbecue, and Seaweed flavor variants.