



# Mazaraat





# Kelezatan Keju Murni Nan Alami

**BERAWAL** dari kebutuhan menyediakan makanan khusus yang alami bagi anak pertama mereka, pasangan Jamie dan Nieta Najmi memulai perjalanan membuat aneka makanan dan minuman fermentasi. Terpikat oleh olahan fermentasi susu, keduanya melintas benua demi mempelajari tradisi terhormat pembuatan keju natural di Putaruru, New Zealand dan Auvergne, Prancis.

**STARTED** with the need to provide natural healthy diet for their first born, Jamie and Nieta Najmi began their journey to make many kinds of fermented foods and drinks. Charmed by fermented milk products, the couple traveled across the seas to learn the honorable tradition of cheese making in Putaruru, New Zealand and Auvergne, French.



Pada akhir 2015, Mazaraat Artisan Cheese resmi memproduksi keju dan mentega secara komersial. Keju premium Mazaraat dengan cepat mendapat pengakuan para ahli kuliner domestik dan komunitas ekspatriat. Produk-produk mereka pun disajikan oleh banyak restoran dan hotel terbaik di Indonesia.

Mazaraat Artisan Cheese percaya keju berkualitas tinggi hanya bisa dihasilkan oleh bahan baku terbaik yang diproses alami disertai riset mendalam. Untuk alasan itu mulai 2017, Mazaraat Artisan Cheese membuka lokakarya pembuatan keju natural di Yogyakarta, Bali, dan Jakarta. Hubungan baik dengan pelaku usaha kuliner dan media akhirnya membawa Mazaraat Artisan Cheese ke beberapa event nasional dan internasional. Mazaraat terus berkembang dan kini membangun lini produksi keju dan krim untuk peternakan sapi perah di Gundaling Farm - Berastagi, Moon River Dairy - Banyuwangi, Mitrayasa - Tasikmalaya, dan Kahfi Cheese - Batu Malang.

*In the end of 2015, Mazaraat Artisan Cheese officially launched their commercial cheese and butter. Their premium cheese was instantly recognized by domestic gourmets and expatriate food enthusiasts. The products are served by many five-star hotels and restaurants.*

*Mazaraat Artisan Cheese believe that high-quality cheese could only be made from the best ingredient processed in the most natural way accompanied by in-depth research. Therefore, in 2017 Mazaraat Artisan Cheese started to open natural cheese making workshops in Yogyakarta, Bali, and Jakarta. Good relation with other culinary entrepreneurs and media has taken them to several national and international events. Mazaraat keep on growing and are developing their cheese and cream productionlines for dairy cow farms in Gundaling Farm - Berastagi, North Sumatra; Moon River Dairy - Banyuwangi, East Java; Mitrayasa - Tasikmalaya, West Java; and Kahfi Cheese - Batu Malang, East Java.*

# Halloumi



**TERMASUK** golongan *fresh cheese, halloumi* bisa dikonsumsi 24 jam setelah pemrosesan. Di negara asalnya Siprus, keju ini dibuat dengan cara direndam di air laut hingga rasa asinnya dominan. Namun, Mazaraat menyuntikkan rasa Indonesia dalam produk unggulan ini. Dengan tekstur lembut yang sekilas mirip tahu, keju ini bisa dikreasikan menjadi aneka hidangan, mulai dari salad, pepes, bahkan sayur lodeh. Namun, rasa terbaiknya muncul saat dipanggang.

***AS FRESH** cheese, halloumi can be consumed 24 hours after processed. In its origin country, Cyprus, this cheese is made by soaking the curds in sea water, making it dominantly salty. Mazaraat penetrates Indonesian taste in this premium product. Soft, but not melting, its best taste would come out from grilling. However, you can just slice and toss it into salad and enjoy its delicacy immediately.*

**Bahan / Ingredients**

*Fresh milk, sea salt, rennet, lipase enzyme*

**Varian / Variants**

*Halloumi*

**Berat Bersih / Netto**

*200 gr*

**Penyajian / Serving Suggestion**

*Add to any dish or cooking. Best to be grilled before consume.*

**Penyimpanan / Storage**

*Store in chiller 0-4 °C*

**Masa Simpan / Shelf Life**

*2 months*

**Harga / Price**

**Rp46.000**

**BERASAL** dari India, *ghee* atau *clarify butter* dijuluki emas cair atau lemak suci. Umat Hindu mempersembahkannya dalam sesaji bagi para dewa. Selain itu, *ghee* juga sering dimanfaatkan sebagai obat dan menu diet sehat. Berupa minyak murni yang tertinggal dari pemrosesan krim susu, *ghee* dapat dimasak dalam berbagai hidangan, mulai dari kue, tumisan, hingga campuran kopi. Bebas laktosa dan kasein, lemak sehat ini dapat dikonsumsi tanpa cemas, tanpa rasa bersalah.

**ORIGINATED** from India, *ghee* is also called as liquid gold or sacred fat. Hindus have been using it as part of their offering for gods. In addition, this luscious butter is utilized as medication and healthy diet. As pure fat leftover from melting butter, *ghee* is incredibly versatile. You can use it for frying eggs to making crepes, or even adding it to your coffee. Free from lactose and casein, this clarified butter can be enjoyed worry free.

**Bahan / Ingredients**

Cultured butter

**Varian / Variants**

India - Ghee

**Berat Bersih / Netto**

200 gr

**Penyajian / Serving Suggestion**

Use for oil substitute

**Penyimpanan / Storage**

Store in room temperature, avoid direct sunlight

**Masa Simpan / Shelf Life**

1 year

**Harga / Price**

**Rp90.000**

Ghee



# Khayya

**KEJU** kambing ditengarai sebagai salah satu produk *dairy* tertua di dunia. Negara-negara di Asia, Eropa, hingga Amerika memiliki budaya pembuatan keju kambing yang berbeda dan cara santap yang khas pula. Sebagian memasangkannya dengan roti, sementara yang lain menikmatinya bersama minyak zaitun, atau anggur. Dengan rasa asam dan aroma kuat, Khayya cocok bagi Anda petualang rasa.

*GOAT* cheese is probably one of the oldest dairy products. Some countries in Asia, Europe, and America have their own culture in making and eating goat cheese. Some pair the cheese with bread, while some others enjoy it with olive oil or wine. Tart and tang in taste, this cheese will take you to the higher level of culinary adventure.

## Bahan / Ingredients

Fresh goat milk, sea salt, rennet, lactic acid culture

## Varian / Variants

French - Crottin de Chavignol

## Berat Bersih / Netto

100 gr

## Penyajian / Serving Suggestion

Table cheese

## Penyimpanan / Storage

Store in chiller 0-4 °C

## Masa Simpan / Shelf Life

3 months

## Harga / Price

**Rp55.000**



# Athan

**LEZAT** dan menawan, Athan lebih dari sekadar asupan bagi raga. Indra mata dimanjakan oleh rona putih dan kuning yang dihasilkan oleh fermentasi jamur *Penicillium candidum*. Padat di luar dan sangat lumer, lembut, serta *creamy* di dalam, keju golongan *bloomy rind* ini sempurna apa adanya. Mazaraat menyajikannya dalam rasa ringan gurih yang memanjakan lidah Indonesia.

**TASTY** and lovely, Athan is more than a feast for your palate. The luscious white and yellow generated by the fermentation of *Penicillium candidum* is a wonderful sight to see. Solid outside but very soft and creamy inside, this member of *bloomy rind* is perfect just the way it is. Mazaraat serve it in moderate savory taste that will surely pamper your taste buds.



#### Bahan / Ingredients

Fresh milk, sea salt, rennet, lactic acid culture, *Penicillium candidum*

#### Varian / Variants

French - Brillat Savarin Style

#### Berat Bersih / Netto

150 gr

#### Penyajian / Serving Suggestion

Table cheese

#### Penyimpanan / Storage

Store in chiller 0-4 °C

#### Masa Simpan / Shelf Life

3 months

#### Harga / Price

**Rp55.000**

# Ibra



**SI KEJU** biru ini dinobatkan sebagai salah satu keju favorit dunia. Urat-urat kebiruannya yang cantik ditimbulkan oleh jamur *Penicillium roqueforti* yang sekaligus menjadikan aroma dan rasanya lebih kuat. Campurkan pada *salad* atau ayam panggang dan bersiaplah menikmati santapan selayaknya raja.

**BLUE CHEESE** is definitely one of the world favorites. The beautiful blue veins are made of the cultures of mold *Penicillium roqueforti* which also gives its pungent and creamy texture. Spread it over bread or melt into any food you like, and have your meal like a king.

#### Bahan / Ingredients

Fresh milk, sea salt, rennet, lactic acid culture, *Penicillium roquefort*

#### Varian / Variants

French - Fourme d'Ambert

#### Berat Bersih / Netto

200 gr

#### Penyajian / Serving Suggestion

Table cheese

#### Penyimpanan / Storage

Store in chiller 0-4 °C

#### Masa Simpan / Shelf Life

No expiry

#### Harga / Price

**Rp85.000**



**ADA** banyak faktor yang membentuk cita rasa keju; mulai dari jenis susu, pakan hewan sumber, starter fermentasi, hingga lama penyimpanan. Tak pelak, tiap daerah bahkan tiap artisan memiliki *signature* khas yang sulit disamai. Dibuat dari susu organik yang dihasilkan oleh para peternak sapi di kaki Gunung Merapi, cita rasa Tomme de Merapi yang gurih-*buttery* membawa eksotisme keindahan alam Yogyakarta.

**THE FLAVOR** of cheese is affected by many factors. The diet of milk-producing animal, the fermentation starter, and ripening time can be attributed to the taste and texture of this edible. No wonder, each region has their signature which is almost impossible to copy. Made from organic milk of cows tended in the foot of Mount Merapi, the savory-tart-and-buttery Tomme de Merapi would be the perfect representation of Indonesian exotic tropical nature.

#### Bahan / Ingredients

Fresh milk, sea salt, rennet, lactic acid culture

#### Varian / Variants

French - Tomme de Savoie

#### Berat Bersih / Netto

200 gr

#### Penyajian / Serving Suggestion

Table cheese

#### Penyimpanan / Storage

Store in chiller 0-4 °C

#### Masa Simpan / Shelf Life

No expiry

#### Harga / Price

**Rp70.000**



# Tomme de Merapi

# Cantal



**SEBAGIAN** keju dinamai berdasarkan daerah asalnya, seperti Cheddar (Inggris), Edam (Belanda), dan Colby (Amerika). Namun, sebagian lain dijuluki berdasarkan ukurannya, proses pembuatannya, atau nama yang disematkan penciptanya. Diperkirakan ada sekitar 2.000 jenis keju di seluruh dunia dan masing-masing memiliki 'gelar' bersejarahnya sendiri. Tetapi apa pun sebutannya, kelezatan jualan yang dibawanya.

*A LOT OF cheeses are named after their origins, such as Cheddar of England, Edam of the Netherlands, and Colby of the US. Other cheeses get their names from their size, process, or title coined by their creator. There are around 2,000 types of cheese all over the world in estimate, each with its own historical name. Well, a cheese by any other name would taste as good!*

**Bahan / Ingredients**

*Fresh milk, sea salt, rennet, lactic acid culture*

**Varian / Variants**

*French Cheddar*

**Berat Bersih / Netto**

*200 gr*

**Penyajian / Serving Suggestion**

*Table cheese*

**Penyimpanan / Storage**

*Store in chiller 0-4 °C*

**Masa Simpan / Shelf Life**

*No expiry*

**Harga / Price**

**Rp84.000**

# Colby Jack



***“Hidup ini indah. Keju membuatnya lebih baik.” (Avery Aames).***

Tak ada aturan untuk menyantap keju. Penganan ini dapat kudap begitu saja, dipasangkan dengan hidangan lain untuk memperkaya rasa, atau difungsikan sebagai bahan roti, kukis, *pastry*, atau minuman. Bebaskan imajinasi Anda. Temukan cara Anda sendiri untuk menikmati si putih-kuning lezat ini. Dengan keju, Anda tak mungkin keliru.

***“Life is great. Cheese makes it better.” (Avery Aames).***

*When it comes to cheese, there are not any rules to go by. You can nibble it right away, pair it with other food, or mix it for making bread, cookies, pastries, and beverage. Let your imagination run free. Find your unique way to express creativity. With cheese, you cannot go wrong really.*

#### Bahan / Ingredients

Fresh milk, sea salt, annatto, rennet, lactic acid culture

#### Varian / Variants

American Cheddar

#### Berat Bersih / Netto

200 gr

#### Penyajian / Serving Suggestion

Table cheese

#### Penyimpanan / Storage

Store in chiller 0-4 °C

#### Masa Simpan / Shelf Life

No expiry

#### Harga / Price

**Rp66.000**

# Appenzeller

**FERMENTASI** pada awalnya ditujukan untuk mengawetkan makanan. Seiring waktu, diketahui proses pengasaman ini melipatgandakan kandungan gizi. Bahan pangan yang difermentasi seperti yoghurt dan keju mengandung banyak bakteri menguntungkan yang bermanfaat bagi pencernaan dan penguatan imunitas. Lezat dan sehat, keju layak menjadi menu harian di meja makan.

***INITIALLY**, fermentation was intended to preserve food. Time reveals that fermented foods and drinks contain a lot higher health benefit. Yoghurt and cheese for example carry a lot of probiotics which help digestion and immunity. Yummy and healthy, cheese might be one of the best daily diets.*

## Bahan / Ingredients

Milk, salt, rennet, bacteria culture, lipase

## Varian / Variants

Switzerland Appenzeller

## Berat Bersih / Netto

200 gr

## Penyajian / Serving Suggestion

Table cheese

## Penyimpanan / Storage

Store in chiller 0-4 °C

## Masa Simpan / Shelf Life

No expiry

## Harga / Price

**Rp84.000**

# Mozarella

**“Say cheese!”**

Keju tak hanya membuat kita tersenyum saat menghadap kamera. Tambahkan *mozzarella* di atas *pizza*, ke dalam *risoles*, atau di tengah roti lapis. Panggang dan hidangkan untuk sahabat serta keluarga. Teksturnya yang lembut, beralur, dan elastis dijamin menerbitkan selera. Lihatlah senyum bahagia saat mereka menikmatinya.

## **“Say cheese!”**

*Not only bringing smiles in front of the camera, cheese would also spark happiness on your table. Add some mozzarella to your pizza, chicken salad, or grilled eggplants. Invite your families and friends to enjoy its creamy, melting, and stretching texture. See those smiles?*

### **Bahan / Ingredients**

*Fresh milk, sea salt, rennet, lactic acid culture*

### **Varian / Variants**

*Italian Pasta Filata*

### **Berat Bersih / Netto**

*200 gr*

### **Penyajian / Serving Suggestion**

*For cooking and baking*

### **Penyimpanan / Storage**

*Store in chiller 0-4 °C*

### **Masa Simpan / Shelf Life**

*2 months*

### **Harga / Price**

**Rp40.000**





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