



FUTRA
SPICES

Premium Spices - Cinnamon made
originally from Kerinci, Indonesia

FUTRA CINNAMON

“Bold aroma. Warm flavor. Built for bakery,
dessert, and beverage applications.”

@futraspices @futraexport





About Us

PT Pustaka Dagang Nusantara is a company that has been engaged in the export sector for many years, with a strong foundation in international trade and business development. Through our brand FUTRA Export, we have been committed to empowering Indonesian entrepreneurs to reach global markets.

With our long-standing experience in the export industry, **we are now expanding into the spices sector, starting with cinnamon as one of our main products.** We believe Indonesian spices hold exceptional value in the international market.

Every step of our production process undergoes strict manufacturing tests and international-standard quality control to ensure that only premium and top-quality products are delivered to our partners worldwide.

By combining our expertise in global trade, reliable market knowledge, and uncompromising product quality, **PT Pustaka Dagang Nusantara is ready to be your trusted partner in building a sustainable and mutually beneficial supply chain.**





**STEVEN MAGNUS -
FOUNDER**



**DEMAS PRATAMA -
CO-FOUNDER**

FOUNDERS

Steven Magnus is the Founder of FUTRA Spices and the key visionary behind the cassia cinnamon export project. He **focuses on setting the long-term direction of the company**, building strong relationships with international buyers, and ensuring FUTRA Spices represents Indonesian spices on the global stage. With his leadership, FUTRA Spices is committed to sustainable sourcing, transparent trade, and delivering premium cassia cinnamon to markets worldwide.

Demas Pratama is the Co-Founder of FUTRA Spices, **leading the operational side of the business**. He oversees farmer partnerships, post-harvest processing, quality assurance, and export logistics to guarantee that every shipment meets global standards. His expertise in international trade and supply chain.



Vision

To become a trusted exporter of authentic Indonesian spices recognized globally, combining the educational strength of Futra Export to create a sustainable, high-quality, and value-driven spice supply chain.

Mission

- **Deliver Premium Indonesian Spices to the World**

Focus on exporting high-quality spices, especially Cinnamon (Cassia Indonesia), known for its rich aroma, strong flavor, and sustainable farming practices.

- **Educate the Global and Local Market About Indonesian Spices**

Share knowledge and insights about the heritage, benefits, and uniqueness of Indonesian spices through collaboration with Futra Academy.

- **Build Strategic Collaborations and Partnerships**

Open opportunities for partnerships with importers, distributors, and manufacturers worldwide to supply spices across various industries — F&B, cosmetics, herbal, and pharmaceutical.

- **Empower Young Indonesian Exporters**

Inspire and nurture a new generation of Indonesian exporters by providing education, mentorship, and exposure in the global spice trade.

- **Support Sustainability and Farmer Welfare**

Work closely with local farmers to ensure fair trade, improved quality, and environmentally friendly cultivation practices.



GALLERY OF OUR EXPERIENCE



Partnership from Dubai



FUTRA's monthly Education



Invited to Tj. Priok Port



Export Import Festival 2024



FUTRA's Mentoring Class



FUTRA's monthly Kopdar



Invited to PSA Port
Singapore



Cassia Cinnamon Export
Project



Invited as Speaker
@ExportTalkshow



Pitch @ Indonesian
Embassy Singapore

GALLERY OF OUR EXPERIENCE



**Export Talk with
Community**



**Exported 10 Container to
Egypt**



**Invited as Speaker
@Universitas Indonesia**



Export 8 Container to Dubai



**Visit to our member community on
Trade Expo Indonesia**



Invited as Speaker @FEI



**Open Booth @Trade Expo
Indonesia**



**Invited as Speaker @Bisa
Ekspor**



Dealing with Singapore Buyer



**Invited As Speaker @DWP
Binus University**



and many more...



WHY CHOOSE KERINCI ?



The Story of Kerinci Cinnamon - The Pride of Indonesia

High in the lush mountains of Sumatra, lies Kerinci, a land surrounded by tropical forests and fertile volcanic soil. For centuries, the people of Kerinci have cultivated Cassiavera - or Korintji Cinnamon, a spice so unique that it has become the heartbeat of the community and one of Indonesia's most treasured exports.

Unlike cinnamon grown in other countries, Kerinci cinnamon carries a distinct aroma, warm sweetness, and a deep, rich flavor profile that makes it the preferred choice for chefs, tea makers, and food industries around the world. This uniqueness comes not only from nature but also from generations of traditional farming practices passed down through Kerinci families.

What makes Kerinci special is its perfect terroir - the volcanic soil of Mount Kerinci, the cool climate, and the high altitude. These natural conditions cannot be replicated in Vietnam, China, or any other country. The result is a cinnamon that is sweeter, cleaner, and richer in essential oil content, giving it a premium edge in the global market.

Today, Indonesia stands as the world's largest exporter of cassia cinnamon, with Kerinci at the heart of this trade. While other countries may compete in quantity, Indonesia wins in quality. Buyers around the world recognize that Kerinci cinnamon is not just a spice - it is a story of tradition, sustainability, and authenticity.





Choosing Kerinci means choosing:

- **Premium Quality** - higher essential oil, sweeter taste, stronger aroma.
- **Authenticity** - true cassiavera heritage, unmatched by other origins.
- **Reliability** - centuries of expertise and today's modern quality control.
- **Exclusivity** - a product that is not just traded, but truly valued worldwide.

When you bring Kerinci cinnamon into your market, you are not only importing a spice - you are carrying a legacy, a story, and the soul of Indonesia's spice heritage.



CINNAMON
CINNAMON



ABOUT OUR CINNAMON

“Our Indonesian cinnamon delivers a bolder flavor profile that performs well in bakery, dessert, and beverage applications where aroma and flavor impact matter.”



Cinnamon Application



Cinnamon Rolls



Churros



Crème Brûlée



Arroz con Leche



Rugelach



Snickerdoodle Cookies



Cinnamon Pie



Pfeffernüsse



Our Contact



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