

WIPO IPMC Case Study

Elevating Bandung's Sweet Legacy through Innovation and IP

From Humble Beginnings to a Household Name

In the heart of Bandung, West Java, a humble baking journey began in 1996 when the late Dedi Hidayat and Diah Susilawati turned their shared love for homemade treats into a family business. What began as a small operation producing cakes, pastries, and cookies, J&C Cookies discovered its true calling in preservative-free cookies during the Asian Financial Crisis in 1998, when rising prices of imported ingredients and shifting consumer preferences reshaped the market. Affectionately known as *kue kering* locally, the products could be made in advance, stayed fresh longer, and had become a reliable favourite for Indonesians seeking quality snacks with a personal touch.



Image Source: https://www.youtube.com/watch?v=Ddhv9yXOM_0

The brand name “J&C”, derived from their children’s initials, symbolises family unity and continuity, a reminder that every cookie carries a piece of their story. From the very beginning, the founders were committed to crafting cookies made from premium ingredients, rooted in sincerity and respect for tradition.

Like other bakeries offering cookies in Indonesia, J&C Cookies’s popularity peaks during festive seasons like Eid al-Fitr, Christmas, New Year, and Chinese New Year as families and friends gather. In 2001, the brand reached a pivotal milestone when it launched its cookie concept at Bandung Supermall, using the opportunity to align the business towards year-round sales while leveraging the mall presence to build brand recall and customer loyalty.

Today, their son and daughter, Jodi Hidayat and Cindy Rizma, continues this legacy with renewed passion, guiding J&C Cookies into a new era of innovation while upholding the family’s original values of quality, integrity, and craftsmanship.



Image Source: <https://jabar.idntimes.com/news/jawa-barat/inovasi-jnc-cookies-ada-kue-rasa-jengkol-di-momen-ramadan-2024-00-9y7yl-81xsg3>



Image Source: https://destinasibandung.co.id/kuliner/21/02/2025/jnc-cookies-sambut-ramadan-dan-lebaran-2025-dengan-hadirkan-4-varian-baru-kue-kering-inovasi-rasa-dan-warisan-keluarga/#google_vignette

Staying True to Family Recipes While Innovating

J&C Cookies traces its roots to the heartfelt influence of Uwa Ida, whose passion for baking and gentle wisdom shaped the brand's spirit. Her legacy lives on through the values she instilled, love, patience, and sincerity, and the special cookie recipes she passed down through generations. "Every new recipe must retain the values of love and quality that have been taught from the beginning," said Uwa Ida. Guided by her lessons, such as the importance of handling dough with care, the family learned that baking is both an art and an act of love.

While many of its recipes remain inspired by family traditions, J&C Cookies is also known for its bold creativity and local flavour innovation. The brand has introduced a range of distinctive variants such as Shiitake Mushroom Cookies, Torch Ginger (Kecombrang) Cookies, Beef Floss Cookies, and the nostalgic Bandrek and Bajigur cookies - each reflecting Indonesia's diverse culinary heritage.



Image Source: Instagram @jnccookies

To complement these innovations, J&C Cookies has also invested in functional and elegant packaging, including screw-top jars and special editions like the Faun Series which celebrate Indonesia's fauna through colourful, festive designs. These thoughtful details enhance both freshness and emotional appeal, reinforcing the brand's reputation for quality and creativity. Its products are distributed through a network of outlets, distributors, resellers, and online platforms - ensuring that J&C Cookies reaches customers across every corner of Indonesia.



Image Source: J&C Cookies



Protecting Creativity Through Intellectual Property

As J&C Cookies expanded, the company recognised the need to protect its distinctive products and branding from imitation and market confusion. Instances of smaller competitors replicating its popular designs underscored the risk to consumer trust and brand reputation. In response, J&C Cookies took proactive steps to register its trademarks and seek protection

for its industrial designs, safeguarding its signature packaging and visual identity. This commitment to IP protection not only preserves the brand's creativity and craftsmanship but also strengthens consumer confidence and supports its long-term sustainability.



Through its participation in World Intellectual Property Organization (WIPO) Intellectual Property Management Clinic (IPMC), conducted in partnership with DGIP Indonesia, IP Australia, and WIPO Singapore, J&C Cookies deepened its understanding of how IP can serve as both a defensive and strategic asset by protecting innovation while opening new avenues for partnerships and market growth.

Looking ahead, J&C Cookies is preparing for the next stage of growth, including potential export opportunities across ASEAN and the Middle East. To support this, the company is developing a comprehensive intellectual property strategy, including securing regional trademark protection and leveraging the Madrid System to streamline international branding efforts.

Commitment to Quality and Community

Behind every jar of J&C Cookies lies a deep respect for quality, relationships, and community. The company maintains close ties with local suppliers and operates a nationwide reseller marketing system, empowering a network of resellers, many of whom are women entrepreneurs who have grown alongside the brand.



Image Source: Instagram <https://www.infobdg.com/v2/rencana-besar-jc-cookies-di-2024-maju-ke-bursa-saham-hingga-peningkatan-target-penjualan/>

Its disciplined approach to production planning and inventory control ensures that every product, whether sold in a mall kiosk or festive hamper house, meets the same high standards of taste and consistency. Factory tours are also offered to the public, allowing visitors to witness firsthand how care and tradition shape every cookie.



Image Source: Instagram @jnccookies

Through all its transformations, J&C Cookies remains a proud symbol of Bandung's entrepreneurial spirit, a brand that continues to evolve while staying grounded in family values and the simple joy of sharing something good.

Protecting Today and Preparing for Tomorrow

J&C Cookies has come a long way from its humble beginnings. Today, the company produces over 30 varieties of cookies and employs a dedicated team of 100 permanent employees and 1,000 seasonal workers, producing a total of 200 tons of products yearly. This growth showcases both the scalability of its production and the strong demand for its products.



Image Source: Instagram @jnccookies

Building on its success, J&C Cookies plans to become a publicly listed company. As it prepares for this transition, the leadership team understands that intellectual property represents a vital asset that must be appropriately protected. Robust IP protection not only enhances the company's valuation and attracts investors but also ensures long-term business sustainability in an increasingly competitive global market.

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This is part of a series of 4 case studies showcasing real-world outcomes from the IP Management Clinics (IPMC) held in Jakarta. These stories originated from WIPO's IPMC program co-organised by IP for Business Division (IPBD) and the WIPO Singapore Office (WSO). The initiative was made possible through the generous support of Funds-in-Trust (FIT) Australia and delivered in close collaboration with the Directorate General of Intellectual Property (DGIP) of Indonesia.