

MISSION & VISION STATEMENT

The mission:

“As one of the Bagelen manufactures pioneers, Abadi is dedicated to always deliver the same quality of taste for its every product to the market.”

The vision:

“To balance the growth of the market and to acquire new consumers, Abadi is set to enlarge its distribution with the aid of online marketing and market place.”

Abadi

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“A CLASSIC PREMIUM HANDMADE TASTE”

Established in 1947, Abadi always uses the finest ingredients. The production of the Bagelen and majority of the butter cookies, are handmade formed.





Warmbollen & Bagelen

Abadi produces thousands packages of Bagelen every day, consisted of Warmbollen (the bread-like Bagelen, filled with butter cream in the middle) and Bagelen (the biscuit-like jam-packed with many varieties of flavors).

For many years, Warmbollen and Bagelen have been the tip of the spear for Abadi's sales. Although so many competitors have emerged in the last 20 years, Abadi believes that Abadi's Bagelen is still the finest in the market.

Butter Cookies

Apart from Warmbollen – Bagelen, Abadi also creates wide range of butter cookies varieties. Our butter cookies, formulated from Dutch original recipe, has been proven as tasteful as Bagelen.

Speculaas, a traditional Dutch cookie, is one the best sellers in Abadi, as it spekoek taste really suits coffee and tea.

Along with the likes of Kattetong, Kaasstengels, Ginger Cookies and many more, these butter cookies complement the superior taste of Bagelen.



Brief History

Abadi was first established in 1947 in Garut, a small city in West Java, due southeast from Bandung. At first, Abadi only produced traditional breads and cakes. Later in 1964, the famous Bagelen was first introduced.

Fast forward 3 years in 1967, Abadi moved its headquarter to Bandung to enhance market expansion. The headquarter has remained still in Bandung ever since until now.

A Family Legacy

Started as a family business with old traditional recipes, Abadi has consistently been producing premium handmade products.

As a Small Micro Medium Enterprises created in as much as family business, Abadi is proud to serve excellent Bagelen, with many flavor diversities. Not only Bagelen, but Abadi also produces admirable butter cookies, such as Speculaas, Kattetong, Kaasstengels, and many more.

Customers & Market

Abadi's targeted market is middle-up segment, and has been getting a lot of attentions from local people since years ago. And now with the help of nowadays social media and market place, Abadi has started to widen its range of delivery to many more cities.



Contact Us

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