



COMPANY PROFILE

2025

COMPANY OVERVIEW



▶ ABOUT US

Zara Charcoal – part of **PT. Zara Charcoal Indonesia** is an experienced Indonesian charcoal supplier and exporter focused on premium coconut shell charcoal and high-performance hardwood charcoal. With over a decade of combined industry expertise, we support wholesalers, distributors, and global brands looking for reliable charcoal solutions.

Moreover, we operate with transparency, scalable production, and a commitment to long-term client success.

▶ VISION

To be the most trusted Indonesian charcoal exporter, recognized worldwide for product excellence and environmental responsibility.

▶ MISSION

- 1.To provide consistently high-quality charcoal to global markets
- 2.To promote responsible and sustainable production
- 3.To help clients build strong, long-lasting brands with our products
- 4.To lead innovation and excellence in charcoal manufacturing

COMPANY CORE VALUE



Consistent Export-Grade Quality



Our charcoal is lab-tested and standardized. As a result, our clients receive a dependable product every time.



Fast Production & Delivery



Our charcoal is lab-tested and standardized. As a result, our clients receive a dependable product every time.



Custom Packaging for Your Brand



Our charcoal is lab-tested and standardized. As a result, our clients receive a dependable product every time.



Complete Export Documentation



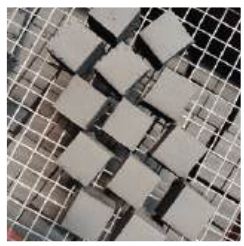
Our charcoal is lab-tested and standardized. As a result, our clients receive a dependable product every time.

We specialize in charcoal products that meet global expectations for quality, burn time, and sustainability. In addition, we offer custom packaging and bulk order options.

OUR PRODUCT

► SISHSA CHARCOAL

Our Shisha Charcoal is crafted from 100% natural coconut shell, designed specifically for hookah and shisha users who demand long-lasting, clean-burning coals. It produces no smoke, no smell, and leaves very low ash, making it a favorite in the Middle East, Europe, and the US. With a high carbon content and uniform shape, this charcoal ensures a smooth, consistent smoking session every time.



OUR PRODUCT

► BBQ CHARCOAL

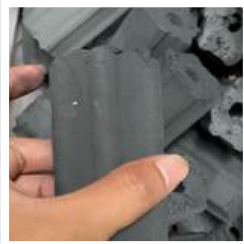
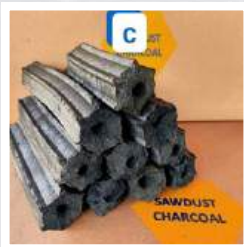
Zara Charcoal's BBQ Charcoal is engineered for high-performance grilling. Sourced from select hardwoods or coconut shell, this charcoal produces strong, even heat, ideal for both home and restaurant-grade barbecuing. It lights easily and burns cleanly, enhancing the flavor of grilled food without chemical additives.



OUR PRODUCT

► SAWDUST CHARCOAL

Our Sawdust Charcoal Briquettes are an eco-friendly alternative made from compressed sawdust without chemicals. They are uniform in size, easy to ignite, and perfect for household cooking or commercial grilling. Thanks to their stable burn and affordable price, they're popular in Southeast Asia and Africa.



OUR PRODUCT

► HARDWOOD CHARCOAL

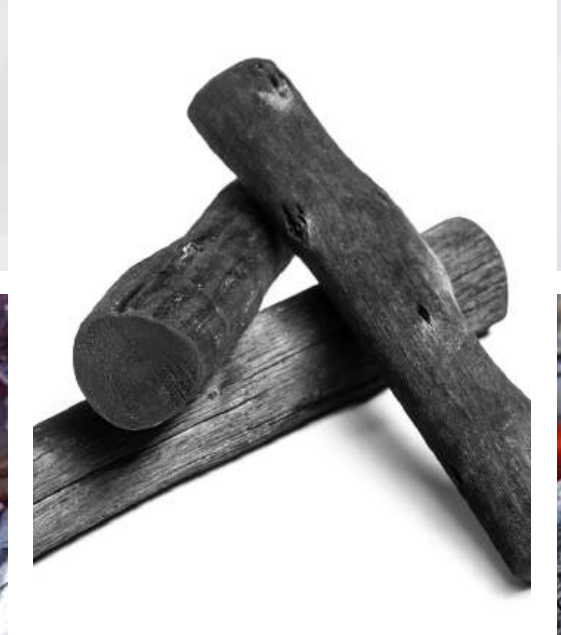
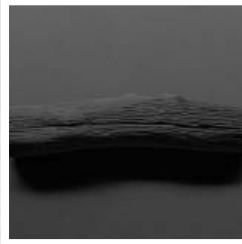
Zara Charcoal's Hardwood Lump Charcoal is made from dense Indonesian hardwoods, resulting in a long-lasting and high-heat fuel perfect for professional BBQ setups. Its large chunks, high carbon content, and low moisture make it ideal for open fire grilling. Unlike compressed briquettes, lump charcoal burns hotter and produces authentic smoky flavor.



OUR PRODUCT

► BINCHOTAN CHARCOAL

Our Binchotan Charcoal is a premium-grade white charcoal traditionally used in Japanese grilling and known for its ultra-long burning time, minimal smoke, and infrared heat. It's made through a specialized slow carbonization process at high temperatures, resulting in hard, glassy charcoal with excellent heat retention. Ideal for high-end yakitori, robatayaki, or Korean BBQ.



PRODUCT TYPE

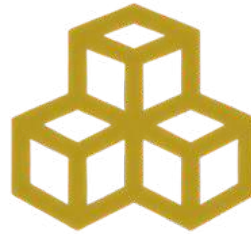


Zara Charcoal – Gold **Zara Charcoal – BBQ**

Weight : 1 Kilogram GOLD / BBQ

Contains : 96 Cubes

Size : 25 x 25 x 25 mm



Zara Charcoal – Blue

Weight : 1 Kilogram

Contains : 48 Cubes

Size : 28 x 28 x 28 mm



Zara Charcoal – Hexa

Weight : 1 Kilogram

Contains : 64 Pcs

Size : 20 x 40 mm



Zara Charcoal – Green

Weight : 1 Kilogram

Contains : 96 Cubes

Size : 22 x 22 x 22 mm



Zara Charcoal – Sawdust

Weight : 10 Kilogram



TEAM EXPERTISE



► **Nashih Ulwanuddin**
CEO



► **Chandra Eka Priatna**
COO

GALLERY

Our Charcoal In Action:
Product Gallery



CLIENT'S TESTIMONIALS

WHAT OUR CUSTOMER SAY?

AYMAN | DISTRIBUTOR (UAE)

Zara Charcoal is a game-changer. The quality is excellent, and their customer service is world-class.



CARLOS | BBQ RETAILER (SPAIN)

They always ship on time, even with full container orders. That reliability matters.



LINDA | SHISHA BRAND OWNER (USA)


Our sales increased after switching to Zara Charcoal. The briquettes last longer, and our customers noticed.







PT. Zara Charcoal Indonesia

CONTACT US

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