



## Monthly Newsletter

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### CP Foods Partners with Ramathibodi Hospital Elevates Thais Healthcare with Dietary Solutions

Source : <https://asiafoodjournal.com/tag/ramathibodi-hospital/>, 19 Feb 2024



CPF Global Food Solutions Public Company Limited (CPFGS), a subsidiary of Charoen Pokphand Foods Public Company Limited (CP Foods), has embarked on a strategic partnership with the prestigious medical school of Thailand's Ramathibodi Hospital. This alliance is aimed at providing a wider audience with specialized dietary solutions that are convenient, nutritious, and safe, tailored to meet individual health requirements.

The collaboration has led to the launch of NutriMax, a medical food product that significantly contributes to improving the well-being of patients and the elderly, effectively responding to the challenges posed by an aging population. NutriMax stands out as a landmark innovation in the realm of medical foods, being a ready-to-eat product formulated through the exclusive research of the Faculty of Medicine at Ramathibodi Hospital. Designed with patient accessibility in mind, NutriMax offers a practical and healthful dietary option to support their nutritional needs.

Dr. Athit Angkanon, Dean of the Faculty of Medicine at Ramathibodi Hospital, highlighted the critical role of tailored diets in advancing healthcare. As Thailand faces a demographic shift towards an older population, the unique dietary needs of this segment, along with those suffering from various medical conditions, become more pronounced. Diets customized to individual health needs are essential for optimal nutrition and improved health outcomes. This emphasis on tailored nutritional solutions underpins the development of products like NutriMax, aimed at enhancing the health of patients and the elderly, thereby supporting their longevity and societal engagement.

Warun Silpasuwanchai, Director of Health Business at CPFGS, presented NutriMax, under the Innoweness brand, as a superior option over conventional blended foods. Created through a collaborative effort between nutrition experts from Ramathibodi Hospital and CPF's R&D Center, NutriMax is crafted from natural ingredients to fulfill the dietary needs of the elderly or those with malnutrition or difficulties in swallowing. It provides a balanced combination of calories, proteins, vitamins, and minerals crucial for patient rehabilitation and has been clinically verified to support health recovery.

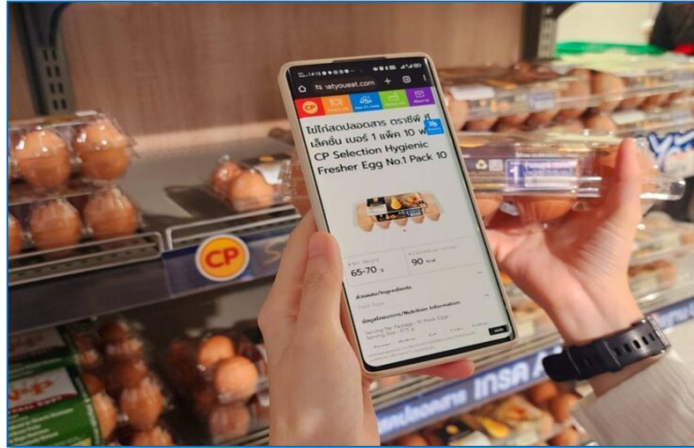


Moreover, CPFGS is committed to leading a transformation in the food sector through innovative and eco-friendly practices. This involves developing antibiotic-free livestock raising methods and conducting thorough meat product tests to comply with international safety standards, affirming its dedication to offering consumers high-quality, safe, and ethically produced food items.

The widespread availability of NutriMax across various channels, including select hospital pharmacies, university welfare shops, and major online marketplaces, reflects CPFGS's dedication to ensuring that healthy eating options are accessible to all.

## **CP Foods Ensure Food Safety Through Blockchain Technology**

Source : <https://www.ryt9.com/en/prg>, 16 Feb 2024



Charoen Pokphand Foods Public Company Limited is enhancing transparency and boosting consumer trust by integrating blockchain technology in the traceability system across the entire supply chain of its food products. The deployment of this cutting-edge technology enables precise monitoring of product origins, guarantees compliance with international standards, and offers valuable insights into sustainable practices.

CP Foods has also implemented a pilot program that incorporates QR codes on the packaging of various products, including fresh chicken, pork, eggs, shrimp, cooked chicken, and sausages. This feature allows customers to easily obtain comprehensive information about the products they purchase.

Oraparn Mungmisri, a director for CP Foods's Global Standard System Centre, highlighted the organization's dedication to offering consumers safe and high-quality food options through blockchain technology. This initiative secures transparency and precise traceability, enabling customers to confirm the origins of their food, its compliance with global standards, sustainability efforts, and actions taken to minimize greenhouse gas emissions, all by scanning a QR code.

Since its inception in 2022, CP Foods has effectively applied this traceability system to fresh chicken and pork. By 2023, the system was extended to include chicken eggs and shrimp. The company is set to expand the system to cover cooked chicken and sausages by 2024, with plans to include even more products in the future.

The implementation of a digital traceability system not only builds consumer confidence in the safety and quality of CP Foods products but also supports the company's digital transformation objectives. Incorporating blockchain technology enhances CP Foods' operational efficiency and reinforces its commitment to traceable food production. This commitment is reflected in the company's policy, which establishes clear standards to enhance CP Foods' global operations. This includes ensuring quality, safety, and transparent tracking of information at every stage of production, from animal feed processing and farming to food processing, transportation, storage, and the procurement of raw materials, food additives, ingredients, and packaging.

## Chester's Thailand serves fried chicken with Thai tea sauce and whipped cream

Source : <https://thethaiger.com/news/national, 2 Feb 2024>



Fast food joint Chester's Thailand launched a unique menu item in an exclusive collaboration with popular Thai tea brand ChaTraMue to serve fried chicken and fries with Thai tea sauce and, wait for it, whipped cream. We're not joking!

Chester's Thailand's official Facebook page unveiled the new promotion four days ago, encouraging followers to guess about the latest addition to their menu. Providing a clue that it was a blend of savoury and sweet desserts, the page piqued curiosity.

Two days later, the page revisited the topic, with ChaTraMue, one of Thailand's most beloved tea brands, adding more clues in the comments section.

Many of Chester's fans correctly guessed the surprise, as the brand announced today that their latest offering is a unique fusion of fried chicken, fries, and Thai tea. ChaTraMue's signature Thai tea was transformed into a rich sauce, drizzled over Chester's crispy chicken and chips.

The fried chicken with Thai tea sauce and whipped cream is available for 135 baht while the fries with Thai tea dipping sauce are available for 75 baht.

Chester's added that these two special offers are available only 50 times a day at each branch across Thailand. Foodies will also have to hurry as the dishes will only be available from today, January 25, until March 31.

Many Thai netizens took to the comments section to give their verdict on the dishes, with almost all recommending the dish. They said that Thai tea sauce and fried chicken are an unexpected perfect combination.

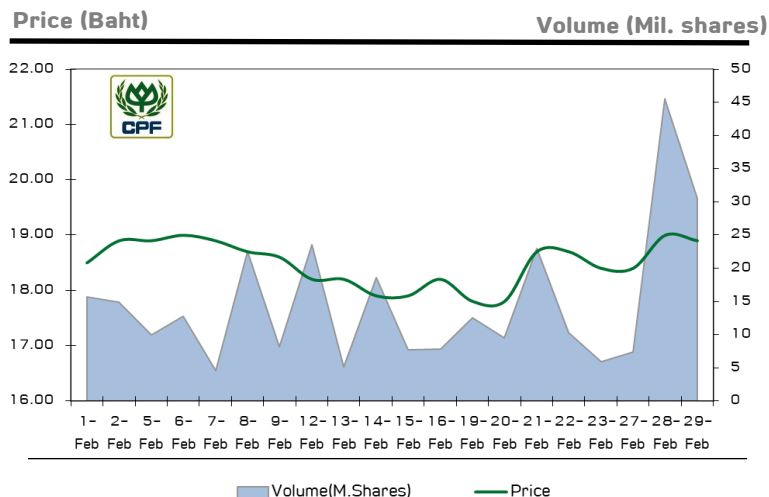
They added that the Thai tea sauce is not too sweet and rich with a Thai tea flavour, just like the drink offered by ChaTraMue. The whipped cream also helps to perfect the dishes.

Thai tea, or Cha Thai as locals call it, is one of Thailand's most popular drinks and many foreign visitors recommend the drink to their friends. It is a mix of black tea, condensed milk and evaporated milk, and locals prefer to drink it cold.

The drink's popularity was reflected in last year's TasteAtlas list of the 100 best non-alcoholic drinks, where it ranked seventh.

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## Price Performances: CPF



February 2024	
<b>Highest Price</b>	<b>19.20</b>
<b>Lowest Price</b>	<b>17.70</b>
<b>Closed Price</b>	<b>18.90</b>
<b>Average Volume/Day (Shares)</b>	<b>14,819,200</b>

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