



Monthly Newsletter

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- **News** : CPF prioritizes the import of premium food products
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CPF prioritizes the import of premium food products

Source: <https://www.bangkokpost.com/business/general/3074532>, 24th July 2025



Mr. Prasit (centre right), Jean-Claude Pimboeuf, the Ambassador of France to Thailand (centre left), Graziella Chaudet, chief executive of Cooperl Thailand (second from left), and Mr. Sujarit (second from right), attend the recent launch of CPF's range of classic French salami products.

Charoen Pokphand Foods Plc (CPF) says it is committed to its global sourcing strategy, bringing in high-quality food products that meet the demands of consumers seeking premium options at affordable prices. CPF's chief executive officer- Prasit Boondounprasert said the premium food segment is poised for growth this year and the company is dedicated to bringing in the best food items with authentic tastes for Thai consumers and tourists.

Sujarit Mayalarp, President of CPF Global Food Solution, a leading global food solutions provider under CPF, said premium offerings are no longer just about high prices but also refer to premium health.

Amid a sluggish economy, consumers are increasingly focused on their health and are turning to healthier food choices, he noted. To serve this trend, CPF has introduced a variety of healthy food options. Moreover, the company has observed changes in consumer spending behaviour. For instance, while spending per visit may be declining, the frequency of store visits is rising. In response, the company is offering smaller packaging for food items at convenience stores, enabling consumers to spend less per package while shopping more frequently.

CPF has launched two imported French cold cuts under its "Bucher" brand: Bucher Rosette Salami and Bucher Chorizo, sourced from the renowned French producer Montagne Noire. These products will be available in select 7-Eleven convenience stores nationwide from July 31.

Mr. Prasit said this marks the first introduction of authentic French salami through Thailand's convenience store channel, widening consumer access to premium ready-to-eat meat snacks.

Each 30g pack is designed for grab-and-go convenience and will retail at an affordable price of 59baht.

Mr. Prasit said the company imports raw products from its French supplier and conducts the slicing process at CPF's facility in Thailand to keep prices accessible for consumers.

Initially, the products will be available at 419 outlets of 7-Eleven nationwide, targeting urban and tourist hotspots such as Phuket, Pattaya, and other major cities with sizeable expatriate and international visitor populations.

Mr. Sujarit said that the decline in Chinese tourists and sluggish purchasing power among Thais would not impact sales, as the products are aimed at European tourists who are already familiar with them, adding that the price per pack is affordable for Thais.

"AXONS" Empowers Thai Livestock Industry with AI, Elevating SMEs into the Digital Economy

Source: <https://www.posttoday.com/smart-sme/727697>, 24th July 2025



At Thailand SMART SME 2025, hosted by PostToday, Mr. Thossaporn Petchporee, Board Member of AXONS under CPF, unveiled a game-changing strategy to transform the food industry with end-to-end technology integration.

4 Cutting-Edge Technologies Reshaping the Food Landscape:

1. Smart Robotics – High-precision machines capable of handling items from bags to boxes and sacks.
2. "Moo Dee" App – An AI-powered mobile application helping farmers access 24/7 livestock disease prevention guidance.
3. Computer Vision + Geoinformatics – Precision agriculture tools for optimized fertilization and water usage.
4. AI Scent Detection – Co-developing with global leaders like Google, Microsoft, Huawei, and Thai startup MUI to create AI that can "smell."

Scaling Innovation with "SMEX" – A flagship initiative to empower Thai SMEs including small farms, retailers, and factories with transformative tools:

- Reduce costs and boost efficiency
- Prepare for greenhouse gas regulations
- Strengthen technological capabilities

Real-World Impact Highlights:

Pig and shrimp farms using AI cameras to measure count and weight

In-store behavior analytics to optimize pricing and promotions

Chicken rice vendors using AI to count portions served

Factories using AI for preventive maintenance planning

"AI is no longer intimidating" – it's easier, more accessible, and now fully usable in Thai. Lower costs make adoption possible for all. SMEs, the backbone of Thailand's economy—with over 3 million businesses and 12 million jobs—are at the heart of this transformation. CPF stands ready to support, empowering SMEs through AXONS technology to thrive in a fast-changing world.

"CP-Uoriki" brings premium dine-in sushi to 7-Eleven Prasarnmit Branch

Source: https://www.matichon.co.th/economy/news_5284988, 21 July 2025



Charoen Pokphand Foods PCL., (CPF) has launched the CP-Uoriki restaurant on the 2nd floor of the 7-Eleven store at Prasarnmit, marking the first branch in Thailand that offers dine-in service. To celebrate the opening of the first CP-Uoriki location, the restaurant is hosting an event where customers can enjoy 100 complimentary premium sushi pieces. Additionally, there is a special promotion for customers who purchase a product set and leave a review on Google Reviews, allowing them to receive 3 free sushi pieces.

The event was attended by Mr. Prasit Boonduangprasert, CEO of CPF along with Mr. Sujarit Mayalarp, President of CPF Global Food Solutions Co., Ltd. (CPFGS), Mr. Sermchai Sukulrojanawong, CFO of CPF Global Food Solutions Co., Ltd. (CPFGS), Mr. Methee Jaroensuan, Sales Director of CPFGS, Mr. Jutapol Tantisunthorn, Managing Director of CP-Uoriki, Mr. Thupthep Jiraadisawong –Senior Vice President of CP ALL Public Company Limited, Ms. Naricha Kanjanasutthirak, General Manager, Ms. Saowalak Danwirunvanit, Senior General Manager, and Mr. Natakorn Techawiset, Deputy General Manager, who participated in the ceremony.

The highlight of the CP-Uoriki restaurant branch is its designation as a "freshly prepared Japanese dining establishment," featuring an interior design that is convenient, clean, and reflects a modern Japanese aesthetic while catering to customers seeking fresh flavors.

"At CP-Uoriki, sushi and sashimi are prepared fresh for every dish using high-quality ingredients sourced from Toyosu Market, the largest fish market in Japan. Each dish is crafted by a Japanese Head Chef who oversees quality at every stage, and importantly, the premium menu items are offered at accessible prices."

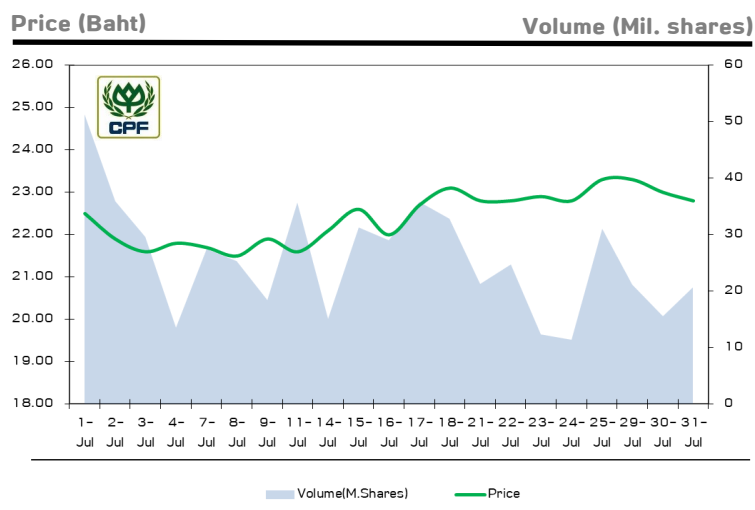
Mr. Jutapol discussed the business direction, stating that CP-Uoriki has currently opened a total of 36 locations in Lotus, Makro, 7-Eleven, and Tops. The company plans to expand to a total of 53 locations by the end of this year, aiming to grow through leading retail stores, including 21 locations in 7-Eleven, 20 locations in Makro, and 12 locations in Lotus. This expansion is intended to provide Thai consumers with convenient access to authentic Japanese cuisine through various channels.

"With over 100 years of expertise in seafood and Japanese cuisine from Uoriki, Japan, partnering with CPF as a leader in the food industry in Thailand, we share a common intention to bring high-quality Japanese ingredients to Thai consumers, making them easily accessible and delicious every day. This initiative responds to the demands of today's consumers who prioritize food quality."

In 2023, CPFGS, a distributor of fresh and processed food under CPF, partnered with Uoriki Co., Ltd., a major fish supplier with a 100-year history from Japan, to establish "CP-Uoriki Co., Ltd." The joint venture aims to import a variety of fresh fish species from fish markets across Japan.

Following that, CP-Uoriki began distributing a range of high-quality premium seafood products, including chilled and frozen seafood, sushi, sashimi, maki, various seasonings, and processed seafood products. The first branch was launched at Lotus Sukhumvit 50 in August 2023, and the distribution has since expanded into packaged formats at 7-Eleven stores, gaining increasing popularity.

Price Performances: CPF



July 2025	
Highest Price	23.50
Lowest Price	21.10
Closed Price	22.80
Average Volume/Day (Shares)	25,653,161

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