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CP Foods gives UK brand Taste Inc fresh push

Just-food, January 9, 2017

"UK launch of CP Foods' 100% Chargrilled Chicken Fillets"



Thailand's Charoen Pokphand Foods is rolling out a chicken snack in the UK under its local brand Taste Inc, which it launched in the country almost four years ago. CP Foods said the new 100% chargrilled chicken fillets, sold under its Taste Inc brand, is being initially launched in Morrisons and Nisa stores and through online retailer Ocado, with "further roll-out" in the second quarter of the year.

The company said the product is aimed at growing demand for healthy "guilt-free" snacking. Chris Wenham, CP Foods' UK marketing and brand director, told just-food the new product, sold in original and spicy flavours, is also destined to be launched in other international markets, although he declined to give further details.

The new product is also breathing new life into the Taste Inc brand, which was launched in 2013 to market a line of chilled on-the-go foods that could be cooked in the microwave, although, according to mysupermarket.co.uk, Taste Inc products were not listed by the main UK retailers prior to the launch of the new snack.

CP Foods declined to comment on the development of Taste Inc or the positioning of the brand's products since 2013. Wenham said: "As consumer palates evolve, so does the sector."

"Wenham added: "With meat snacks recently added to the UK's Office for National Statistics' basket of goods and services, the category is ripe for innovation. Health is a dominant focus amongst consumers and will continue to grow. Honest on-the-go protein snacks are a key part of this and the 100% chargrilled chicken fillet is perfectly positioned to meet strong consumer demand."

Wenham said meat snacking "has not always been the healthiest of categories", but the new product "is exactly what it says on the packet, a truly simple, charcoal-grilled mini chicken fillet that delivers hunger satisfaction without the guilt".

CP Foods said each 35g original single chicken fillet contains 189kJ/45kcal, 1.1g fat and 0.4g salt. The 35g spicy fillets contain 216kJ/52kcal, 1.4g fat and 0.3g salt. The new product will be sold in single 35g portions at an RRP of GBP0.90 (US\$1.10) and in five-piece multi-packs at an RRP of GBP3.00.

CPF buys shares in Polish firm as gateway to European market

The Nation , January 03, 2017

Charoen Pokphand Foods Plc (CPF) will hold 33 per cent of shares in a leading food-industry firm in Poland to use it as a staging point to enter the European Union market, a statement from CPF said.

The statement said CPF signed the Preliminary Share Subscription Agreement with SuperDrob Zakłady Drobiarsko – Miesne S.A. (SuperDrob) and the Preliminary Share Purchase Agreement with the SuperDrob's existing shareholders on December 30 to ultimately acquire about 33 per cent of the ordinary shares of SuperDrob post its capital increase. The total considerations is euro 49.50 million or about Bt1.872 billion, the statement said.

According to CPF, SuperDrob is a modern, family-run Capital Group offering the highest quality and innovative poultry products. It dispatches half of its products abroad (to Great Britain, France, Germany and other EU countries as well as China). It has been in the market for 23 years. Its main products are such as fresh poultry meat, processed pre-seasoned and flavored poultry, as well as sausages and ham under its own brand.

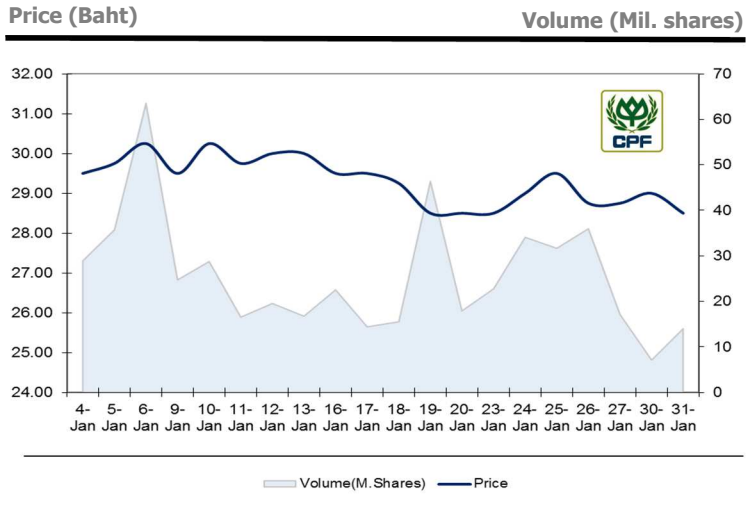
Jarosław Kowalewski, Strategy SuperDrob Vice-President said: "The cooperation between SuperDrob and CPF is a great opportunity for our company. We can increase production capacities, thanks to which we will be able to offer new generation products in a wider market. We will extend the range of products and we will integrate production and logistic processes. We believe that as a result of these changes, our products will become attractive for a wider group of consumers. We also hope to actively participate in the consolidation of the meat and feed market in Poland."

Adirek Sripratak, President & CEO of CPF, said the agreements signing will mark the first step of CPF in poultry operations in the European country. Poland is considered as a leading country in exporting poultry into the European market, he added.

"The country has a vast resources and potential with low cost of production. This will also help respond better to the regional consumer base at a faster pace, as well as the opportunity to expand into other businesses that CPF has expertise in Poland, and connect with CPF's current network in Asia and Europe in order to create more value in the future," Adirek said.

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Price Performances: CPF



January 2017	
Highest Price	30.75
Lowest Price	28.00
Closed Price	28.50
Average Volume/Day (Shares)	23,813,000

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