Charoen Pokphand Foods Plc.

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Charoen Pokphand Foods: Turning resilience into an advantage

Source : https://www.financeasia.com/article/507771, June 22 ,2026

Charoen Pokphand Foods' (CPF's) recognitions in FinanceAsia's latest "Asia's Best Companies Poll" reflects a business model built on operational excellence, technological innovation and sustainable growth. As the food industry evolves, the company is demonstrating how long-term resilience can be transformed into competitive advantage.

As food security, supply chain resilience and sustainability move to the forefront of corporate and policy agendas globally, agribusinesses are being challenged to deliver growth while addressing increasingly complex stakeholder expectations.

Few companies have navigated this balancing act as effectively as CPF. It has strengthened its position as one of Thailand's most respected corporates through a combination of operational excellence, technological innovation, sustainability leadership and people-focused management.

Being named by FinanceAsia as both "Best Managed Company" and "Best Managed Company – Consumer Staples" reflects more than just strong financial performance. It also highlights a long-term transformation strategy that has enabled CPF to remain resilient amid volatile commodity markets, shifting consumer preferences, geopolitical uncertainty and growing environmental pressures. "These recognitions reflect the shared dedication and purpose at CPF, reaffirming our commitment to advancing food security through innovation and sustainable practices," said chief executive Prasit Boondoungprasert.

"We strive to create long-term value by delivering quality nutrition, empowering people, and contributing positively to society and a more sustainable future," he added.

Building resilience through integration

At the heart of CPF's success is its integrated farm-to-food business model, which provides visibility and control across the entire value chain. This approach has become an increasingly important competitive advantage in an environment where food producers face heightened scrutiny over sourcing, quality, traceability and sustainability.

CPF values its supply chain partners as key contributors to innovation, sustainability and business resilience. Through its "Partner to Grow" initiative, the company works closely with more than 5,000 suppliers and business partners to enhance efficiency, advance sustainability objectives, and strengthen food.

By maintaining close integration across production, processing, distribution and retail channels, CPF has been able to enhance operational efficiency while responding more effectively to changing market conditions.

The company's ability to balance scale with agility has been particularly evident during a period marked by global supply chain disruption and inflationary pressures. Rather than focusing solely on short-term performance, CPF has continued investing in capabilities that support long-term competitiveness - including higher-value food products, international expansion and next-generation production technologies

Technology as a competitive edge

Much of this progress has been driven by Mr. Prasit's strategic leadership. Under his stewardship, CPF has accelerated its transition towards a more innovation-led and sustainable business model, recognizing that the future of the food industry will be shaped by technology, resource efficiency and evolving consumer expectations. The food sector is undergoing a profound transformation as digital technologies increasingly influence how products are produced, monitored and delivered.

CPF's further recognition by FinanceAsia for "Best Use of Technology" demonstrates how the company has embraced this evolution. Across its operations, it has expanded the deployment of smart manufacturing systems, automation, data analytics and artificial intelligence to improve productivity, strengthen quality assurance and enhance decision-making.

These investments are helping create a more responsive and transparent operating model. Advanced traceability systems allow greater visibility across the supply chain, providing customers and stakeholders with increased confidence regarding food safety, product origins and production standards.

At the same time, AI-driven analytics are enabling the company to optimize resource utilization, improve forecasting accuracy and identify efficiencies across complex production networks.

Technology is also playing a critical role in CPF's sustainability agenda. The company has continued leveraging digital tools to support smarter agricultural practices, reduce waste, improve energy and lower emissions across its operations. As environmental considerations become increasingly important to regulators, investors and consumers alike, CPF's ability to integrate sustainability objectives with operational performance positions it strongly for the future.

People and leadership at the core

Equally important is the company's focus on people and organisational culture. CPF's recognition in the "Women's Leader" category, awarded to Kobboon Srichai, reflects a broader commitment to talent development, diversity and inclusive leadership.

In an increasingly competitive business environment, companies are recognising that long-term success depends not only on technology and capital investment, but also on the ability to attract, develop and retain diverse talent. CPF has embedded human capital development as a strategic pillar of its growth agenda, fostering leadership opportunities across all levels of the organisation. Srichai's recognition also highlights the growing influence of women leaders within Thailand's corporate sector and underscores CPF's efforts to create a more inclusive and equitable workplace.

Purpose-driven growth

CPF's achievements demonstrate how leading companies are redefining corporate excellence.

Success today requires more than delivering financial results; it demands the ability to innovate continuously, manage responsibly and create value for a broad range of stakeholders.

As food producers confront increasingly complex challenges around food security, climate resilience and supply chain stability, CPF's experience demonstrates that long-term competitiveness will increasingly depend on the ability to integrate innovation, sustainability and people development into a single, coherent strategy.

Five Star Unveils Biggest Brand Transformation in 40 Years, Repositioning from Street Food to QSR Franchise with 450 Pilot Stores for the Next Decade

Source: https://www.forbesthailand.com/news/marketing/five-star- , 10th June 2026

Five Star Undergoes Its Biggest Transformation in 40 Years, Elevating Its Franchise to a QSR Model with 450 Pilot Stores; Backed by CPF's Food Innovation and Supply Chain to Accelerate Global Expansion

Five Star, Thailand's iconic grilled chicken franchise, is embarking on its most significant transformation in four decades, upgrading its franchise business to a modern quick-service restaurant (QSR) model. The initiative will begin with 450 pilot stores and leverage CPF's expertise in food innovation and integrated supply chain management. Building on a network of more than 10,000 outlets worldwide, the brand is preparing an aggressive international expansion targeting high-potential markets including India, Pakistan, Russia and Europe, with the ambition of becoming a globally recognized food brand in the decade ahead.

For more than 40 years, Five Star has been one of Thailand's most familiar food brands and a proven franchise model that has created business opportunities for countless small entrepreneurs, or "small business owners." Today, the brand operates more than 5,000 outlets across Thailand and over 10,000 stores worldwide.

As consumer behavior evolves and technology reshapes the food service industry, Five Star recognizes that remaining competitive in the next decade requires a fundamental transformation. According to Mr.Sunthorn Jaksukan, President of CPF Restaurant and Food Chain Co., Ltd., who has led the brand's development for more than 36 years, the transformation represents a new foundation for scaling Five Star into a truly global brand.

"Our challenge today is ensuring that everyone in our ecosystem can move forward together with us. That is why we are building our future on a balanced foundation of three core pillars—our franchise partners, our products, and sustainability. This approach will enable us to grow with resilience while preserving the strengths and success that have defined the Five Star brand for more than four decades," said Sunthorn.

Empowering Franchise Partners Through the QSR Transformation

Mr.Sunthorn said that turning this vision into reality begins with helping Five Star's long-standing franchise partners transition seamlessly from traditional street-food kiosks to modern Quick Service Restaurant (QSR) outlets. To date, more than 450 Five Star stores have already been successfully upgraded to the full QSR format.

To ensure a smooth transition, the brand has adopted a hands-on partnership approach, working closely with existing franchisees to strengthen their business capabilities. Support includes location assessment, store expansion planning, delivery integration, and quality assurance systems, all aimed at building sustainable revenue streams while making the business more attractive for the next generation of entrepreneurs to inherit and grow.

Despite the modernization, Five Star has retained the brand's signature appeal by preserving its front-of-store food display for grab-and-go customers, while introducing comfortable air-conditioned dine-in areas to meet the expectations of today's consumers.

The brand is also expanding into new strategic locations, including hospitals, office buildings, and airports, further reinforcing its premium brand positioning. The response has been highly encouraging. At Suvarnabhumi Airport, for example, the Chicken Wrap has become a standout performer, selling more than 300 servings per day. The success demonstrates how expanding into new retail environments can enhance both the customer experience and the brand's value proposition.

Driving Growth Through Sustainability

Beyond competing through innovation and supply chain excellence, Mr.Sunthorn emphasized that sustainability has become another critical pillar for scaling the business in today's market.

Five Star has adopted technology to optimize inventory management and supply chain operations, helping reduce food waste while improving distribution efficiency. On the production side, the brand's manufacturing facilities have been developed as Green Buildings, designed to reduce energy consumption and minimize wastewater discharge.

At the store level, Five Star has reduced plastic usage by 30% and plans to introduce reusable stainless-steel cutlery across its dine-in restaurants. These practical initiatives demonstrate how sustainability can be embedded into day-to-day business operations while creating long-term value.

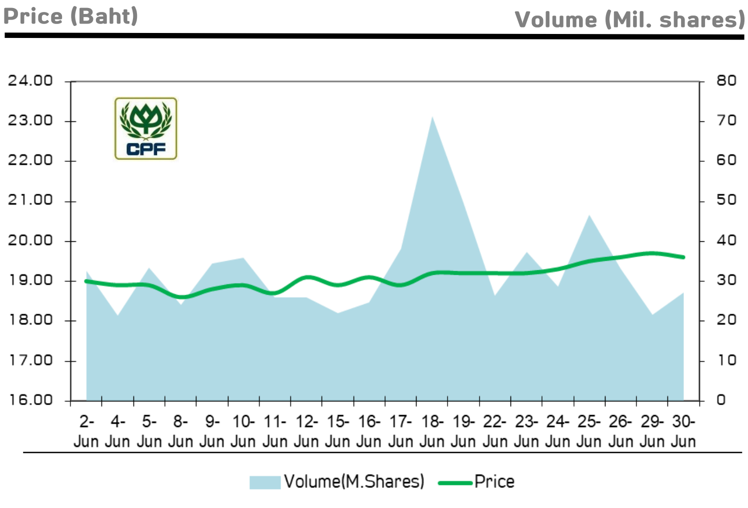
Setting Its Sights on Becoming a Global Brand

Mr.Sunthorn reiterated that Five Star's next phase of growth will focus on expanding into high-potential Asian markets, including India, Pakistan, and Bangladesh, while strengthening its presence in Russia and laying the groundwork for future expansion into Europe.

"Although Five Star is now thinking and operating with the ambition of becoming a global brand, we remain committed to preserving the heart of what has made the brand successful from the very beginning—authentic Thai-style grilled chicken that is accessible, offers great value, and creates opportunities for small entrepreneurs.

Our goal is to bring everyone who has grown with the brand along on this journey toward the future, ensuring that no one is left behind," Sunthorn said.

Price Performances: CPF



June 2026	
Highest Price	19.80
Lowest Price	18.60
Closed Price	19.60
Average Volume/Day (Shares)	30,066,900

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