



Charoen Pokphand Foods Plc.

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CPF's Kitchen Joy and FIVE STAR Win PM's Export Award, Reinforcing Thai Food's Global Potential

Source : <https://thaipublica.org/2026/08/10th Aug 2026>



Charoen Pokphand Foods Public Company Limited (CPF) has won two Prime Minister's Export Award 2026 awards in the Best Thai Brand category, presented by the Department of International Trade Promotion (DITP), Ministry of Commerce. The awards recognize the continued international growth of Kitchen Joy and FIVE STAR, reaffirming the competitiveness of Thai food brands in global markets through innovation, quality, production standards, and sustainable business practices. These efforts contribute to creating added value for Thai products and driving the country's exports.

Mr. Anutin Charnvirakul, Prime Minister of Thailand, presided over the Prime Minister's Export Award 2026 ceremony. Mr. Prasit Boondoungprasert, Chief Executive Officer of CPF, and Mr. Sunthorn Jaksukan, Managing Director of CPF Restaurant and Food Chain Co., Ltd., represented the company in receiving the awards at Santi Maitri Building, Government House.

This year, CPF received two Best Thai Brand awards. The first was presented to CPF Food Network Co., Ltd. for Kitchen Joy, a ready-to-eat Thai food brand focused on bringing Thai cuisine to global markets. The brand develops its products around four key strengths: authentic Thai flavors, convenience, restaurant-quality standards, and sustainable business practices aligned with its Net-Zero approach through continuous greenhouse gas emissions reductions and the use of FSC-certified paper packaging.

Kitchen Joy is currently available in 12 countries through more than 15,000 points of sale across Europe. The brand holds the No. 1 position in the Asian frozen ready-to-eat food market across the Scandinavian countries and has received numerous international awards.

The second award was presented to CPF Restaurant and Food Chain Co., Ltd. for FIVE STAR, which stands out for its continuous development of product quality, management systems, and innovation. The brand has also expanded its franchise business to meet consumer needs and support business growth both domestically and internationally.



FIVE STAR currently has a network of more than 10,000 outlets in 11 countries worldwide, comprising 5,000 outlets in Thailand and 5,000 outlets overseas. This reflects the strength of a Thai brand that continues to grow and earn consumer trust across markets.

Mr. Prasit Boondoungprasert, Chief Executive Officer of CPF, said that receiving the Best Thai Brand awards at this year's Prime Minister's Export Award reaffirms CPF's commitment to advancing its vision of becoming the "Kitchen of the World" through the development of Kitchen Joy and FIVE STAR. The company aims to further enhance the global recognition of Thai food, build the reputation of Thai cuisine, and support the government's policy to promote Thai food in international markets.

"CPF places strong emphasis on continuously developing food products that meet the needs of consumers in each market, covering quality, safety, nutritional value, and convenience. We also leverage technology and innovation to develop our products and production processes to meet international standards, alongside our commitment to social and environmental responsibility, in order to create value for consumers," said Mr. Prasit.

The Best Thai Brand award is presented to businesses that have successfully developed Thai brands to gain recognition in international markets, continuously improved product quality, and achieved export growth. These achievements play an important role in increasing the value of Thai products and enhancing the country's competitiveness in global trade.

CP Vietnam opens new shrimp feed mill in Ca Mau

Source : <https://www.aquafeed.com/newsroom> , 10 AUG 2026

The new facility has an annual production capacity of 124,800 tonnes of shrimp feed, bringing CP Vietnam total aquafeed production capacity to more than 650,000 tonnes per year.



CP Vietnam inaugurated its Ca Mau aquafeed plant on August 7 ,2026, expanding the company's feed production capacity in one of Vietnam's most important shrimp-farming region.

The facility is CP Group's fourth aquafeed production plant in Vietnam and increases the company's total aquafeed production capacity in the country to more than 650,000 tonnes per year.

Located in Khanh An Industrial Park, Khanh An Commune, Ca Mau Province, the plant covers nearly 18 hectares and represents an investment of VND 1.725 trillion (approximately USD 65 million). It has an annual production capacity of 124,800 tonnes and specializes in shrimp feeds.

According to CP Vietnam, production parameters including nutritional composition, water stability, moisture, pellet size and fines are closely controlled to ensure consistent feed quality and support shrimp health and growth.

The new plant is equipped with modern production equipment and incorporates automation across multiple stages of the manufacturing process. A Supervisory Control and Data Acquisition (SCADA) system monitors and controls production parameters, including the precise dosing of raw materials and mixing times. According to the company, the technology is intended to improve production efficiency while maintaining consistent product quality.

By locating the facility in Ca Mau, CP Vietnam aims to strengthen its supply of shrimp feeds to farmers in Ca Mau and across the Mekong Delta while reducing transportation distances and improving delivery efficiency.

The company said the facility will also support local farmers with aquaculture technologies and production practices alongside the supply of feeds designed for different shrimp growth stages and farming conditions.

“The inauguration of the plant not only marks the establishment of another modern industrial production facility, but more importantly, adds a strategically significant link to Ca Mau province’s shrimp value chain,” said Le Van Su, Vice Chairman of the Ca Mau Provincial People’s Committee, in a press release.

“The plant will contribute to Ca Mau’s supply of high-quality feed, helping reduce costs for the shrimp farming industry, while creating more jobs, increasing incomes and promoting the development of processing and supporting industries,” he added.

The plant currently provides employment for nearly 200 people and also works with local suppliers and service providers.



Ca Mau aquafeed mill, CP Vietnam. Credits: CP Vietnam

Supporting Vietnam's shrimp industry

Ca Mau is Vietnam's leading shrimp-producing province. In 2025, shrimp production reached 594,851 tonnes, exceeding the province's annual target and increasing 5.2% compared with 2024.

“CP Vietnam is always committed to supporting the sustainable development of Vietnam's shrimp farming and aquaculture industries. We are increasing investment in modern factories to produce high-quality nutritional solutions for the shrimp farming industry,” said Boonlap Watcharawanitchakul, Deputy General Director responsible for aquaculture at CP Vietnam.

“At the same time, we are promoting training services and advanced aquaculture technical support to help shrimp farmers improve production efficiency, create stable income and jobs, and ensure sustainable livelihoods,” he said.

CP Vietnam targets export growth with USD 600m investment

<https://www.asian-agribiz.com/2026/08/04/> 4th Aug 2026



CP Vietnam is expanding its processing capacity as it seeks to make Vietnam a production base for exports, while serving the domestic market. Montri Suwanposri, Vice Chairman of CP Vietnam, said deep processing and exports are among the group's investment priorities.

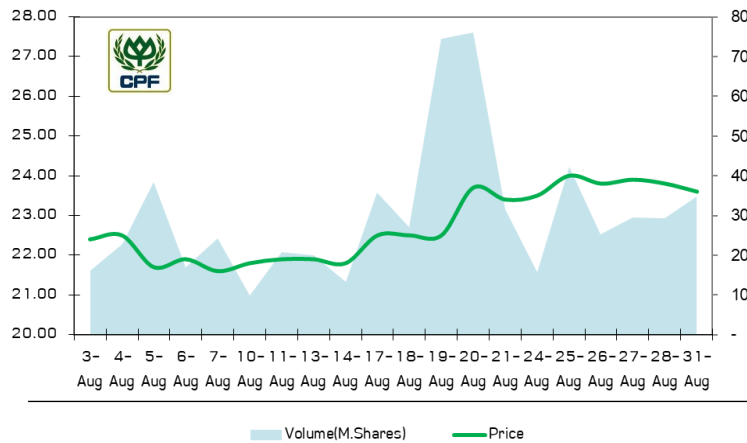
CP has approved an additional USD 200 million investment to double capacity at its Binh Phuoc poultry processing plant from 1 million to 2 million birds/week. The plant currently produces for export markets.

The group also plans to invest around USD 300 million in a new poultry processing plant in Phu Tho with a capacity of 1 million birds/week.

In pork, CP Vietnam operates five slaughterhouses and has received approval for another USD 100 million investment to further develop its slaughter chain for domestic and international markets.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



August 2026	
Highest Price	24.00
Lowest Price	21.40
Closed Price	23.60
Average Volume/Day (Shares)	30,185,302

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