



# Charoen Pokphand Foods Plc.

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## Monthly Newsletter

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### Topics

- **CPF News** : Thailand's first pork export lot to Russia  
: CP Freshmart launched new model - selling vegetables and fruits competing with supermarket
- **Price Performances** : CPF



## Thailand's first pork export lot to Russia

Matichon , December 21, 2014



Agriculture and Cooperatives Minister **Peetipong Phuengbun na Ayutthaya** (4<sup>th</sup> from left), **H.E. Mr. Kirill Barsky** (Middle) Ambassador of the Russian Federation to the Kingdom of Thailand and **Mr. Adirek Sripratak** (Middle) President and Chief Executive Officer of Charoen Pokphand Foods PCL. recently join the release of containers contain tonnes of pork to Laem Chabang Seaport, which is Thailand's historic export lot of pork to Russia. The event was held at Pork Processing Plant Factory BangKhla, Chachoengsao.

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## [CP Freshmart Launched New Model - Selling Vegetables and Fruits Competing with Supermarkets](#)

Prachachart Turakij , December 8, 2014

CP Freshmart launched new Concept Store serving modern lifestyle of the new generation - the new model freshmart will offer vegetables-fruits-seasonings-ready meal foods to the market.

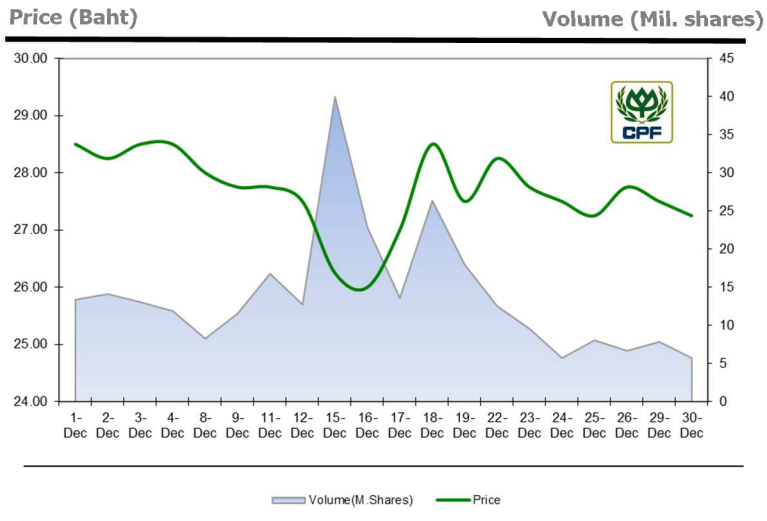
Mr. Chaiyuth Thipsuwanporn, the Senior Vice President for retail business, executive for CPF Freshmart said that the new *Modern Home Meal* concept store was launched to offer products in locations near customers' homes which can serve customers who have changing lifestyle and limited time but want to cook at home. This model is to fulfill retail, supermarket, and convenient store segment. Afterwards, CPF will apply this model to the 6000 existing stores of CP Freshmart. It is found from the survey of Thai consumer behavior in urban society that mid-income consumers are increasing in number and they have preference to eat at home especially for breakfast and dinner instead of buying foods from regular restaurants. Therefore this made CP Freshmart create the store concept that serves consumer's changing behavior and is now varied in preferences. Within new stores, there will be additional products of over 1,000 items including fresh foods-vegetables, seasonings, frozen foods, and ready meal foods serving customers' purchase.

The new CP Freshmart will be located in urban area-places where target group customers reside. Each store has space of more than 100 square feet with parking space. Furthermore, equipment installed in the stores will be based on energy saving criteria. There will two pilot stores: Ratchapreuk and Pracharat Bamphen 24 branches with approximate investment cost of THB 30 million per store per year.

Additionally CP Freshmart collaborated with the Ministry of Commerce to offer over 100 items and sell them at 20%-50% discount rate such as sausages and many ready meal foods throughout December with expected sales figures during sale season of THB 500 million.

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## Price Performances: CPF



December 2014	
<b>Highest Price</b>	<b>29.00</b>
<b>Lowest Price</b>	<b>23.50</b>
<b>Closed Price</b>	<b>27.25</b>
<b>Average Volume/Day (Shares)</b>	<b>13,920,000</b>

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