



Innovation for Food, Beauty, and Beverage...



ตรา โคคู  
**coc'eau**



# Brief Information

- Established since 2006
- 20,000,000.00 Baht in Registered Capital
- Expertise in creating new Food & Beverage products to fit with worldwide customer needs
- Focus on high quality healthy products for health-conscious customers.





## Mr. Prasert Kanmotharn

Master of Communication Art

### Experience

- Executive Director : OPG International
- Marketing Manager : Bangkok Mass Transit System Plc. (BTS)
- Marketing Manager : Uni Aire Corp
- Marketing Manager : Supreme Group
- Asst. Producer : J Walter Thomson
- Account Supervisor : SRP Advertising



## Our products :

- Coc'eau Coconut Water & Coconut Milk Drink
- Coc'eau Romeo
- Coc'eau Julieta
- Coc'eau Awake
- Euangkhum Rice Bran Oil with Thai Herb Oils
- Euangkhum Ready to Eat Thai Foods

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**L'Orchidée**  
| อี้ อ ง ค้ า |



coc'eau Products

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100% Premium Coconut Water



Premium Coconut Milk Drink



## coc'eau Products

### Why coc'eau

#### Fit

##### Premium Coconut Milk

- Skin Treatment
- Source of Anti-Oxidant
- Non GMO & No preservatives
- Suitable for cow milk allergy person
- High in medium-chain fatty acids
- High Energy and fast burn
- Boost immune system
- 0% Cholesterol



#### Fresh

##### 100% Premium Coconut Water

- 100% Natural
- Refreshment
- Radiant and tighten skin
- Full of minerals required for human body
- Slow down Alzheimer's disease
- No Color, Flavors, and Preservatives added
- 0% Cholesterol





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## coc'eau Products

### 100% Premium Coconut Water

Coc'eau Coconut water is a real natural drink that have no cholesterol, but sweet and fresh, filled with necessary minerals for human body such as Calcium, Phosphorus, Potassium, Iron including with Glucose and Fructose that human body can use to boost energy. Especially, it contains Phytoestrogens that act like female hormones in a suitable amount to help tightening your skin and reducing symptoms of Menopause. Furthermore, young coconut water are also help in reducing high fever, aphthous ulcer, and nourishing that suitable for recuperating patients and mothers. There is a belief that pregnant women should drink coconut water because the coconut water can bring healthiness and radiant skin to babies.



## coc'eau Products

### Premium Coconut Milk (Original)

Coc'eau Coconut Milk made from real coconut milk from the coconut tree, without cow milk added through high quality ingredient selection and cutting edge production process. It's a healthy drink that is tasty and make you feel the real coconut. Believe it or not, Coc'eau Coconut Milk can give you a good source of dietary because of the good medium-chain fatty acids that help burn the energy faster and not store inside your body. So it can help maintain your body figure and healthy look. With high "Lauric Acid" (48-53%), it helps boost immune system and prevent growth of bacteria, virus and mold. After drink, Lauric Acid will change to Monoglyceride called Monolaurin which help boost the immune system and also act as antibiotic to kill germ. In addition, coconut milk also contains with mineral, potassium, magnesium, calcium, and iron that necessary for the body, hence suitable for all ages.

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## coc'eau Products

### Premium Coconut Milk With Mango

Coc'eau Coconut Milk with Mango made from real coconut milk from the coconut tree, without cow milk added. By adding Namdokmai Mango puree, using high quality ingredient selection and cutting edge production process, Coc'eau Coconut Milk with Mango is the healthy drink that smoothly blend, rich and tasty. In addition, our coconut milk with Mango are healthy, naturally made and filled with high nutrition that suitable for everyone. Namdokmai mango puree added into our coconut milk is also valuable. It contains high Vitamin C and Antioxidants which helps enhance your skin, Vitamin A maintaining your eyesight, and Beta-Carotene helps in body balance and prevent several types of cancers such as breast cancer, colorectal cancer, skin cancer, lung cancer, etc.



## coc'eau Products

### Premium Coconut Milk With Durian

Coc'eau Coconut Milk with Durian made from real coconut milk from the coconut tree, without cow milk added. By adding Mon Thong Durian, which selected right from the gardener, into our Coconut Milk, our drink are more tasty and rich with its unique flavor. We search for the best ingredient especially Durian puree that eliminate the white powder out of the production process and use only golden yellow puree of Durian to produce our drinks. With cutting edged production process, Coc'eau Coconut Milk with Durian are smoothly blend together and ready to serve as a healthy drink that can give you enjoyable and delightful for both coconut milk and durian at the same time with real taste and flavor from real fruit. This make Coc'eau Coconut Milk with Durian a high nutrition drink and suitable for health lover and everyone in all ages.



# Coc'eau Romeo & Julieta

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*White Grape +*

**coc'eau Romeo**



*Pomegranate +*

**coc'eau Julieta**





# coc'eau Romeo<sup>®</sup>



**Coc'eau Romeo** is the mix fruit drink in 310ml sleek can. It's the best drink for men which help enhancing their performance and relieving fatigue. Suitable for office workers, students, sportsmen, and health-conscious people.

**Coc'eau Romeo** is coconut water mixed with white grape juice.

Coconut  
Water

White  
Grape



# coc'eau Julieta



**Coc'eau Julieta** is the mix fruit drink in 310ml sleek can. It's good drink for health-conscious women who love to have healthy and young looking skin. Suitable for office workers, students, sportsmen, and health-conscious people.

**Coc'eau Julieta** is coconut water mixed with pomegranate juice.

Coconut  
Water

Pomegranate





Coc'eau AWAKE

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The 1<sup>st</sup> Coconut Energy Drink





# Boost Your Energy

## The 1<sup>st</sup> Coconut Energy Drink



Coconut  
Flavor

Guarana

Vitamin  
B3

Vitamin  
B6

Vitamin  
B12



เครื่องดื่มคาเฟอีนผสมน้ำมะพร้าว ตราโคดู

# coc'eau

## AWAKE

COCONUT ENERGY



**Coc'eau Awake** is the 1<sup>st</sup> coconut energy drink. It's the energy drink with coconut flavor in light blue color with modern 250ml slim can. Suitable for both men and women and people who need to have more energy or sportsmen.

**Coc'eau Awake** help refresh and boost your energy to fight with you tough activities or schedules. It contains :

- Guarana
- Vitamin B 3, 6, 12



## coc'eau Products

## Distribution Channels



## International Standards

BRC, GMP, HACCP, and Halal



# L'Orchidée Products



L'Orchidée

เอื้องคำ

## Rice Bran Oil with Thai Herb Oils



## Ready To Eat Thai Foods with Chicken



L'Orchidée Products

Rice Bran Oil with Thai Herb Oils



Rice Bran Oil with Thai Herb Oils comes with 4 flavors : Garlic, Lemongrass, Chili, and Kaffir Lime. We used high quality rice bran oil and mixed with natural Thai herbs oil for real fragrance while cooking. It can be used for all type of cooking such as stir fry, marinate, salad dressing, dipping, etc.



L'Orchidée Products



L'Orchidée  
ไอ อ ง ค้า

Ready To Eat Thai Foods with Chicken



Ready to Eat Thai Foods with Chicken comes with 3 flavors : Green Curry, Massaman Curry, and Panaeng Curry. Cooked with chunk chicken and can be stored in room temperature for 18 months. It's the real Thai curry that ready to serve you.





## SRIRACHA SAUCE



**Sriracha Sauce 200 ml (6.76 fl. oz.)**

Contents : 12 x 200 ml / Dimension : 25.5 x 20.0 x 18.5 cm.

N.W. : 2.9 kg G.W. : 5.8 kg / Shelf Life : 24 months

**Sriracha Sauce 435 ml (14.71 fl.oz.)**

Contents : 12 x 435 ml / Dimension : 21.5 x 30.0 x 23.5 cm.

N.W. : 6.3 kg G.W. : 7.1 kg / Shelf Life : 24 months

## SWEET CHILI SAUCE



**Sweet Chili Sauce 200 ml (6.76 fl. oz.)**

Contents : 12 x 200 ml / Dimension : 25.5 x 20.0 x 18.5 cm.

N.W. : 2.9 kg G.W. : 5.8 kg / Shelf Life : 24 months

**Sweet Chili Sauce 435 ml (14.71 fl. oz.)**

Contents : 12 x 435 ml / Dimension : 21.5 x 30.0 x 23.5 cm.

N.W. : 6.3 kg G.W. : 7.1 kg / Shelf Life : 24 months

# CLASSIC THAI®

ORIGINAL RECIPE SINCE 1988

## SPAGHETTI SAUCE



**Tom Yum Spaghetti Sauce 200 g.**

**Green Curry Spaghetti Sauce 200 g.**

**Pad Kee Mao Spaghetti Sauce 200 g.**

Contents : 8 x 200 g. / Dimension : 12.3 x 21.8 x 18.1 cm.

N.W. : 1.6 kg. G.W. : 1.8 kg. / Shelf Life : 18 months

## THAI SOUP



**Tom Kha (Coconut Milk and Galangal Soup) 200 g.**

**Creamy Tom Yum (Spicy Thai Soup) 200 g.**

Contents : 8 x 200 g. / Dimension : 12.3 x 21.8 x 18.1 cm.

N.W. : 1.6 kg. G.W. : 1.8 kg. / Shelf Life : 18 months

## STIR FRIED SAUCE

**NEW**



**Thai Basil and Chili (Stir Fried Sauce) 100 g.**

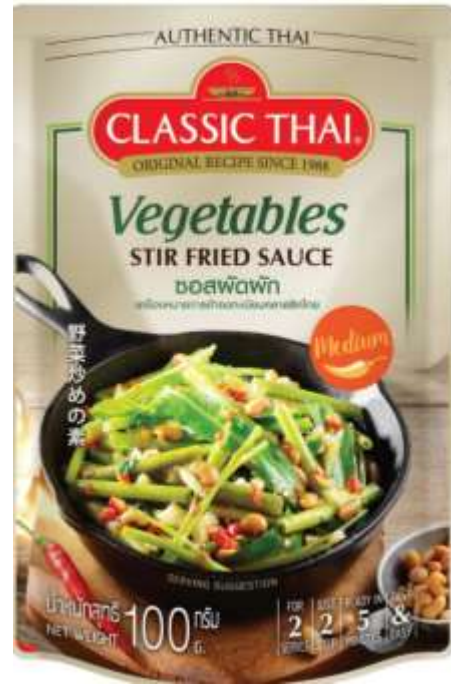
**Vegetables (Stir Fried Sauce) 100 g.**

**NEW! Phad Thai Sauce 100 g.**

Contents : 12 x 100 g. / Dimension : 11.5 x 17.0 x 16.0 cm.

N.W. : 1.2 kg. G.W. : 1.4 kg. / Shelf Life : 18 months





# Marketing Strategies



Online + Offline

Domestic  
Market

International  
Market







# Our New Normal Marketing Development



The screenshot shows a Facebook Messenger inbox for 'Coceau Thailand'. The active conversation is with 'Ezekuna NnaNna'. The messages are as follows:

- Ezekuna NnaNna:** contact me.
- Kenny Jazz:** if you need more information, please do not hesitate to contact me.
- Ezekuna NnaNna:** Thanks for your response, Russia is another big market for your products and it will be nice to have me on the board of your products reps here in Russia
- Kenny Jazz:** Are you importer? Or distributor?
- Ezekuna NnaNna:** Distributor
- Ezekuna NnaNna:** I have contact with several grocery shops here in Russia to market the products.
- Kenny Jazz:** good
- Kenny Jazz:** we use young coconut from the best part of Thailand only which make it aroma and natural.
- Kenny Jazz:** Our premium products made from real coconut from the best part of Thailand. Taste so good.

The interface includes a sidebar with navigation options like 'Messages', 'Messenger', 'Instagram Direct', and 'Facebook'. The right side shows the profile of Ezekuna NnaNna with their bio and contact information.

## Distribution Channels

- Modern Trades
- Traditional Trades
- HORECA
- Sport Complex
- Healthcare Industry
- Luxury Brands & Entertainment





## Marketing Activities

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- Exhibition : THAIFEX 2016-2019
- Online Activities : Lucky Draw => อั่งเปาแห่งความรัก, Summer Check-In, Lucky Winter, etc.
- On-Ground Events : Office Building, Flea Market, Golf Club, ATTA Month Meeting, etc.
- Activities with partner such as Blu-O, Café Amazon, FamilyMart, Big C
- Event Sponsoring: Rider Run, 12 August Half Marathon, Siriraj Alumni Run, and Thailand Smile's Jazz Festival



# THAIFEX : World of Food Asia









# On-Ground Events





# Activities with Partners



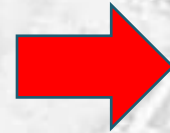


# Event Sponsor



### Marketing through :

- International Exhibitions
- Trade Missions
- Business Match Making
- Personal Connections
- Famous Chefs



### Targeting Customers

- Mainstream
- Importers
- Distributors
- Traders
- OEM Brands

**International Marketing**



## International Exhibition & Trade Mission

- FHC 2016, Shanghai, China
- Anufood 2016, Beijing, China
- Trade Mission to South Africa & Mozambique 2017
- Trade Mission to Latin America 2017 (Columbia, Costa Rica, Peru)
- Food Expo 2017, Hong Kong
- Fine Food Australia 2017, Australia
- ANUGA 2017, Germany
- Gulfood 2018, U.A.E.
- Foodex Japan 2018, Japan
- Seoul Food & Hotel 2018, South Korea
- Trade Mission to South Africa 2018 (Morocco, Tunisia, Ethiopia)
- SIAL 2018, France



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# Trade Missions





# Worldwide Distribution

- Hong Kong
- Laos
- China
- Canada
- U.A.E
- Cambodia
- Myanmar
- South Korea
- South Africa
- Brunei
- Australia
- Belgium



# THANK YOU

\*\*\* For more info, please contact us at  
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