Asiatic
AGRO INDUSTRY CO., LTD.

SHARING COCONUT CULTURE WITH THE WORLD

Cocomix
PLANT BASED

COCOMIX

PLANT-BASED COOKING PRODUCTS

PLANT BASED TREND

SHARING COCONUT CULTURE WITH THE WORLD

Plant-based alternatives continue to grow in popularity across the globe as consumers take a more proactive approach to addressing health and sustainability issues. Taste and texture will be major issues that must be developed over the next couple of years, as consumers increasingly expect plant-based products to mimic the experience of cooking and eating animal milk products.

IN 2020 STARBUCKS CHOOSES OATLY IN CHINA FOR A NEW VEGETABLE-BASED LUNCH MENU

The continued growth of the flexitarian is driving demand for dairy alternatives that deemed healthier and more sustainable

https://www.marketingtochina.com/oatly-another-swedish-success-story-in-china/

https://www.foodingredientsfirst.com/news/the-planet-partnership-beyond-meat-and-pepsico-jointly-pilot-plant-based-snacks-and-b

Plant-Based

COCOMIX: BRAND STORY

SHARING COCONUT CULTURE WITH THE WORLD

Asiatic AGRO INDUSTRY CO., LTD.

Cocomix PLANT BASED

For over 25 years, we have been making products from coconuts – strive to capture the unique taste and fragrance that comes from freshness and preserve it across our varied line of coconut products.

We cultivating goodness from natural coconut in Amphawa, the most fertile cultivation area where local wisdom is used in coconut farming to provide a unique naturally. (Amphawa is the best quality coconut cultivation in Thailand)

Coconuts, the natural creations which are packed with nutrients and nutritional values are wonderful for plant-based diets and everyone who loves delicious and nourishing snacks.

Indulge yourself with Cocomix. Enjoy a range of tasty, tempting and healthy experiences Make your own delightful creations in your own way – to enrich all savory and sweet dishes, including drinks, for health-conscious people without compromise.

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PLANT-BASED : COCONUT BENEFITS

SHARING COCONUT CULTURE WITH THE WORLD

Benefits	Plant-based Ingredients			
	Coconut Milk	Rice Milk	Soy Milk	Pistachio Milk
Cholesterol Free	✓	✓	✓	✓
Lactose Free	✓	✓	✓	✓
TRANS FAT FREE	✓	✓	✓	✓
Gluten Free	✓	✓	✓	✓
Heart healthy food	✓	✓	✓	✓
TOP 14	✓	✓	Soy allergy	Nut allergy
High Good Fat	✓	✗	✗	✓
Vitamin	High	Midium	Midium	Midium
Luaric acid	✓	✗	✗	✗
Creamy&Rich	✓	✗	✗	✗
Aroma	High	Midium	Low	Low

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WHY COCOMIX

SHARING COCONUT CULTURE WITH THE WORLD

World's Best Coconut
Pure Coconut Aroma and Sensation taste

Made by Asiatic Agro Industry
Superior Quality and highest production standard

→ **Authentic Deliciousness**

Abundance of goodness
Dairy free, Lactose free, Gluten free, Trans fat free, Non-GMO, Grain free

Wide Range of Coconut Product
Non-dairy coconut based mixtures for food, bakery, dessert and beverage

→ **All good substances and wide-range of application**

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COCOMIX: PLANT-BASED COOKING PRODUCTS

- ✓ The Ultimate in Coconut-Based Food Products
- ✓ Non-Dairy and Plant Based Products
- ✓ A Truly Inspired and Cosmopolitan Brand
- ✓ Premium-Affordable Product Range
- ✓ New Alternatives for Vegans and Lactose Intolerant People

COCOMIX: PRODUCTS LINE

SHARING COCONUT CULTURE WITH THE WORLD

- *The expanding COCOMIX range spans Coconut Creamer, Evaporated Coconut Milk, Coconut Whipping Cream, Coconut Water Soup Base and Sweetened Condensed Coconut Milk.*
- *Make your own delightful creations in your own way. Enjoy a range of tasty, tempting and healthy experiences with our diverse coconut products.*
- *Our coconut products provide the perfect complement to all manner of dishes, desserts, bakery and drinks. Suitable for plant-based, vegan and vegetarian diets, café, bakery, restaurant and in-home used.*

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COCOMIX: PRODUCTS PROFILE

SHARING COCONUT CULTURE WITH THE WORLD

Top 8 Allergens free
These products are free of milk, wheat, egg, soy, peanuts, tree nuts, fish and shellfish.

Dairy free

Lactose free

Cholesterol free
Palm oil free

No preservatives added

Vegan 100%

- The Ultimate in Coconut-Based Food Products
- New Alternatives for Vegans, Flexitarian and Lactose Intolerant People
- Non-Dairy and Plant-Based Products
- Premium-Affordable Product Range
- A Truly Inspired and Cosmopolitan Brand
- Create a variety of menus

Plant-Based

COCOMIX: PRODUCTS PROFILE

SHARING COCONUT CULTURE WITH THE WORLD

Plant Based Products (cooking ingredients)

Plant-Based

Coconut Creamer	Evaporated Coconut Milk	Sweetened Condensed Coconut Milk	Coconut Water Soup Base	Coconut Whipping Cream	Coconut Butter
Variance					
Fat 10-12%	Fat 8-10%	Fat 10-12%	Coconut water 50%	Fat 20-22%	Fat 80-90%
Unsweetened				Unsweetened	Unsalted
Prisma 1,000 ml.	Prisma 1,000 ml.	Can 330 g.	Prisma 1,000 ml.	Prisma 1,000 ml.	Plastic bag (1 kg.) in Carton
			PET 1,000 ml.		

COCOMIX COCONUT CREAMER (UNSWEETENED)

SHARING COCONUT CULTURE WITH THE WORLD

Asiatic AGRO INDUSTRY CO., LTD.

Plant-Based

Size

Tetra Prisma Aseptic : 1000 ml
12 Boxes /Carton

Shelf life

12 Month from production date, Refrigerate and consume within 3 days after opening

Main Ingredients

Coconut Extract, Water, Stabilizer, Emulsifier

TOP 8 allergens

DAIRY FREE

LACTOSE FREE

CHOLESTEROL FREE

NO PRESERVATIVES ADDED

VEGAN

Fat 10-12%

Product Profile

Cocomix Coconut Creamer is a delicious alternative to dairy creamer. A creamy and rich light cream-colored liquid that has a natural mild sweet taste and a fabulous aroma. It is completely lactose free and gluten free.

Product Applications:

Suitable for making hot & cold beverages and smoothies. It can also be used as a foam decoration or a latte art on the top of beverages. **It is combining wonderful coconut aroma and rich smoothness, that will create your favorite beverages taste even better with Cocomix Coconut Creamer.**

COCOMIX EVAPORATED COCONUT MILK

SHARING COCONUT CULTURE WITH THE WORLD

Asiatic AGRO INDUSTRY CO., LTD.

Plant-Based

Size

Tetra Prisma Aseptic : 1000 ml
12 Boxes /Carton

Shelf life

12 Month from production date, Refrigerate and consume within 3 days after opening

Main Ingredients

Coconut Extract, Water, Stabilizer, Emulsifier

Fat 8 -10%

TOP 8 allergens

DAIRY FREE

LACTOSE FREE

CHOLESTEROL FREE

NO PRESERVATIVES ADDED

VEGAN

Product Profile

Evaporated Coconut Milk is naturally low in fat and comes in a pale cream colored liquid made from fresh coconut milk. It has a natural coconut aroma and mild sweet also caramelized taste. High in natural coconut goodness, It is a versatile ingredient for all types of dishes, savory applications, desserts and drinks, Also containing no lactose, gluten or GMOs, and an ideal for those with dairy allergies.

Product Applications:

It is perfect for creating all types of food applications including bakery and desserts, **to replace Cocomix Evaporated Coconut Milk in many recipes which do not require too much cream or fat.**

COCOMIX COCONUT WHIPPING CREAM

SHARING COCONUT CULTURE WITH THE WORLD

Asiatic AGRO INDUSTRY CO., LTD.

Plant-Based

Size

Tetra Prisma Aseptic : 1000 ml
12 Boxes /Carton

Shelf life

12 Month from production date, Refrigerate and consume within 3 days after opening

Main Ingredients

Coconut Cream, Water, Stabilizer, Emulsifier

DAIRY FREE

LACTOSE FREE

CHOLESTEROL FREE

NO PRESERVATIVES ADDED

VEGAN

Fat 20-22%

Product Profile

Cocomix Coconut Whipping Cream is deliciously creamy, light smooth with coconut aroma for better taste, soft texture and pale cream color. It is a highly versatile ingredient, perfect for topping beverages, bakery and dessert items. It is also healthy, long lasting, convenient, lactose free, cholesterol free and gluten free.

Product Applications:

Adding a smooth, rich and creamy taste to all sweet and savory recipes with **Cocomix Coconut Whipping Cream is suitable for decorating, topping desserts or beverages and cooking**. Easy to whip and can whip up to 3 times its volume.

COCOMIX COCONUT WHIPPING CREAM

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Storage Condition:

- Store at room temperature. (20 – 25 °C)
- Avoid direct sunlight.
- Shake well before using.
- Refrigerate and consume within 3 days after opening.

The color, flavor and taste of product will gradually change during storage. Coconut Whipping Cream has a natural tendency to separate and solidifies in cool and freezing conditions. It is recommended to thaw at room temperature before whipping until product temperature reaches 2-4 °C.

Product Applications:

It adds a smooth, rich and creamy taste to all sweet and savory recipes. Suitable for decorating, topping desserts or beverages when whipped. Easy to whip and whips up to 3.5 times its volume.

Good stability when whipped. (Once whipped, it will last up to 5 to 6 hours at room temperature [25 °C]) and 7 days when covered and chilled.

Instruction for use :

- ✓ Keep refrigerated at 1-4 °C for 10-12 hours before whipping.
- ✓ The ideal temperature for whipping is from 2-4 °C.
- ✓ Beat with high speed until stiff peaks for 5-10 mins.
  (Kitchen utensils should be kept at low temperatures.)

Topping & Decoration: On Bakery, On Ice Cream, On Drinks, On Thai Desserts

Bakery & Dessert

COCOMIX COCONUT WHIPPING CREAM

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Asiatic AGRO INDUSTRY CO., LTD.

Product Applications : Easy to whip with all methods and whips up to 3.5 times its volume.

1. Whipped to Stiff peak

1.1 By Kitchen aid

1.2 By Hand mixer

1.3 By Cream whipper

2. Whipped to foamy

By Milk frother

COCOMIX SWEETENED CONDENSED COCONUT MILK

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Asiatic AGRO INDUSTRY CO., LTD.

Size

Metal Can : 330 g
12 Cans / carton

Shelf life

24 Month from production date, Refrigerate and consume within 5 days after opening

Main Ingredients

Coconut Cream, Sugar, Water, Stabilizer, Emulsifier

Plant-Based

DAIRY FREE

LACTOSE FREE

CHOLESTEROL FREE

NO PRESERVATIVES ADDED

VEGAN

Fat 10-12%
Total sugar 56 g
(per 100 g)

Product Profile

Cocomix Sweetened Condensed Coconut Milk is a vegan dairy-free mixture of coconut cream and cane sugar. With its sweet, rich flavor and delightful coconut aroma, it is an ideal ingredient for all types of dishes, desserts, and drinks.

Product Applications:

Suitable as a filling in baked foods and ingredient for cooking as well as desserts and bakery recipes. Perfects as a non dairy sweetener for beverages, smoothie and also **enhances sweeteners and creamers for tea, coffee and all beverages with Cocomix Sweetened Condensed Coconut Milk .**

COCOMIX COCONUT WATER SOUP BASE

SHARING COCONUT CULTURE WITH THE WORLD

Plant-Based

Size

PET : 1000 ml

Tetra Prisma Aseptic : 1000 ml

12 Boxes /Carton

Shelf life

15 Month from production date, Refrigerate and consume within 3 days after opening

Main Ingredients

Coconut Water, Water, Sugar, Salt

Product Profile

Cocomix Coconut Water Soup Base is a ready-to-use coconut broth made from selected high quality Thai coconuts. It is seasoned to perfection to add a rich, authentic coconut flavor to your preferred recipes or when used as the base of your favorite soups.

Product Applications:

Cocomix Coconut Water Soup Base is perfect for making light soups as it is more flavorful than water, adds natural sweetness, and enhances the umami taste sensation. Pour Cocomix Coconut Water Soup Base into a pan and boil. After boiling, bring all the prepared ingredients together to make a delicious soup base.

COCOMIX COCONUT BUTTER

SHARING COCONUT CULTURE WITH THE WORLD

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Plant-Based

INGREDIENTS

Coconut Extract 68%, Refined coconut oil, Sugar, Emulsifier (E471), Salt

PACKAGING

Plastic bag : 1 kg in carton

Fat 80-90%

SHELF LIFE

6 months (2^{O} to 7°C) / 12 months (-18° to -24°C) after production date

Refrigerate and Consume within 14 days after opening

(if frozen, consume within Exp. date)

Product Profile

Cocomix Coconut Butter is a heathier alternative to dairy butter with a natural coconut aroma. It has a great coconut flavor, suitable for vegetarians and vegans.

Smooth and spreadable consistency on bread, waffle. And use as an ingredient for bakery, dessert, stir fry or grill foods with melting point is 45°c.

Product Fact:

- ✓ Produced from natural coconut plantations to get 100% pure coconuts and nutritious
- ✓ Suitable for Vegans and Lactose Intolerant People
- ✓ Free from allergen; Dairy free, Gulten free, Soy free, Nut Free
- ✓ Non GMO
- ✓ No Cholesterol
- ✓ No Palm oil added
- ✓ No Preservative added
- ✓ No Coloring added

COCOMIX COCONUT BUTTER

SHARING COCONUT CULTURE WITH THE WORLD

Product Applications:

- ✓ Coconut butter is a healthy and tasty diary butter replacement.
- ✓ It is an appetizing spread on toast, waffles, crepes, pancakes etc.
- ✓ A baking ingredient in cakes, cookies, bread, pies, pastries, rotis etc.
- ✓ Mixing as an Ingredient in desserts.

Product Applications:

- ✓ Use as an ingredient in many food, stir fry or grill food. When heated, it develops a unique coconut cream and caramelized flavor. When used as a cooking medium, it complements and enhances the flavors of the food.

PRODUCTS SEGMENTATION

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Dairy /Non-Dairy

- Condensed Milk
- Non Dairy Creamer
- Creamer
- Evaporated milk

PLANT-BASED MILK (COOKING INGREDIENTS)

Condensed Milk | Non -Dairy Creamer | Evaporated Creamer | Evaporated Milk | Whipping Cream

PLANT-BASED MILK COOKING INGREDIENTS

Evaporated Milk | Creamer | Whipping Cream | Soup based | Condensed Milk

TARGET SEGMENTATION

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B2C Target
(End Consumer)

Quantity Seeker Level (Value of nutrition)

*Ready to paid

High Level of Quality Seeker	Middle Level of Quality Seeker
Vegan & Vegetarian (healthy conscious)	Flexitarian & Regular consumer (wanna be healthy)

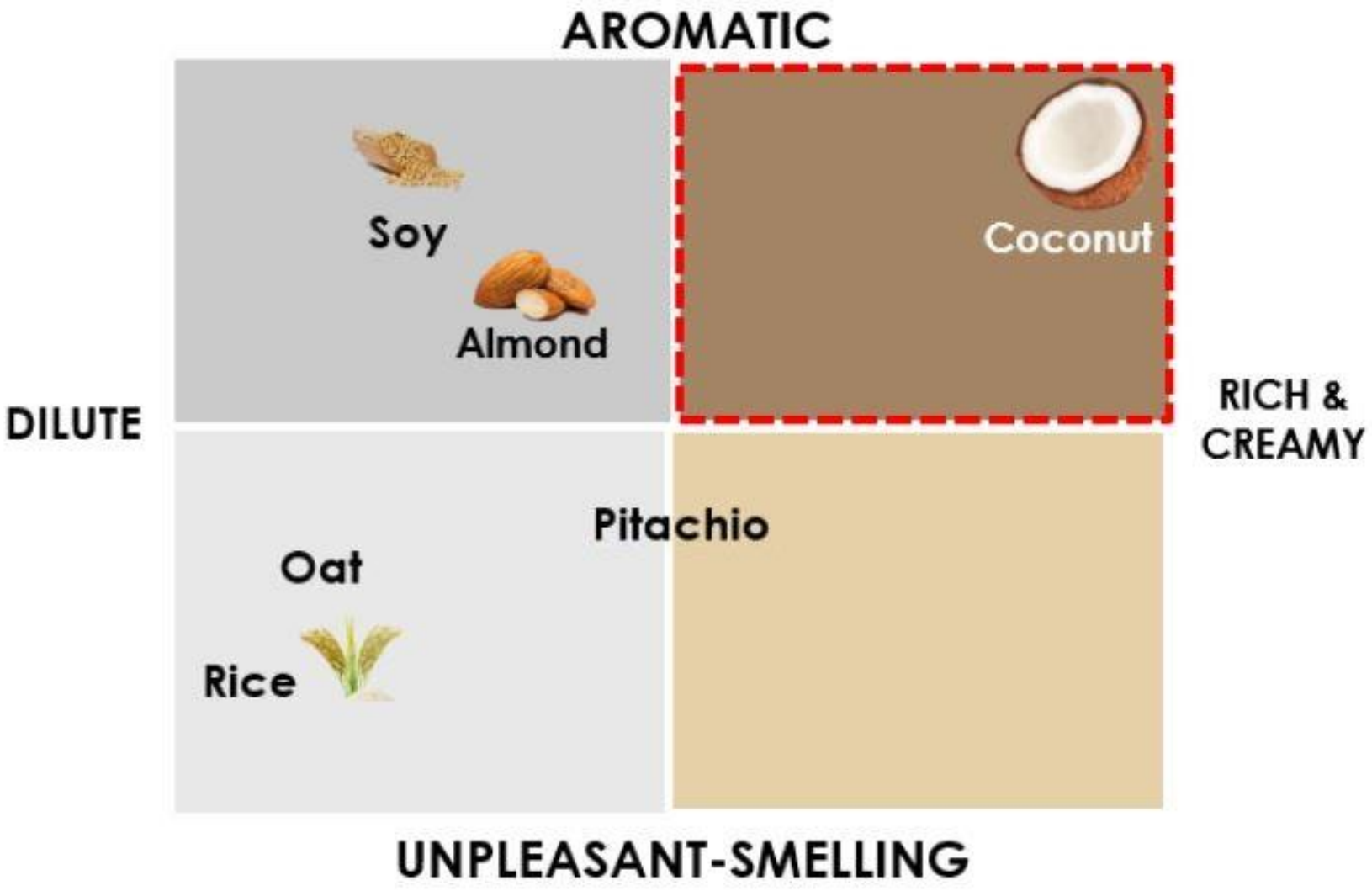
B2B Target
(HORECA)

Profit Seeker Level (Value for money)

*Ready to paid

Middle Level of Profit Seeker	High Level of Profit Seeker
Niche HORECA (healthy menu) etc. Vegan or Vegetarian	Mass HORECA (regular or healthy menu)

POSITIONING: PLANT-BASED MILK (COOKING INGREDIENT)



APPENDIX: COCONUT BENEFITS

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Contain medium-chain triglycerides (MCTs) are more easily digested than longer-chain fatty acids.

It helps reduce blood pressure and reduces bad cholesterol (LDL) and increases good cholesterol (HDL) for the body.

Contains Lauric acidis that's able to fight pathogens such as bacteria and viruses in your body.

There are on allergenic substances (dairy free, nut free and gluten free)

Suitable for people who have allergic food or digestion problems and lactose because it does not contain lactose (Lactose free).

Contain polyphenol antioxidants that can protect your cells from damage, which may reduce your disease risk. (Antioxidants)

It is enriched in iron that builds hemoglobin in red blood cells. Also, it brings oxygen and nutrients to the cells in the body.

APPENDIX: MCTs BENEFITS

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MCTs (Medium Chain Triglycerides)

- MCTs is easily absorbed and turns into energy quickly, easily digest.
- MCTs helps the body burn fat and calorie faster also help to lose your weight.
- It helps hormone ghrelin or the hunger hormone and increases the amount of cholecystokinin hormone (CCK), which makes you feel full longer.
- It is suitable for someone who desires to lose weight by keto diet because the body can use MCT quickly without storing the form of fat first. Thus, it supports the body for faster ketosis.
- It makes healthy hair and shiny, moisturized and healthy skin to protect dryness.

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THANK YOU