



KOH COCONUT[®]

A Simple Beverage for a Complicated World

Brand Introduction

2022

Originated in Thailand



KOH in Thai means “Island”. Our Coconuts are all from a selected few local farmers in Thailand.

THAILAND, especially in a western consumer, has a natural appeal as an “exotic” and “natural”, pristine environment. Much more than other territories rich in coconut trees.

KOH’s positioning and marketing rely heavily on the concept of “natural”, straight from the coconut, with nothing added.



KOH COCONUT[®]

Full Product Line

KOH COCONUT[®] utilizes all the goodness of the coconut. We create delicious and nutritious products ranging from freshly harvested coconut water, coconut milk and delectable coconut chips in a variety of flavors that are made from fresh coconut meat.



KOH COCONUT[®]

Our Production Line

- ✓ We source only the premium Thai coconuts as the base of our products; which ensures the consistent taste-profile over time.
- ✓ Our beverage line is aseptically packed to preserve the flavor and nutrition; in the meantime, also keeps it shelf-stable with 15 months.
- ✓ High Quality Control standards in all our production facilities



KOH COCONUT.



Beverage Line



KOH COCONUT.

Beverage Line

Positioning

Category: Ambient Beverage - plant-based, functional, desirable & healthier options, an anytime drink for all sorts of occasions.

TA Age: 15-45 years old male & female

Behavioural Segmentation:

- ✓ Well-educated; proactive; trendy
- ✓ Health-conscious; pay attention to healthier alternatives at all time
- ✓ Enjoy an active lifestyle; love workout, sports, yoga, spa, or outdoor activities
- ✓ looking for a simple beverage that matches their lifestyle and aspirations



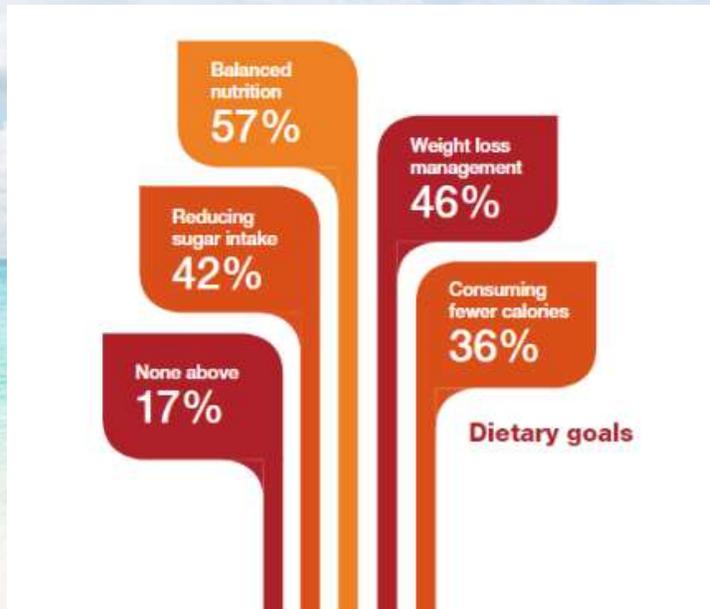
KOH COCONUT.

Why is Coconut Water so Popular?

Coconut Water has become the most popular sports drinks in the recent years because its characteristics of good nutrition and hydration fit the needs of modern consumers...

1

What will concern the modern consumers when it comes to the shopping decision?



Source: www.newhope.com

2

How could the coconut water fit modern consumers' needs?

Amazing Facts of Coconut Water

- Nature's Sport Drink; easy way to hydrate
 - Low in calories
- More potassium than a banana
- No cholesterol ; zero fat
- Right balance of electrolytes
 - Rich in Minerals



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100% Coconut Water

Product Highlights



NOT FROM CONCENTRATE:

- ✓ 100% Pure Thai coconut water
- ✓ No Preservatives
- ✓ No Added Sugar



AWARD WINNING:

2013 World Juice Awards

45

ZERO FAT & LOW CALORIE

only 45 calories per serving



THAILAND ORIGIN:

Thai Coconut Water comes from the Finest Coconut Growing Region on the Planet. It has sweeter, fuller body and distinctive taste-profile; especially compared to many other products produced in the other countries.



UNIQUE FORMULATION:

KOH COCONUT 100% coconut water comes from a unique blend of mature and baby coconuts by a secret percentage to enhance the natural sweetness.



NATURE'S SPORTS DRINK:

Coconut water contains naturally occurring isotonic that replenish the body with electrolytes, potassium and necessary fluids.



KOH COCONUT.



100% Coconut Water Spec.

Item				
Packaging:	Tetra Pack 12 packs x 1 Liter per case	PET bottle 24 bottles x 500ml per case	PET bottle 24 bottles x 350ml per case	Tetra Pack 24 packs x 250ml per case
Product Shelf Life:	15 months			
Country of Original:	Thailand			
Barcode:	845163046539	845163056231	845163056422	845163046515
Container load:	70 cases/pallet Ti x Hi:14 x 5 20 pallets (1400 cases)/40' container Floor stacked 20' container 1240 cases	60 cases/pallet Ti x Hi:10 x 6 20 pallets (1200 cases)/40' container Floor stacked 20' container 1100 cases	70 cases/pallet Ti x Hi:10 x 7 20 pallets (1400 cases)/40' container Floor stacked 20' container 1580 cases	144 cases/pallet Ti x Hi:18 x 8 20 pallets (2880 cases)/40' container Floor stacked 20' container 2200 cases

100% Coconut Water (ORGANIC)

Product Highlights

Comes from the Finest Selection of “Ben Tre” - the land of the best coconut in Vietnam

KOH COCONUT 100% Organic Coconut Water is made from certified organic coconuts and nothing else.

No added sugar, no preservatives, never from concentrate, processed by direct UHT technology to preserve the nutrients and ensure the freshest product possible.

Made in VIETNAM



Every pack contains the pure water from approximately 4 fresh coconuts



Natural Potassium & electrolytes



Certified Organic:



Kosher & Halal Certified:



MOQ Apply
Please inquiry us
Production on demand only



KOH COCONUT.

Coconut Water & Mango **Product Highlights**



Not From Concentrate

Zero artificial color or preservatives

84.5% Juice content

Made with real **mango purée** & **fresh coconut water**



KOH COCONUT.

Coconut Water & Watermelon

Product Highlights



Natural Ingredients

- ✓ Not From Concentrate
- ✓ No color; No preservatives
- ✓ Slightly sweetened with cane sugar to enrich and boost the aftertaste
- ✓ The beautiful pinkish liquid is formed by the natural watermelon juice and fiber.



1.5 x Lycopene than a Tomato

Watermelon is the “King of Melon” and has 1.5 times the lycopene than a tomato. It is rich in antioxidants and lycopene; which helps to burn fat and fight free radicals.



Hydrated and Refreshing

Made with luscious watermelon purée and fresh Thai coconut water; this is a delicious and refreshing combo to keep your body hydrated and cool in the heat of the summer.



Rich in Potassium

The potassium content in a bottle of 1 liter KOH COCONUT coconut water & watermelon is more than 1.5 bananas.



KOH COCONUT.

Flavoured Coconut Water Spec.

<p>Item</p>		
<p>Packaging:</p>	<p>Tetra Pack 12 packs x 1 Liter per case</p>	<p>Tetra Pack 12 packs x 1 Liter per case</p>
<p>Product Shelf Life:</p>	<p>15 months</p>	
<p>Country of Original:</p>	<p>Thailand</p>	
<p>Barcode:</p>	<p>845163043996</p>	<p>845163061228</p>
<p>Container load:</p>	<p>70 cases/pallet Ti x Hi:14 x 5 20 pallets (1400 cases)/40' container Floor stacked 20' container 1240 cases</p>	<p>70 cases/pallet Ti x Hi:14 x 5 20 pallets (1400 cases)/40' container Floor stacked 20' container 1240 cases</p>

The Rising Star: Plant-based Milk



The rising health consciousness has encouraged the adoption of non-dairy substitutes.



Roughly 70% of the world's populations are lactose-intolerant. Lactose intolerance is at the forefront of the reason behind the increase of the market.



The growing population of vegan diet also propels the demand of this product category.



Therefore, the plant-based alternatives continue to grow!!

Source: Livekindly, Global Market Insights, Medscape



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Why Coconut Milk ?

Coconuts are highly nutritious and helpful in supporting the body's immune system to disease and contribute to overall wellness. This is the reason why coconut milk is often considered a ***miracle liquid***.

◆ Coconuts are highly nutritious:



Vitamin C, E, B1, B3, B5, B6



Minerals such as iron, selenium, calcium, magnesium, potassium and phosphorous



Medium Chain triglycerides including Lauric acid



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Coconut Milk Line



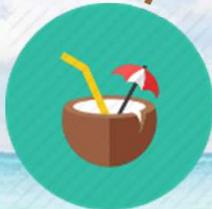
Coconut Milk Beverage

Product Highlights

✓ Non-dairy; milk replacement



✓ Made from fresh coconut cream mixed with coconut water



✓ Fortified with Vitamin D3



✓ Great for drinking, cooking, mixing with coffee, making smoothies or adding to cereal.



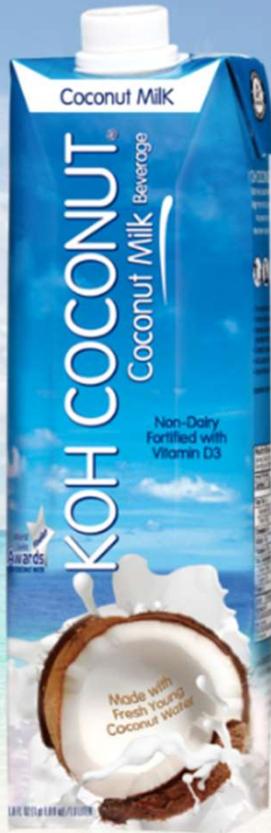
✓ Suitable for vegetarian



KOH COCONUT.

Coconut Milk Beverage

Product Specification



Ingredient:

Coconut Milk, Young Coconut Water, Sugar. Contains less than 0.5% of: Coconut Flavor, Sucrose Ester, Diacetyl Tartaric Acid Esters of Mono-and Diglycerides (DATEM), Baking Soda, Salt, Sodium Carboxymethyl Cellulose, Vitamin D3

Product of Origin

Thailand

Shelf Life:

15 months

Volume / Package:

1L / Tetra

Bottle Dimension:

L3.1"x W3"x H9.6"



KOH COCONUT.

Made in TAIWAN

Red Bean Coconut Milk

Product Highlights

Non-Dairy

Vegetarian

No Preservatives

No Color

Sweet Red bean Paste



Premium-quality red bean from Taiwan

A creamy blend of real coconut cream & sweet red bean paste made with premium-quality red bean grown by the local Taiwanese farmers



Red Bean is popular in Asian's dietary culture

Red bean is a dietary favorite and common seen ingredient in the traditional sweets in Asia. Adopting this nutriment can advantage the new product to succeed.



Good taste in both cold and hot drink

Suitable for every season and occasions. Cold or ice drink has very good and balanced taste, warm or hot drink is also good to add ingredients to make sweet soup.

New flavor; new color

A brand new, eye-catching package and ideal size (200ml) for a lunch box for students of every age



NOTE: Shelf life is 12 MONTHS



KOH COCONUT.

Positioning

Category:

Ambient Beverage –
Healthy beverage with protein

Pricing: Medium

TA Age:

- ✓ Parents of young children
- ✓ 10 - 25 years old kids, teens & young adults

Behavioural Segmentation:

- ✓ Parents or individuals who are well-educated; pay attention to delicious and healthier alternatives at all time; care about the extra nutritional value attached to the beverage products
- ✓ Pro-active & trendy; easily get excited by new products or interesting packages
- ✓ Looking for a simpler beverage that matches their lifestyle and aspirations
- ✓ Possibly a vegetarian who's looking for milk replacement





Snack Line



KOH COCONUT.

Coconut Chips: The “Better-for-you” snacking craze

Modern consumers worry about the health impact of artificial ingredients; which brings coconuts -- as a natural, simple “superfood” -- to the prominence.

1 The Trend:

Back-to-basics

- In the recent report on *Food Navigator* introducing the trend of "superfood" and coconut is ranked in the 4th place.
- *Mintel* highlights 10 future sectors to focus-on in food and beverage industry; coconut-- as a “superfood” -- is ranked in the 8th place to reflect the trend of “Back-to-basic.”
- In an article published by *Specialty Food Association* indicates “nearly all Americans (94%) snack at least once a day, with 33% saying they are snacking on healthier foods this year compared to last year.



2 The Facts:

Weight Loss

Rich in medium-chain triglycerides, a type of dietary fat that may encourage weight loss

Immunity

There are some other substances in raw coconut that can boost immune function and help your body fight disease.

Fiber

Rich in dietary fiber (7 grams in 1 cup of shredded meat) that can boost health.

Mineral

A cup of shredded coconut contains the following % of the recommended daily intake of nutrients for the adults:

60% manganese	10% iron
17% copper	9% phosphorus
11% selenium	6% magnesium
11% potassium	5% zinc



KOH COCONUT.

Coconut Chips

KOH COCONUT. Coconut chips deliver crunchy satisfaction in every handful! Our Thai harvested coconuts are picked specifically for this tasty, all natural all coconut snack.

KOH COCONUT. Coconut Chips are THE perfect snack right out of the bag or *tossed on top of your favorite dishes and salads, mixed with yogurt or as a delicious topping to ice cream.*



KOH COCONUT.

Coconut Chips

Product Highlights

We use only the nutritious copra or coconut meat, slow roasted and lightly sweetened to perfection...



Made with

Real Coconut Meat

Slow Roasted; Not Fried

Gluten Free & Non GMO

NO Cholesterol or Trans fat

NO Preservatives

NO Artificial Flavors



KOH COCONUT.



Snack Line Positioning

Category:

Healthy Snack - plant-based, desirable & healthy indulgence, an anytime snack for all sorts of occasions.

TA Age: 15-65 years old male & female

Behavioural Segmentation:

- ✓ Well-educated; proactive; trendy
- ✓ Health & wellness consciousness; try to avoid snacks with high fat or sodium level, pay attention to healthier alternatives at all time
- ✓ Care about weight/diet management; looking for snacks that are healthy and indulgent

Package:

- ✓ Carrying the classic KOH COCONUT blue label in a 40g foil bag which can stand out on the shelf.



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CHIPS
 CRUNCHY & DELICIOUS



Coconut Chips

Product Specification

Flavor	Original Sweet	Dark Chocolate Dipped
Ingredient	Coconut Meat, Sugar, Salt	Coconut Meat, Sugar, Cocoa Powder, Salt
Product of Origin	Thailand	
Shelf Life	15 months	
Volume/Package	40g / foil bag	
Package Dimension (W x H)	4.8" x 7.48"	

➤ Original



KOH COCONUT.

Worldwide Distribution



CURRENTLY sold in:

- France
- Luxembourg
- Slovenia
- Italy
- Ireland
- Hong Kong
- Taiwan
- China
- Thailand
- Vietnam
- United States
- Canada
- Guam

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Thank You

