FOODTECH PRODUCTS (THAILAND) CO., LTD.

- CHEESE DIVISION
- TRADING DIVISION
TRAINING GOALS

• Increase understanding of healthy food, food ingredients, food/beverage industries and international trade.

EXPECTATION

• Impacts in food and nutrition industry, marketing and public health in Thailand
LEARNING AND APPLYING

- U.S. Healthy Food Ingredients for Thailand
LEARNING – LAS VEGAS

Trend of the food ingredients
LEARNING – EAST LANSING

Refresh & Get solutions
APPLYING

• Fresh Whey drink project
• Cheese for Aged Society
• Second source of Dairy ingredients from USA.
## FRESH WHEY DRINK PROJECT

### Nutrition Facts

<table>
<thead>
<tr>
<th>Nutrition</th>
<th>FAY High Protein Milk Vanilla</th>
<th>Melji High Protein (Lactose Sugar Free)</th>
<th>Melji High Protein (Lactose Free)</th>
<th>Whey Liquid (FTT) After Pasteurized</th>
<th>Violin Flavoured Whey Drink TB (16/07/2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net weight</td>
<td>300 ml (grams)</td>
<td>300 ml (grams)</td>
<td>300 ml (grams)</td>
<td>300 ml (grams)</td>
<td>300 ml (grams)</td>
</tr>
<tr>
<td>Total Fat</td>
<td>5.5 g</td>
<td>2.6 g</td>
<td>2.6 g</td>
<td>1.08 g</td>
<td>1.5 g</td>
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<tr>
<td>Protein</td>
<td>29 g</td>
<td>23 g</td>
<td>21.43 g</td>
<td>2.43 g</td>
<td>2.58 g</td>
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<tr>
<td>Total Carbohydrate</td>
<td>9 g</td>
<td>12 g</td>
<td>9.43 g</td>
<td>13.63 g</td>
<td>34.5 g</td>
</tr>
<tr>
<td>Fiber</td>
<td>6 g</td>
<td>-</td>
<td>-</td>
<td>No results</td>
<td>4.71 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>6 g</td>
<td>12 g</td>
<td>8.57 g</td>
<td>No results</td>
<td>18.45 g</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Not Detected</td>
<td>229.5 mg</td>
</tr>
<tr>
<td>Calcium</td>
<td>480 mg</td>
<td>548 mg</td>
<td>648 mg</td>
<td>100.8 mg</td>
<td>519 mg</td>
</tr>
<tr>
<td>Calories</td>
<td>160 kcal</td>
<td>163 kcal</td>
<td>146 kcal</td>
<td>82.8 kcal</td>
<td>161.7 kcal</td>
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<tr>
<td>Sodium</td>
<td>75 mg</td>
<td>274 mg</td>
<td>109 mg</td>
<td>-</td>
<td>694 mg</td>
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<tr>
<td>Costing</td>
<td>20.04 baht</td>
<td>50.32 baht / kg</td>
<td>50.46 baht / kg</td>
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<tr>
<td>Selling Price</td>
<td>69 baht</td>
<td>49 baht</td>
<td>49 baht</td>
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</tr>
</tbody>
</table>

Food cost = 21 THB.@ 300 ml.
NPD - CHEESE FOR AGED SOCIETY

- Cheese for Aged peoples
- Liquid form / Diced form.
- Put more nutrition ingredients to improve quality of sleep, memories enhancing, etc.

Thailand Will Become an Aged Society in 2022

The rapid aging of population is being seen in many developing countries, while most advanced nations have become full-fledged aging societies. Thailand has been and is expected to become an aged society in 2022. Currently, about 6-8 provinces in Thailand have become aged societies, namely Lampang, Phrae, Chai Nat, Si Satchanalai, Songkhram and probably Lamphun and Uttaradit. It is likely that Thailand will be the first country among developing countries to become an aged society, thereafter India in 2032.

The rising number of aging population along with their spending will likely offer more opportunities for products and services for the elderly. KRResearch has assessed flows in the product and service markets for the elderly total at least THB 900 billion p.a. Such products and services include foods, beverages, elderly care centers, delivery and tour.

However, because a majority of Thai elderly or approximately 95-96% of the elderly population has low to moderate income while their needs are expected to increase, entrepreneurs may experience more challenges in selecting and developing products and services to meet the needs of target customers. If they want to penetrate the market with low to moderate income, their products and services must be affordable. If they target elderly customers with medium income or higher, they may face heightened need to attach importance to value for the money, differentiation and quality to meet the needs of individual customers. Most importantly, channels designed to reach convenient and user-friendly.
SECOND SOURCE OF INGREDIENTS
ADDITIONAL

• Business relationship

• Personal relationship
THANK YOU