KCG Corporation
Creating pleasure for your Taste

COCHRAN THAILAND 2022

USA TRIP 1-11 NOVEMBER 2022

MICHIGAN STATE UNIVERSITY

USDA

KCG Company overview

KCG COMPANY OVERVIEW

Our Products

DAIRY PRODUCTS

Cheese/ Cream Cheese/ Butter/ Whipping Cream/ Yoghurt/ Ice Cream

BAKERY INGREDIENTS

Butter/ Baking Powder/ Chocolate/ Jam/ Filling/ Honey/ Icing Sugar/ Magarine/ Non-Dairy Topping/ Pancake Mix/ Powder Mix

BISCUITS

Cookies/ Crackers/ Wafers

FROZEN PRODUCTS

Cake/ Frozen Dough/ Frozen Potato/ Pastry and Roti/ Egg Shell/ Tart Cream Filling

GROCERY PRODUCTS

Pasta/ Olive Oil/ Concentrated Fruit Juice/ Bread/ Vinegar/ Canned Tomato/ Mayonnaise

MEATS & SEAFOOD

Italian and Spanish Cold Cuts/ Imported Seafood

KCG Corporation Overview

Total Employees

2,500 staff

Head office in BKK

Sukhumvit Road (Soi 101)

Manufacturing Sites

- Bangna Branch (Bangna Trad Road Km.1)
- Theparak Branch (Theparak Road KM.14)
- Bangplee Branch (Theparak Road KM.14)

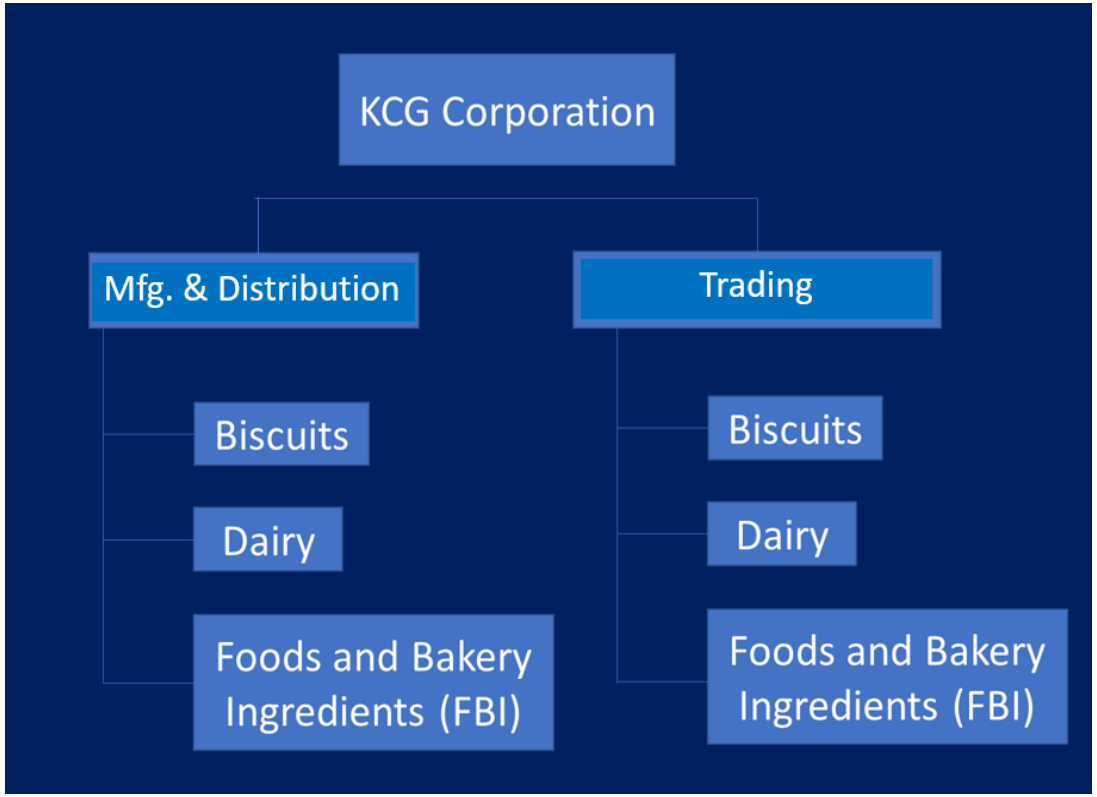
Distribution centers

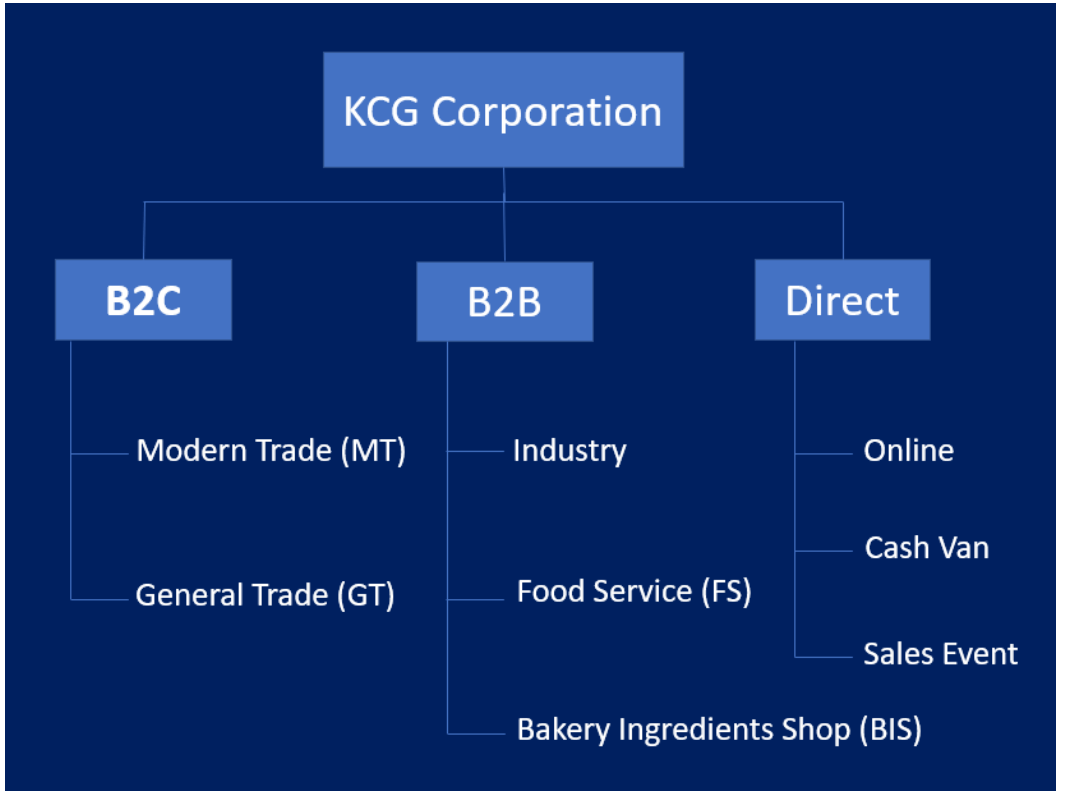
- Samutprakarn
- Chiangmai
- Khonkaen
- Suratthai

Our Brands (Imported Brand)

Importer & Distributor of world class brands

KCG BUSINESS UNIT





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MARKET VISIT

1. Fresh Thyme supermarket
2. Trader Joe's

Trader joe's focus on the healthy products (most of the products using the healthy ingredients.

Key notice, most of the products are OEM and local US dairy products. Not much on the European brand on the local stores.

Most of the packaging show as natural / plants- based products in all of the dairy alternative / vegans cheese/almond milk/ lactose free range.

3. Costco (cash and carry/ warehouse)
4. Whole food

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KEY FOCUS

All the supermarkets we visit focusing on the healthy products

- Selective ingredients for health benefit
- Healthy trend in Thailand still limited and niece market. We don't have much healthy supermarket (most of the healthy product in Thailand serve by healthy restaurant both online and dining)
- So what can be apply to us is "menu creation" offer to the restaurant chain & by using our healthy ingredient supplied (dairy/ coconut/ Oat/ nuts etc)

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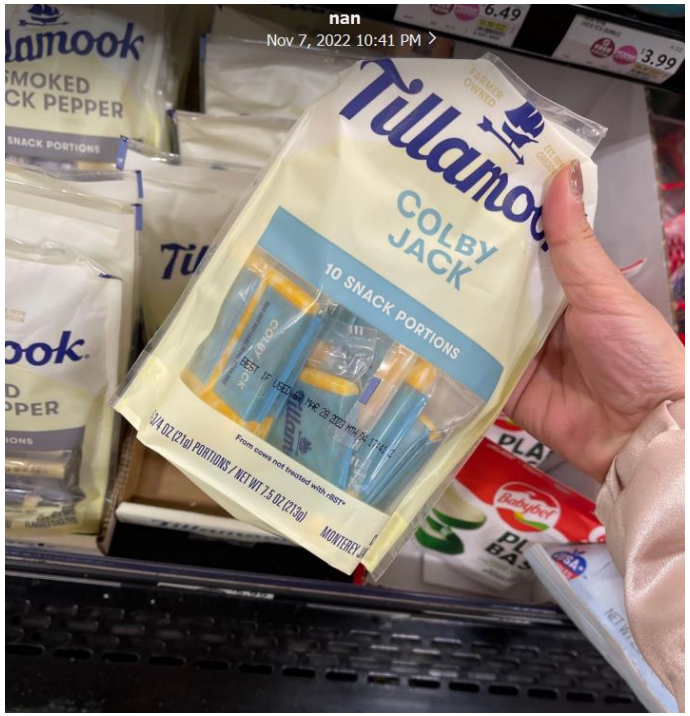
DAIRY WAY TO THE SNACK

What I notices the Dairy products here not only mainly use as a ingredient for the food but ways more to the snack. (in a convenience way and make sure that it must be delicious)



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GOOD IDEA FOR THE PAIRING / FRIENDLY INSTRUCTION AT STORE

Most of the Thai ppl has a limited knowledge on the cheese application/ wine pairing , but they all really want to try the new things, so this is a good idea how to communicate on the application / usage in the friendly way. (not a hard sell)

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MANUFACTURE NEED TO BE RESPONSIBLE IN ALL ASPECTS (SAFETY/ QUALITY/ TASTE/ ENVIRONMENTAL

(BUSINESS ETHIC FOR SUSTAINABLE BUSINESS PRACTICE!)

Souce: Dr. Mark A. Uebersax

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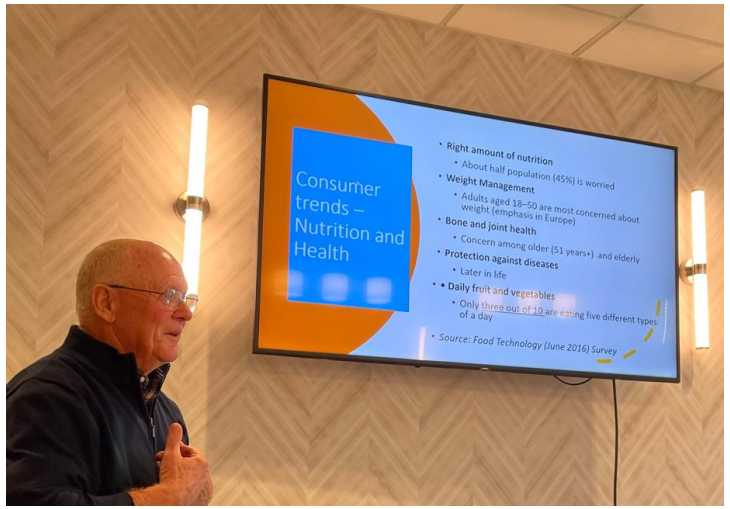
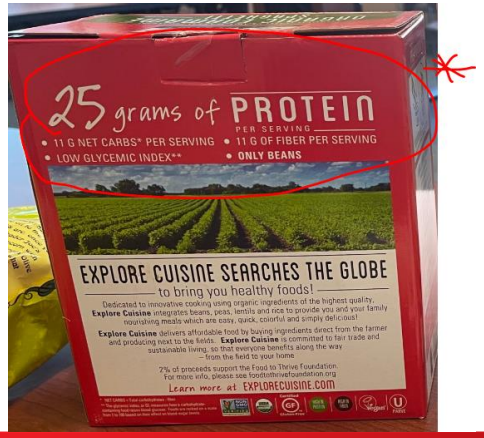
CONSUMER TREND – REASON WHY SELECT HEALTHY

- Nutrition focus (clearly show the ingredient)
- Weight management
- Bone joint health



Personal key take noted

To get customer attention / selection. We may consider to add the nutrition key word/ or health benefit clearing show on the packaging.



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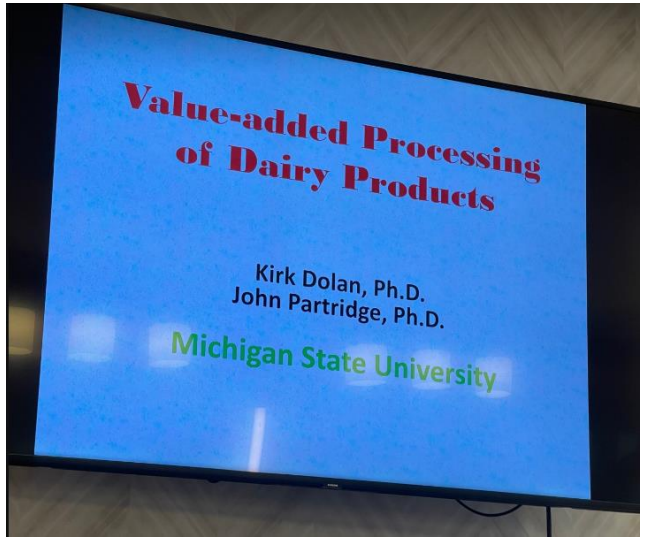
VALUE- ADDED PROCESSING OF DAIRY PRODUCT



- 20 amino acid (9 is essential is in the milk)
- 8- ounces of milk provided Calcium 30% daily value of Calcium
- Potassium 11% daily Value (milk contain more than sport drink)
- Phosphorus 25% Daily value (excellent source of phosphorus)
- Vitamin A 10% of Daily Value (helps regulate cell growth and immune system)
- Vitamin D 25% Daily value (prevent diseases / covid-19 heart disease and auto immunes diseases)

(Vitamin D very important, we can find in from the sunlight. To improve immune system of the body. Ppl can't survive without it)

Vegan (need to take B12 because they can't take meat and egg/ milk) or seaweed could be an alternative source for B12

My interpretation to apply on my work is

To promote the nutritional benefit of dairy to the snack. We can have a snank with a health benefit 2 in 1. most of the snank normally not much healthy but delicious. So how can we have a healthy nutrition by “snack” to expand more dairy into our daily life.

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SUPPLY CHAIN ISSUE. THIS IS THE NEW NORMAL WE NEED TO LIVE WITH IT

BE aware & prepare.

Souce: Dr. Mark A. Uebersax

THANK YOU

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