

Cochran program 2022

Winyoo K.



PRODUCT OVERVIEW



TKC Tinnakorn Chemical and Supply

- Food
- Pharmaceutical
- Personal Care



TKM Tinnakorn Marketing

- PU
- Footware
- Textile & Leather
- Ethanol Production
- Liquid Silicone
- Construction

Supply Side West : Exhibition

What I have learned

- Update ingredient trend in the market
- Know more products in each category
 - Macronutrient (fat, protein, carbohydrate)
 - Vitamin
 - Plant Extracts
 - Plant-based protein
- Discuss more depth knowledge with suppliers
- Get direct contacts

Action Plan:

- Analyze existing products in our portfolio
- Contact suppliers from Supply Side West, and import to Thailand

Supply Side West : Education session

What I have learned

- Understand deep knowledge in presented products, and get direct contacts
- Understand the latest technology in personalization nutrition
 - Commercialization
 - Science behind the technology
- Understand more about FSMA standard

Action Plan:

- Teach what I have learned to product development team and sales team.
- Create strategy for future product development

Michigan State University

Explore

Supermarket Visit

- Fresh Thyme
- Trader Joe's
- Costco
- Whole Food

Products, Market Trends, and Ingredients



TRADER JOE'S





Food Supplements



Beverage



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Prime Member Price: **\$2.70 EA**
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SIX - 1.7 FL OZ (50ML)

VITALITY
COLD-PRESSED JUICE
SIX - 1.7 FL OZ (50ML)

IMMUNE+
Acerola / Cordyceps
DIETARY SUPPLEMENT | SIX - 1.7 FL OZ (50ML)

ELDERBERRY AND ZINC
100% Daily Value of Zinc

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Turmeric Shot
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KOR Shots
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Plus Shot
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KOR Shots
Organic Elderberry
Delicious Shot
Suggested Price: \$2.52
SIX - 1.7 FL OZ (50ML)
SUPPLY
Barcode: 1111111111111

vive organic

IMMUNITY
Ginger Shot
SIX - 1.7 FL OZ (50ML)

IMMUNITY
Turmeric Shot
SIX - 1.7 FL OZ (50ML)

IMMUNITY
Elderberry Shot
SIX - 1.7 FL OZ (50ML)

IMMUNITY
Vitamin C Shot
SIX - 1.7 FL OZ (50ML)

Lecture

- Consumer Trends
- GMO technology
- Beans & Macronutrients
- Packaging
- Biotechnology



Experience

Laboratory & Plant Visits

- Catering Facility and Managements
- Food Sensory Lab
- Food Process Innovation Center
- Food Packaging Lab and Facility
- Meat Lab

Food Process Innovation Center

Product Development



MSU Resident Hall (Brody Hall)

Food Service



Inspire

Inspiration



MSU study : Action Plan

- Teach knowledge to our product development and sales team
- Plan to upgrade application lab facilities
- Analyze existing product portfolio and plan for new product development

Thank you

