

GO Natural

FOOD GUIDE

POWDERS

Low GI Diabetic Friendly Gluten-F



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IN JAPAN, TAIWAN & HONG KONG

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FROM ME TO WE

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seafood
ACCREDITED FISH FARM SCHEME
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107% sales ramp-up

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Crystal Jade

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HOPE

A Message from the Publisher

Just into March, COVID19 still prevails around the globe where vaccination has become the talk of the town. While the debate has not yet settled and economic uncertainty still persists, we will eventually see an end in sight over the lockdowns in many countries.

In this issue, the cover story goes to Singaporean-based Nature's Superfoods, intending to inspire people with hopes during the age of insecurity. In whatever economic downturns we are experiencing, some enterprises with a sound foundation can still win out with their flexible strategies and make handsome profits.

Back in 2017, our magazine Natural Food Buyers' Guide was launched. Since then, we have joined over 10 international expos in Hong Kong, Japan, Shanghai, Singapore and Bangkok to promote and distribute our publication. In 2020, the publication of our magazine was put on hold. Meanwhile, our team sat down and reviewed all comments from over a thousand of buyers we met in the expos. Finally, we have worked out a new branding strategy for this year.

New Names

Our two magazines Natural Food Buyer's Guide and Natural Beauty Buyer's Guide under the ownership of GO Natural Marketing & PR Co Ltd are renamed into GO Natural Food Guide and GO Natural Beauty Magazine respectively with "GO Natural" as the namesake label.

More Publications

From once a year to three times a year, our guide will provide buyers with the latest sourcing information and help suppliers increase their exposure.

From Print to Online

As expected, international expos have been greatly affected. In reaction, doing electronic publication works for us when we cannot go overseas for in-person participation. Through email dissemination, our online magazines enriched with more interactive content are delivered to over 30,000 subscribers. Online publication enables the addition of video clips and links relating to suppliers. So, our readers can further explore the brands' stories and their production processes. More importantly, our advertisers can directly benefit from a more attractive range of advertising fees eliminating the cost of print publication.

With our new layout design, GO Natural Food Guide, the unique-of-its-kind in the sector, will keep on evolving to align with market changes and fresh demands from buyers. We always stay tuned with the market dynamics to provide more practical updates. In face of an aging population, the consumer market's demand for natural health products is on the upswing. Younger generations will look to eco-protection, animal welfare, and the practice of sustainability when it comes to purchases. Therefore, going organic and sustainable is an irreversible trend for the years to come.

This year, despite many challenges ahead, we believe the polarity will somehow reverse. Stay strong and keep ourselves optimistic to ride over and be well-prepared for the market rebound! The best is yet to come.

Until next issue,

Yvonne 



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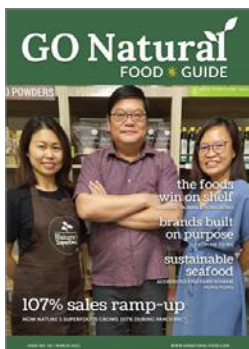
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On the cover -
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Superfoods, Serene Cha,
Julian Lee and Ailay Quek

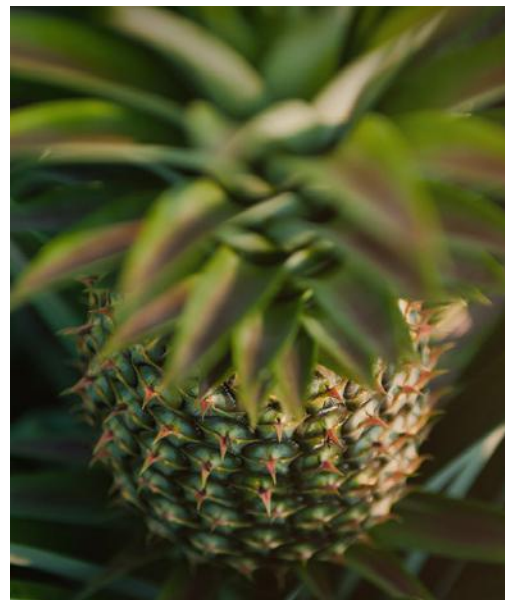
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DRINK

Less alcohol & more wellbeing products

Teetotalism trends in the Asia-Pacific region are becoming increasingly prevalent, with approximately three out of four of consumers drinking less alcohol in August 2020, according to a survey by data and analytics company GlobalData. However, the adoption of alternative soft drinks remains low, at only one in five consumers. In fact, APAC customers surveyed are more attracted by health claims – specifically products noted to help support mental wellbeing – with such products purchased by nearly a third of consumers. Going forward, it will be crucial for drinks brands to blur the lines around traditional alcoholic products and offer ‘better for you’ messaging.

Carmen Bryan, Consumer Analyst at GlobalData, comments: “APAC consumers are turning away from alcohol driven by concerns around physical and mental health. While general health concerns take precedence, backed by almost half of the region’s population, weight management, fitness, physical appearance and emotional wellbeing are all considerable factors driving low or no-alcohol innovations.” ☀



** Source: GlobalData's 2020 market pulse survey – Asia-Pacific – published 1 September 2020*

ORGANIC

Danish organic exports reach new heights

In 2019, exports of Danish organic products increased by four per cent compared to 2018 and now exceed DKK3 billion (US\$479M) according to new export figures published by Statistics Denmark.

The 'other foodstuffs' product group, which comprises milk powder and infant formula, has taken a leap of 52 per cent, which means that the product group now amounts to DKK 503 million (US\$80 million). The growth attributes to increased sales to a brand new market in Indonesia, as well as large increases in existing markets in China, the United States, Saudi Arabia and the United Arab Emirates.

Dairy products, eggs and other foodstuffs remain the largest product groups, constituting 56 per cent of total organic exports.

Decrease In Exports To Neighboring Markets

The figures also reveal slightly decreasing exports to neighboring markets. Both Sweden and France have



decreased by approximately 12 per cent, while Germany is stagnant. This is due to the fact that these markets have become more self-sufficient, increasing their organic land in time with the European demand for organic products.

“From a sustainability perspective, this is great news, because it’s proof that the European production of organic produce is taking off. The increased exports to Asia more than compensates the decreasing exports to neighboring markets for Danish enterprises, and it leaves us with a larger and stronger portfolio for the future,” says Pernille Bundgård, International Market Director in Organic Denmark. 🇩🇰

**Source: Organic Denmark*

HEALTH

Turnaround on track at Comvita

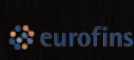
New Zealand Manuka company Comvita just announced its financial results for the six-month period ending 31 December 2020, returning to profitability with net profit after tax reported as NZ\$3.5M (US\$250M) versus a NZ\$12.97M (US\$928M) loss in the prior corresponding period.

Comvita's focus growth markets, China and North America, showed strong performance in this period, with

both markets delivering double-digit top and bottom-line growth. Revenue in China grew by 20% and net contribution by 28% while Comvita North America posted another strong result with revenue increased by 38% and net contribution by 22%. However, a lack of distribution and brand awareness across the broader target demographic in Australia and New Zealand resulted in a revenue fall by NZ\$5.5M (US\$393) in Australia. 🇳🇿

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DRINK

Kirin x FANCL Daily AMINO water



Kirin Beverage Company, Limited and FANCL Corporation have jointly developed a brand-new flavored water Kirin x FANCL Daily AMINO Water that will be released on April 6 in Japan.

Customers in Japan can buy the product through FANCL's mail order service and in FANCL stores nationwide.

Based on FANCL's

proprietary "Product Efficacy in Our Body Design" formulation technology and Kirin's expertise in fermentation and unique functional materials in the areas of high-performance amino acids, immunity, brain function, and the gut microbiome, Kirin x FANCL Daily AMINO Water contains a mix of arginine and citrulline - two amino acids associated with vitality. Each bottle contains 100 mg each of arginine and citrulline amino acids as well as 1,000 mg of citric acid and 500 mg of vitamin C, with only 16 kcal per 100ml. The refreshing acerola and lemon flavor makes Kirin x FANCL Daily AMINO Water an invigorating, easy-to-drink beverage. 🇯🇵

ORGANIC

Organic food sales strong growth on JD's online supermarket

Here's a quick look at the year-on-years sales of organic foods on JD Super, the online supermarket brand of JD, during the last China Singles' Day.

- Meal replacement milk shakes increased 20 times
- Protein bars increased 15 times
- Organic supplement food increased 10 times
- Organic milk powder increased 7 times
- Organic food for infants and children increased 7 times

Over 20 domestic and international brands including Milk Deluxe, Bellamy's, ORGANIC, Abbott, Anchor, FIRMUS, Shiyuedaotian, Wyeth, Junlebao, Gerber, Qianhe, Beichun, and Seamild have joined the Organic Alliance initiated by JD Super since its launch in August 2020. 🇨🇳



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PLANT-BASED

Starbucks introduces new plant-based menu in Indonesia

Starbucks announces the introduction of three new plant-based food choices at 57 select stores in Greater Jakarta and Bali, as well as almond milk at all stores across Indonesia.

The multinational coffee house operator, which is managed by PT Mitra Adiperksa in Indonesia, plans to expand its menu



with three new snacks Focaccia Bread, Wellington Pocket, and Sloppy Joe Sandwich. The menu incorporates plant-based meat from Green Butcher – an Indonesian plant-based meat startup known for its ready-to-cook plant-based frozen foods, as the main ingredient. 🇮🇩

PLANT-BASED

Green Monday x 7-Eleven HK

Green Monday teams up with 7-Eleven Hong Kong to launch a range of plant-based meals, including ready meals to go and classic dim sum dishes in over 700 stores, as well as over 30 plant-based snacks and other items in 150 stores.

This plant-based food range includes OmniEat's ready meals - OmniPork Strip Spaghetti in Black Pepper Sauce and

OmniPork Strip Rice Vermicelli with Sesame in Teriyaki Sauce - that are only available in 7-Eleven.

The two brands also partner to launch new OmniEat's dim sum products, OmniEat Siu Mai and OmniEat Crystal Dumplings, in both 7-Eleven stores and outlets of Green Common, Green Monday's plant-based grocery shop and cafe. 🇮🇩





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GROUND

PLANT-BASED

KFC Malaysia launches plant-based Zero Chicken

In collaboration with meat substitute brand Quorn, KFC Zero Chicken Burger has just launched in February for a limited time at KFC stores across Malaysia.

The Zero Chicken Burger carries a halal-certified meat-free patty which they claim to be high in protein, high in fiber, low in saturated fat, and contains no cholesterol.



However, they stated in the press release that it is neither vegan nor vegetarian.

Singapore's *Today Online* reports that the meat-free patty is fried in the same oil as some chicken products, and the mayonnaise used in the burger is not vegan. 🇲🇾

Plant-based food is vegan or vegetarian?

Not exactly - plant-based foods may contain animal-derived ingredients, such as gelatin, beeswax, keratin, lanolin, Carmine, collagen, etc. Plus, when served at chain restaurants, they may be prepared on the same grill as meat items.

Basically, most of the plant-based "meat" alternatives inherently contain no animal products. If cooked at home, they can easily be prepared vegan. And with these products being sold at grocery stores around the world, home cooking may be the ideal way for vegans and vegetarians to consume their plant-based "meats."

HEALTH


Glycaemic index glossary for Asian & Middle East foods

Most of the current international studies on glycaemic index (GI) of foods focus mainly on Western with minimal inclusion of other foods from non-Western countries.

Professor Christiani Jeyakumar Henry, Senior Advisor of Singapore Institute of Food and Biotechnology Innovation (SIFBI), Agency for Science, Technology and Research (A*STAR) and his team have developed a new Glycaemic Index (GI) glossary of non-Western foods.

The research paper was published in *Nutrition & Diabetes* on 6 Jan 2021.

The comprehensive study provides GI values for foods commonly consumed in South East Asia (Indonesia, Malaysia, Philippines, Singapore, Thailand), East Asia (China, Hong Kong, Japan, Korea, Malaysia, Sri Lanka, Taiwan), and Middle East (Lebanon, Oman, Saudi, UAE).

To view the full study: www.nature.com 

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FOODSERVICE

Cloud kitchens

A new foodservice business model to weather the pandemic storm

Cloud kitchens are also known as ghost kitchens, commissary kitchens, and virtual kitchens.

There are several types of cloud kitchen business models:

1. In a shared space cloud kitchen model, restaurant owners use their own staff and produce, but the space and equipment are owned by a third party. The shared kitchen space may be used by several businesses, each looking to prepare dine-at-home food without the overhead of a restaurant.

2. A dedicated space cloud kitchen model is a space rented (or purchased) by a brand solely for their own use. They may decide to use one or more different concepts in the location, but do not have other brands operating with them.

Unlike traditional restaurant business model that requires a physical space in a prime location to conduct operations, Cloud kitchens lease spaces (in places with relatively low rent) to produce food, then sell and deliver foods to customers through online food delivery platforms like Deliveroo, Foodpanda, Grab, and Uber Eats.

When the consumer-facing side of a kitchen is exclusively in the cloud (i.e. when it doesn't have any physical storefront), it is a true cloud kitchen and basically a delivery-only restaurant.



Cloud kitchens - advantages

Cost savings there's no need to invest in real estate or pay high rents (they can be housed in industrial buildings versus pricey street-facing locations) or overspend on interior design, furniture or equipment.

Greater flexibility and scalability with lower financial investment, lower overhead with only kitchen staff is required, you can start small but expand fast.

More competitive the restaurateurs can use their resources to utilize new ingredients on their menus, set more competitive prices, produce and deliver food in a manner that is reasonable for what they can realistically handle.

Wider market cloud kitchens allow your brand to expand its focus on food delivery and reach a larger audience. Delivery-optimized restaurants advertise their business through delivery apps and social media rather than more narrow marketing channels. Cloud kitchens can strengthen your brand by fortifying new marketing channels and gaining greater exposure.

Cloud kitchen start-ups are seeing the potential and investors are jumping on board. Singapore property tycoon Kishin RK will create a network of 1,000 cloud kitchens across Asia, Europe and the US; CloudKitchens Co, founded by former Uber CEO Travis Kalanick, has raised roughly US\$400 million from Saudi Arabia's Public Investment Fund since last year. ☀

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Invest up

Funding for innovative food companies

The top VC deals from November 2020 to February 2021

ADVANTIR - SWIRLGO | Singapore

Capsule-based soft-serve ice-cream dispenser

S\$ 7-figure

www.swirlgo.com

AVANT MEATS | Hong Kong

Cell-based protein food

US\$ 3M

www.avantmeats.com

BITS X BITES | China

An agriculture and food tech VC

US\$ 30M

www.bitsxbites.com

CRICKET ONE | Vietnam

Cricket-based protein powders and oils

US\$ 7-figure

www.cricketone.asia

DAYDAYCOOK | Hong Kong

Online cooking recipes-sharing platform

US\$ 25M

www.daydaycook.com

E GREEN GLOBAL | Korea

Agricultural biotech company

US\$ 9M

www.eggtuber.com

FOOD MARKET HUB | Malaysia

F&B procurement and inventory management platform

US\$ 4M

www.foodmarkethub.com

LISTENFIELD | Thailand

Integrated predictive agronomic platform

Undisclosed amount

www.listenfield.com

NEXT GEN FOODS | Singapore

Plant-based food

US\$10M

<https://nextgenfoods.sg>

NICE TUAN | China

Farm produce and groceries group buying platform

US\$ 196M

www.nicetuan.net



ORGANIC FOODS & CAFE | UAE

Organic supermarkets and cafés

Undisclosed amount

www.organicfoodsandcafe.com

TIPA | Israel

Biodegradable packaging solutions for the food industry

US\$ 4M

www.tipa-corp.com

YONGHUI FRESH FOOD | China

Fresh produce B2B platform

US\$ 153M

www.freshfood.cn



“We believe plant-based meats is the future”

Breeze Super, Taiwan (p.19)

“The gut health products are a top trend”

Natural House, Japan (p.20)

“Coronavirus accelerates demand for immunity & holistic wellness products”

Health Aims, Hong Kong (p.21)

Food And Drink Trends For 2021

Will 2021 see an extension of the new shopping habits that emerged in 2020? What new products should retailers look out for? We find out from the experts.

OUTLOOK





Top : David Lo, Vice General Manager of Breeze Super, Taiwan

“I believe plant-based meat is our future.”



Breeze Super is a boutique supermarket chain in Taiwan. Its vice general manager David Lo says, “I believe plant-based meat is our future. The plant-based meat market is huge in Taiwan where its consumer base is not just limited to the local 3.3 million vegetarian population, but also covers the entire population consisting of 23 million consumers! Nowadays, consumers, especially those between the age of 25 and 40, value highly the eco-pursuit, animal welfare, sustainability and health in addition to taste. Plant-based meat is the best choice for such group of flexitarian. Our supermarket is also doing

ongoing research and development on ‘plant-based eggs’, and will keep on introducing more plant-based meats of high-quality in the future.”

With 3 outlets in Taiwan, Breeze Super sells premium foods, seasonal fruits and vegetables from the local market, Japan, Europe and the rest of the world. Representing Asia’s largest boutique supermarket outlet, Breeze Super’s flagship store at Nan Shan measures close to 80,000 square feet. Its brand new “Plant-based Meat” zone shows a collection of domestic and overseas brands and products of plant-based meat. Currently, Breeze Super is one of the supermarkets offering the most comprehensive range of plant-based meat in Taiwan. 🇹🇼

“The gut health products are a top trend.”



products. “Both social distancing and outdoor ban during the COVID19 pandemic make us less active, and thus affect our digestion. Many of us need the intake of lactic acid bacteria, enzymes, yeast, vitamin C and vitamin D to maintain our intestinal health.”

In order to cope with the “new normal” lifestyle, Natural House promotes carbohydrate-free diet and guilt-free sweets (sugar-free, veggie, gluten-free) for consumers who look to keeping fit at home, adding “Regular consumption of juice and water is also indispensable during work-from-home. Besides, ready-to-eat healthy meals are best for busy mothers. Having a home party cheers us up. So we have New Year lucky bags and wines for forthcoming Mother's Day, Father's Day and other festivities. Let's have fun and health at home.” 🇯🇵

Left: Yohei Shirakawa, President of Natural House, Japan

Japan's Organic Retail Pioneer

Founded in 1978 and headquartered in Tokyo, Natural House is the pioneer of Japan's healthy and organic retail industry. With 13 locations in Tokyo, Osaka, Kobe and other cities, Natural House offers the largest stock of natural and organic foods in Japan. In addition to fresh produce, the organic retailer offers deli, bento, natural cosmetics, and health products appealing to local consumers.

Digestive troubles become common during the lockdown

Yohei Shirakawa, the President of Natural House, unveils the top food trends for 2021 that includes a line of immune support supplements and a range of STAY HOME

Right: Natural House's flagship store in Aoyama, Tokyo





Top: Duncan and Rhonda Ko, founders of Health Aims, Hong Kong

“Coronavirus accelerates demand for immunity and holistic wellness products.”



Health Aims is an all-natural grocery chain that boasts healthy products, reasonable prices, and superb customer services.

With 13 locations in Hong Kong, Kowloon, and New Territories, serving more than 120,000 customers from Hong Kong, Macau and other cities in South China each year, Health Aims is one of the most recognisable and trusted chains for organic and healthy shopping in the

city. It has been awarded the "Top Organic Retailer" and "Quality Organic Retailer" since 2013 and elected as the "City's Favorite Organic Retailer" with the highest number of votes for 2 consecutive years.

Health Aims just opened a new store earlier this January, giving a vote of confidence in the economic outlook in Hong Kong.

1. Functional Drinks

They are highly nutritious products that can boost our immunity. Products include herbal drinks and enzymes drinks that are rich in antioxidants, vitamins, and minerals.

2. Frozen Foods

Unlike fresh foods, frozen meats, seafoods, and products can be stored for months without degrading. People are eating more meals with their family at home, and whether it's breakfast, lunch, dinner or snacks, frozen fits because it answers all those needs.

3. Organic Condiments

Shoppers search for healthy, clean food to feed their at-home families and cleared our condiment racks during the pandemic. Sales of salad dressings, mustard, sandwich spreads, mayonnaise, ketchup is through the roof. 🇭🇰



107% Sales ramp-up: How this Singaporean superfoods company continues to grow amid pandemic

We talked to Serene Cha, the Co-Founder of Nature's Superfoods, and dived deep into its lucrative business strategies.



Top: Serene Cha (left) with her co-founders, Ailay Quek and Julian Lee (right)

Established in 2011, the Singapore-based Nature's Superfoods has kept growing through the COVID-19 pandemic by garnering a revenue of US\$1.32 million in 2020, up 107% year-on-year, making this leading organic superfoods brand on the list of the Financial Times' Top 500 High-Growth Companies in Asia Pacific and the Straits Times' Top 100 Fastest-Growing Firm in Singapore.

Keep it simple and clean

"When we started Nature's Superfoods in 2011, it was just a very small business with a limited product mix, within which quinoa and chia seeds were still new to consumers that were hard to find in the Singaporean market. Fortunately, as we continued to educate our consumers through organizing cooking classes, food tasting events, and social media promotions, more and more became acquainted with superfoods and our business began to take off from 2015 onwards."

"There are quite a lot of 'trendy' superfoods out there in the market, but we just want to keep our product portfolio simple and clean- with superfoods for daily consumption that will benefit consumers in the long run."

Currently, Nature's Superfoods offers a wide range of organic foods, from breakfast cereals, grains, seeds, spices, dried fruit snacks, protein powders to powder blends. Most of their raw ingredients originate from certified organic superfood sources from Peru, where a wide variety of superfoods, such as quinoa, chia seeds, yacon root, sacha inchi seeds, raw cacao, purple corn, ginger, turmeric are grown.

"One of our core values is to select and provide the best free-from (free from gluten, GMO, preservatives, additives, refined sugars), low-in (salt, GI), and plant-based superfoods that would enhance benefits to consumers' health. There are quite a lot of 'trendy' superfoods out there in the market, but we just want to keep our product portfolio simple and clean- with superfoods for daily consumption that will benefit consumers in the long run," says Serene.

The outbreak and prevalence of the COVID-19 has spurred online shopping. In Singapore alone, according to Accenture, the coronavirus pandemic crisis caused a shift in consumers' behavior and thus gave a boost to Singapore's digital economy which earned an additional US\$500 million last year, and some businesses even saw a record growth up to three times more than their normal rate.

COVID-19 has induced businesses around the world to rethink their business models and accelerate their online presence. Thankfully, Nature's Superfoods has embraced ecommerce since day one at the start of the business, building a foundation for the brand to monetise more business in the midst of the pandemic.

Miracles don't happen overnight

"We embarked on e-commerce right from the very beginning of our business, selling our products through our own website. Sales was overall satisfactory, and the market

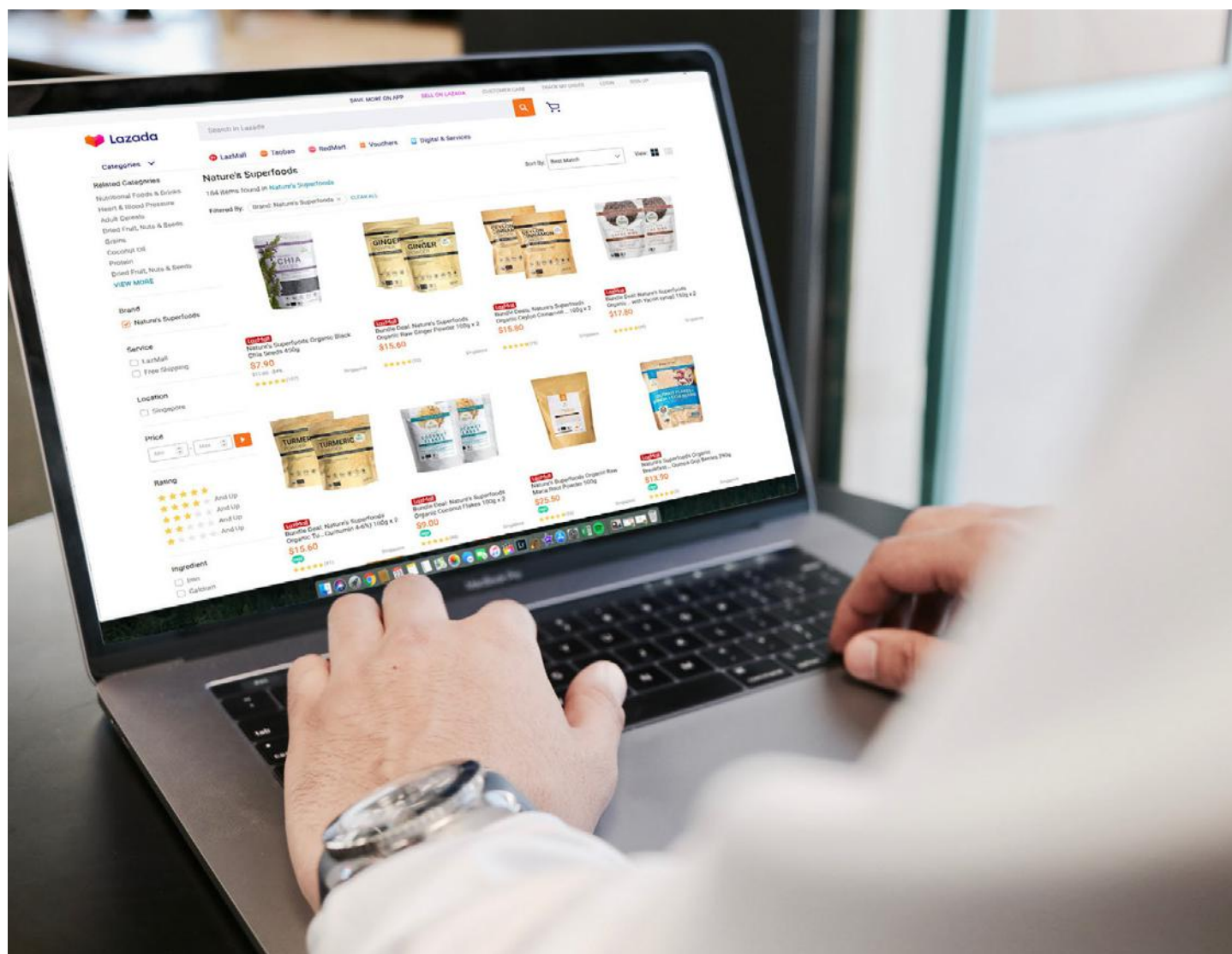
"Pure online from the start"

was receptive to our type of products. However, it was not until 2015 we started selling our products on other leading online platforms, like RedMart, Shopee and Lazada, that helped shoot up our revenues by 25-50% and our customer base began

to grow. Our experience in running an online business equipped us well to cope with the surging and sudden consumer demand during the pandemic, where more consumers were forced to shop online," says Serene.

To date, direct-to-consumers online business contributes approximately 50% of Nature's Superfoods' sales.

According to eMarketer, the cyber economy in six largest Southeast Asian markets with a total population of 570 million surpassed US\$100 billion in 2019. While the internet economy in most countries was growing at 20 per cent to 30 per cent annually, Indonesia and Vietnam grew at over 40 per cent a year.





Despite the venture's success in online business, Nature's Superfoods still thinks physical shopping is vital in the retail sector.

"We do feel that we cannot underestimate the value of offline channels, where sales will not become less significant. The need for human-to-human contact and relationships underscores the importance of physical experiences and touch points, and attention must still be drawn to the physical roles when it comes to the consumer journey."

Since 2015, Nature's Superfoods has diversified its sales channels and has been selling its products in supermarket chains like FairPrice Finest as well as in specialty health food stores, healthcare pharmacies, and restaurants in Singapore.

Asian taste

Let's face it: there are likely some good-for-you superfoods that you don't find super-tasty. Nature's Superfoods knows it well and has created hundreds of recipes that help make superfoods consumption a palatable and convenient experience. The brand's Superfoods Breakfast Cereal Mixes range is an example of that aim—combining various superfoods ingredients to create a tasty, clean and nutrient-dense breakfast experience. At the same time, Nature's Superfoods hopes to cater to different target groups such as vegetarians, diabetic patients, the elderly, kids and working adults.

"Superfoods don't really taste that bad, it is just that there exists a perception that anything healthy does not taste good. Our superfoods are natural and minimally processed,



and it's really up to the individual's creativity to consume them in varied ways. There are some people that just take them raw! But for those that prioritize taste in their consumption, superfoods can be used as ingredients in recipes. I have come across many posts on social media that demonstrate such creativity in the simplest ways! We learn the recipes from many of our consumers, and we create and try them out ourselves as well. From personal experience, superfoods recipes can be tasty!" says Serene.

Motivated by a strong desire to share how superfoods can be super for us, Nature's Superfoods' seeks to offer everyone the alternative: the most nutritious foods that can look amazing, taste great and help people live better and healthier in the long term. 🇸🇬



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Top: Erick Aponte, Trade Commissioner for Promperu South East Asia



Peruvian Superfoods Show Strong Growth in Asia

Exquisite resources and an inexhaustible larder of fruits, grains, and vegetables; exceptional products for the palate and the wellness of the body, make Peru a land of unique delicacies.

According to PROMPERÚ Hong Kong and South East Asia's Trade Commissioner Erick Aponte, most consumers across the region are also now focusing on products that offer alternatives to traditionally consumed items, as well as those that will provide health benefits.

"Peru's one of the world's top 10 exporters of avocados, artichokes, organic bananas, organic cacao, grapes, peppers and mangoes. In Asia, the main Peruvian superfoods exported to Asia include grapes, blueberries, citrus, avocados, quinoa, and chia," he added.

PROMPERÚ is the tourism and trade board for Peru under the Ministry of Foreign Trade and tourism. With its South-East Asia trade office in Hong Kong, PROMPERÚ has launched the "Superfoods from Peru" campaign since 2017 to promote the Peruvian superfoods in the region.

Asia currently accounts for 9% of all Peruvian agri-food exports worldwide. China is the biggest Asian market for Peruvian produce, with a 30% share of all exports, followed by Hong Kong (20%), South Korea (14%), Japan (12%) and Indonesia (8%). 



SUSTAINABLE SEAFOOD IN HONG KONG

Accredited Fish Farm Scheme

Being the top per capita seafood consumption, Hong Kong has been importing much of the seafood from overseas while local farms only supply less than 5% of the fish and seafood products to the city's market. In other words, the potential of local fish and seafood farming is enormous.

Assurance of Safety and Traceability

The Agriculture, Fisheries and Conservation Department (AFCD) Hong Kong has been embarking on a mission to ensure the sustainability of local fish and seafood farms.

Launched in 2005, the Accredited Fish Farm Scheme (AFFS) is an initiative of the AFCD Hong Kong which aims to uphold the quality and safety of local aquaculture products.

Under the Scheme, quality assurance tests are undergone to ensure products comply with relevant statutory safety standards, namely heavy metals, drug residues and microbial quality of water. By providing quality and safe aquaculture products to the public, the scheme promotes the sustainable development of the local aquaculture industry.

Currently, more than 100 local fish farms have joined the Scheme that supplies a wide variety of live fish, chilled and frozen local high-quality aquatic products, including grey mullet, jade perch, pompano, giant grouper, Japanese seabass, red snapper, star snapper, cobia, etc.

“Fish farming is my pursuit. I feel so satisfied when I see my fish grow big and strong,” says Chan Ping-yau, the owner of a registered AFFS fish farm.

“Over the past 34 years, I have been working as a fish farmer in Lamma Island where the air and water quality is good enough for aquaculture.”

AFCD visits his fish farm once a month to test the quality of water and the fish. He explains, “Upon passing the test, the department will issue the label to our fish products.”

Left: AFFS fish farm owner, Chan Ping-yau



Jade Perch

Native to Queensland, Australia, it's a good candidate for pond fish culture. With its high nutritional value and high percentage of poly-unsaturated fatty acids, Jade Perch enjoys strong consumer acceptance throughout Asia. And Jade Perch is easy to eat with less bone, oily and rich flavour. To have a tasty dish, either steaming or pan-frying is suitable for Jade Perch.

Grey Mullet

Grey mullet grows at estuaries. It is plump, cylindrical in body shape and rich in fat. Yuen Long grey mullets are famous for their high fat content all year round.



Giant Grouper

Also known as Queensland grouper or brindle grouper, it is the largest species of grouper. Local aquaculture produced Giant Grouper is rated as premium seafood and its quality is strictly monitored. Its body is robust and mainly greyish-brown in color with a mottled pattern. The meat is a special delicacy, rich in protein while the skin contains plentiful gelatin.



Pompano

Mainly living in the Red Sea and sea of East Africa, from the southern sea of Japan to the northern sea of Australia. Its body type are round flat and the meat is delicious and creamy. It is suggested to cook by steaming with soy sauce. Nowadays, we could buy Pompano throughout the year in Hong Kong.



Red Snapper

Named as redfish or maya-maya as well, the Red Snapper has a large, flat and oval-shaped body in eye-pleasing bright red colour. Having few bones and with a tender, thick texture, it is meaty and suitable for various ways of cooking.



Japanese Seabass

Japanese seabass or simply 'seabass' is known as 'Suzuki' in Japanese. It has an elongated body with rather flat flanks. Generally it is about 40cm in length, but the maximum recorded length is 1.02m and with a weight of 8.7 kg. It is a versatile food fish that can be used for cooking soup, grilling, braising, deep-frying or steaming.

Cobia

Cobia is a species of the family Rachycentridae with a number of common names such as black salmon, lemonfish, prodigal son, etc. It has a broad and flattened head, dark brown elongated body with two narrow horizontal bands on the flanks. The meat is firm with buttery flavor that can be used as sashimi or fish steak.



Star Snapper

Both its head and back are red or red-brown in color. And it has yellowish-white belly, bright yellow fins and there is a distinct white spot on the body. Wild star snapper mainly lives in the Indian Ocean and the Pacific. Nowadays, with good aquaculture practices across local fish farms, star snappers could be provided throughout the year in Hong Kong.



For Retail & Foodservice

Located in Yuen Long, Sail Fish Co. Ltd is one of the largest participating AFFS fish farms.

Its founder, Lai Loi-chau, said that the fish farm produces mainly grey mullet, grass carp, jade perch and shrimp to the local market. He supplies the fishes to Chinese restaurants and Hong Kong-style cafes (often called Cha chaan teng), as well as retailers like Wellcome Supermarket, Yata Department Store, and HKTV Mall.

Lai said that freshwater fish is easily tainted with muddy or earthy odours, so cleaning the mud of the ponds every 2 to 3 years on regular basis is a must. Additionally, paying special attention to the mix and quantity of feed is also important. In order to pass the AFCD's tests for muddy smell, the company processes its products in the self-owned ISO-certified plant. Every day fish are delivered to the plant at about 6 pm for cleaning, seasoning, sealing, packaging and chilling before being shipped to various retail locations.

Right : Founder of Sail Fish, Lai Loi-chau



Left: Managing Director of Rainbow Seafood Restaurant, Wendy Chan



Top Asian Restaurant Endorses Accredited Fish

"Aside from the usual steaming, poaching is a delicious choice. Large fish can be sliced and chunk-cut for making two different dishes," says Wendy Chan, Managing Director of Rainbow Seafood Restaurant, who also stated most people today is becoming more concerned about the food they eat and where it comes from. Since letting diners eat at ease is the key to running a successful restaurant, making sure the fish they purchase comes from an accreditable and traceable source is the very important, remarking that "I believe the AFFS fish, with a buttery texture, is exceptionally tasty and meaty, and its quality is rest assured."

"I believe the AFFS fish is exceptionally tasty and meaty, and its quality is rest assured."

Rainbow Seafood Restaurant was established in 1984 and is the largest seafood restaurant on Lamma Island. It has won numerous awards over the years, and was named by the "The Miele Guide 2009" as one of the Best 450 Asian Restaurants.

A must visit for seafood lovers. Enjoy a delicious feast with AFFS aquaculture products. *Miam-miam!* 🇬🇧



SESAMILK

White Sesame Milk and Black Sesame Milk



Aromatic, creamy and delicious

Sesamilk is the result of collaboration with King Mongkut's University in Thailand after more than 100 trials and two years of R&D.

Sesamilk is the 100% genuine sesame milk, extracted from premium grade natural sesame seeds.

Researchers of Department of Chemistry, Faculty of Medicine, Chiangmai University in Thailand found that Sesamin, a remarkable substance only found in sesame seed, helps fight against free radicals which are the cause of cancer cells. What's more, Sesamin inhibits the breakdown of cartilage which is the cause of osteoarthritis and osteoporosis, stimulates metabolism, reduces cholesterol, balances out hormones, and enhances the effectiveness of Vitamin E up to 10 times!

To get the Sesamin from sesame seeds, Sesamilk developed a special extraction technology to bring out its unique health benefits of sesame seeds in the form of milk.

Its white sesame milk contains 392mg of Sesamin per 200ml while the black sesame milk contains 30mg per 200ml.

Sesamilk is rich in calcium as well, which is 6 times higher than in milk. It is vegan, free of dairy, soy, gluten, and cholesterol. Better yet, it doesn't contain any additives such as homogenizer, stabilizer or thickener that are commonly found in most plant-based milk. 🇹🇭



P34 A big business on zero waste

Great Giant Pineapple, Indonesia

P36 When you think of cocoa, only chocolate comes to mind?

Kokojoo, Switzerland



P37 Upcycle bread into beer

CRUST, Singapore

P38 Edible eco-friendly straws from rice & tapioca

NLYTECH Biotech, Malaysia

P39 Let your foods breathe

Abeego, Canada



P41 It's a sticky situation

True Gum, Denmark

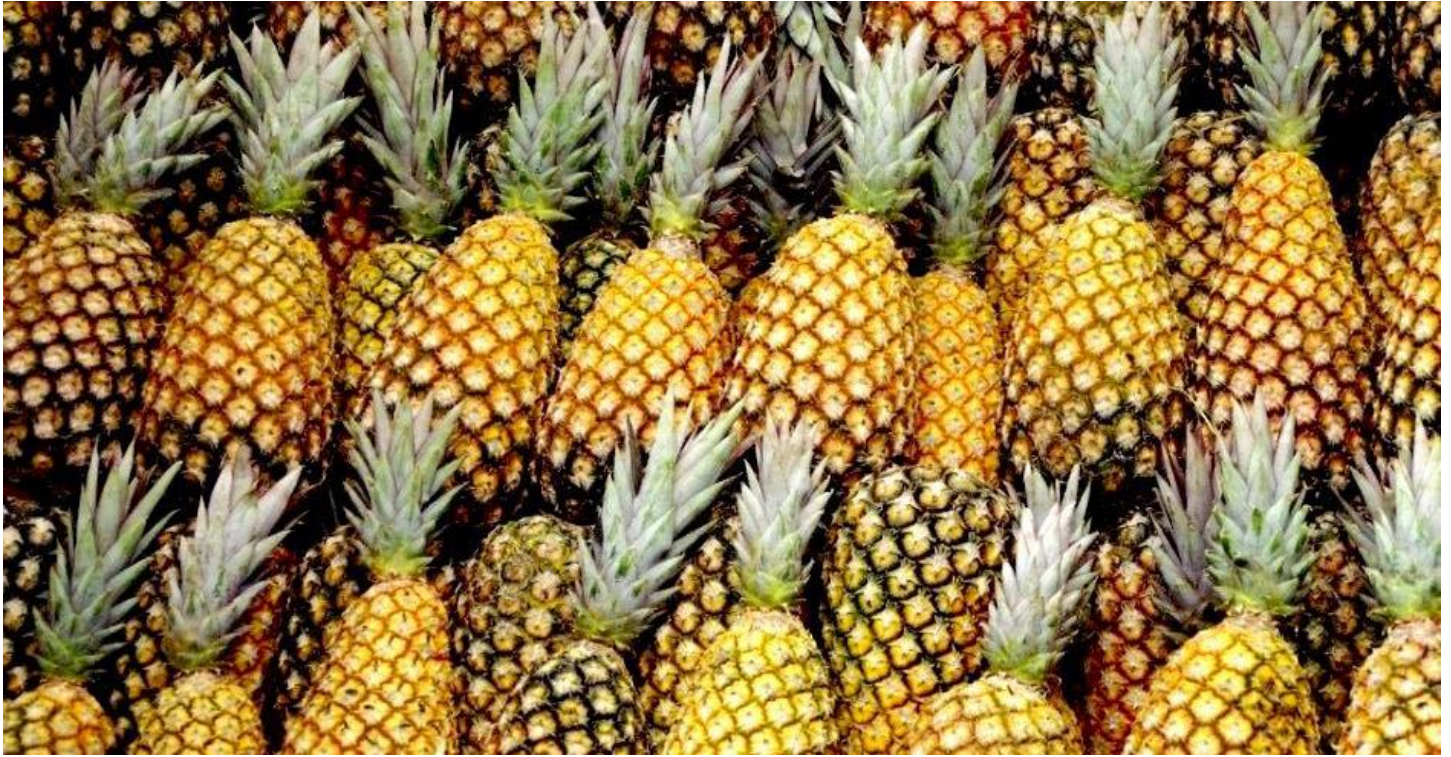


Brands Built on Purpose - From Me to We

Companies have in recent years begun altering their work processes in more meaningful ways, introducing eco-friendly measures that would help reduce carbon footprint and wastage. Some new businesses are even founded just based on that.



FEATURES



A circular economic model

Turning waste into valuable new resource

PT Great Giant Pineapple is the world second largest pineapple producer and the world largest single integrated facility (plantation, canning factory and processing plant) in one location, employing over 19,000 local people.

GGP cans more than 500,000 tons of pineapples annually and exports 17,000 containers of canned pineapple containers to more than 65 countries. With such a big production

capacity it generates huge amount of waste causing a problem for the environment.

What's more, in its 34,000-hectare site in Terbanggi Besar, Central Lampung, Indonesia, the company complex now comprises a pineapple plantation, pineapple factory, tapioca factory, cattle fattening, bromelain enzyme factory, liquid organic bio-fertilizer plant, composting plant, biogas plant and cogeneration plant.

Understanding fully that the business of such scale will cause massive environmental impact, Great Giant Pineapple developed a zero-waste management system that turns the waste from one business into a valuable product for the other business creating a circular relationship that benefits the environment and increases the profitability of both.



Closed Loop Circular Economy

Recycling Pineapple By-Products

Pineapple cultivation results in approximately 160 tons of by-products per hectare where pineapple peel is used to feed 25,000 cows and pineapple stems are used to generate bromelain enzyme which has many applications in the food and pharmaceutical industries.

Greening the Soil

Through the installation of a liquid organic bio-fertilizer system, Great Giant Pineapple turns 325 tons of manure from the cows per day to fertilizers used in the plantations. The bio-fertilizer consists of microorganisms that enable crops to better uptake nutrients and microbes from the soil.

Minimizing Soil Erosion

The company planted a bamboo conservatory on its plantations that now boasts over 160 species. This helps minimize soil erosion and reduce carbon footprint as bamboo can absorb 35% more carbon dioxide and release 35% more oxygen into the atmosphere than any other equivalent hardwood tree.

Reusing Wastewater to Create Energy

The wastewater coming from the pineapple factory and the tapioca factory is used as the raw material for the biogas plant which in turn, produces methane to power the factory.

Results

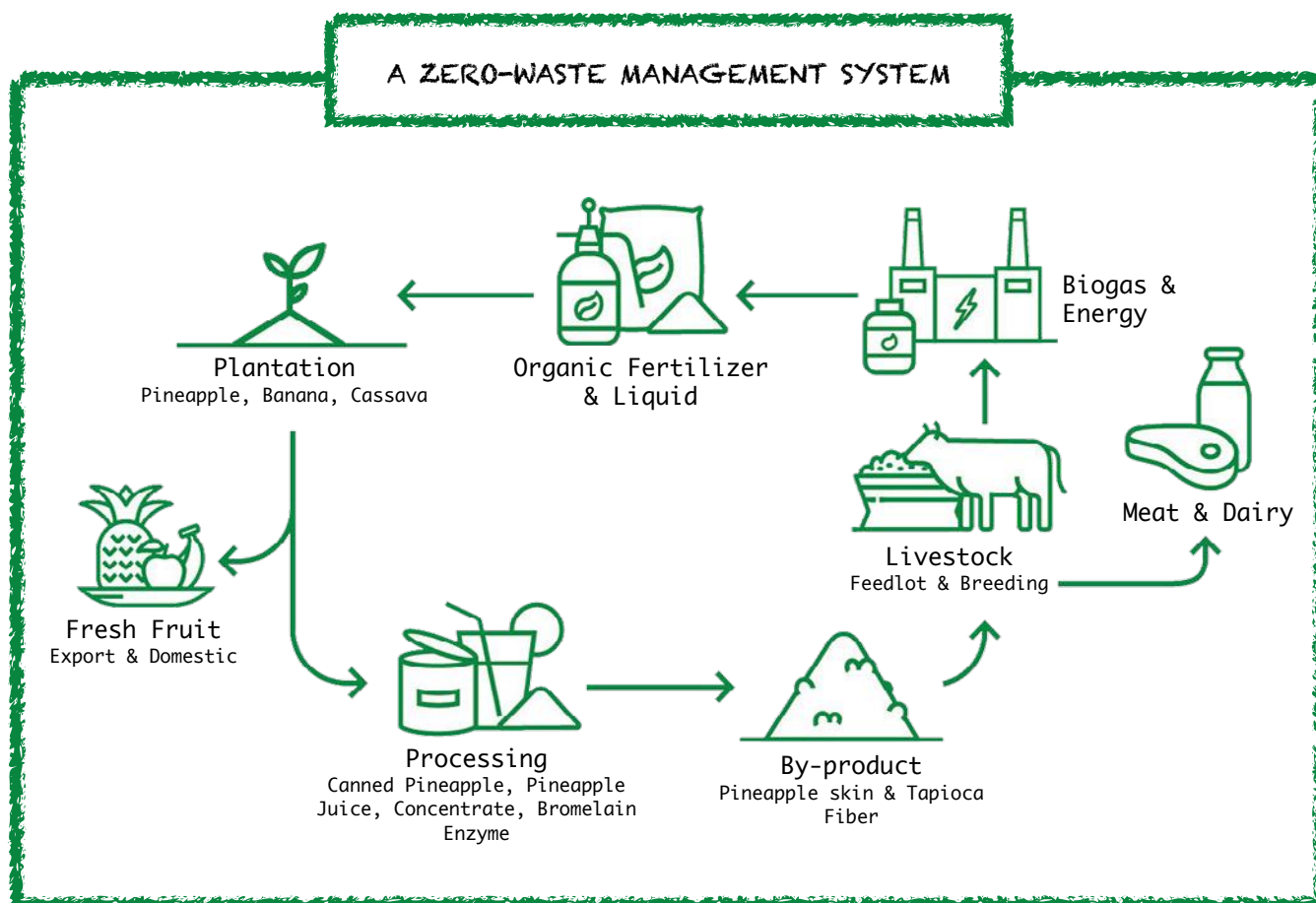
Fossil fuel usage has reduced by 30%; inorganic fertilizers usage decreased by 40%; product yields increased by 50%. 🇵🇭



What is Circular Economy?

Right now, the world operates in a “linear economy” model that takes, makes waste and is clearly not sustainable. * In a circular economy, however, materials for new products come from old products. As much as possible, everything is reused, re-manufactured or, as a last resort, recycled back into a raw material or used as a source of energy.

**Source: United Nations – Industrial Development Organization*



When you think of cocoa, only chocolate comes to mind?

In fact, the cocoa fruit can be used for more than chocolate.

The cocoa beans that are used to make chocolate account for just 20% of the entire cocoa fruit while the nutritious cocoa bean shell, and juicy white pulp inside are discards - despite the fact that they have far more to offer than the beans.

Cocoa bean shells (also known as hulls or husks) are one of the main by-products from the transformation of cocoa beans, representing 10%-17% of the total cocoa bean weight. *As cocoa bean shells are a source of nutrients and interesting compounds, such as fiber, cocoa volatile compounds, proteins, minerals, vitamins, and a large spectrum of polyphenols (which have a strong antioxidant properties and suppress oxidation), the Swiss-

African company KOKOJOO transforms the cocoa bean shells into new natural functional drinks that are set to open up a new category in the beverage industry.

Beverages infused with mood-boosting & healing natural ingredients

Currently, KOKOJOO offers two products *kōkōjoo original* and *kōkōjoo caffeine* that are new innovative sparkling cocoa-based refreshment made from the cocoa bean shells. Rich in polyphenols and with an intense and exotic taste, they help to boost your mood and decrease inflammation in the body. Kōkōjoo is vegan, low sugar and gluten-free.

All the cocoa “waste” used in kōkōjoo is collected from the brand’s partnering plantations in Ivory Coast and selected chocolate producers in Europe.

New Products In Pipeline

kōkōjoo juice original - cocoa juice made from 100% cocoa pulp will be available in March

kōkōjoo focus the vitamin B12 rich cocoa bean shell based refreshment drink sweetened with cocoa juice will be available in April

Waste can be as valuable if not more valuable than the thing you are making! 🇨🇩

Awards

"Food START-UP of the Year 2019" in the DRINKS category as the best start-up of the year at ANUGA Cologne

SIAL Innovation STARTUP Award 2020 for its drinks kōkōjoo original & kōkōjoo caffeine at SIAL Paris



* Source: MDPI



Upcycle bread into beer

With 480 kg of bread saved since the brand launched in 2019, CRUST's mission is to reduce global food waste by 1% by 2030.



CRUST is Singapore's first sustainable beer brand. It offers a line of artisan beers made from surplus unsold and unused bread, as well as "waste" like fruit peels from its bakery, restaurant and hotel partners.

To brew 230 litres of their signature product, Bread Ale, about 10-15 kilograms of bread are required per batch. Since the brand launch in September 2019, Crust has saved over 480 kilograms of bread and transformed them into 8,500 litres of beer.

The CRUST team uses bread to replace barley and malt, and sugars from the bread are extracted to produce the alcohol. The crust of the bread gives their beer a sweeter, more caramel-like aftertaste. And yes, for those who are wondering, the flavor profile of the beer changes with the different types of bread.

The Beer Brewing Process

It's basically the same brewing process, but CRUST replaces 30% of the grain bill with white bread (most of which come from French bakery Maison Kayser). Another key difference is that the lautering process, whereby the liquid is separated from the solids, is far longer; indeed there's a lot more end product. CRUST is still using white breads of any kind, but they will experiment with sourdough and rye soon.

"The crust is very important, it's what gives the beer its sweetness. Hence our name," says Travin Singh, the founder of CRUST. 🇸🇬

Edible eco-friendly straws from broken rice & tapioca

Decompose in 90 days, 100% edible, 100% biodegradable.

Malaysian-based biotechnology company, NLYTECH Biotech, has launched rice-based straws that are made from broken rice and tapioca. The straws do not contain any additives and will decompose completely in 90 days and can also be turned into animal feed or fertiliser. It is 100% edible and 100% biodegradable.

More eco-friendly than paper straws which require growing a tree and cutting it down, RiceStraws are made from broken rice produced as residues during rice cropping and processing and are better than PLA straws

that are just another form of plastic that will take years to break down in landfills and the ocean.

More hygienic than metal and bamboo straws which are hard to wash and dry.

Durable they lasts at least two hours in hot drink, and two to six hours in cold ones, which is much longer than the average amount of time needed for the average person to finish a beverage.

Halal-certified for consumption by Muslims. 🇲🇾



Left:
RiceStraws won
the Best
Sustainable
Packaging
award at the
Asia Food
Innovation
Awards 2019



Let your foods breathe

“I promise you, We’ve been taught to ‘lock and seal’ in freshness, yet living food needs to breathe. In Abeego, your cut, naked or skinless foods are protected and can breathe so they are kept alive for much longer than you’ve ever experienced.”

Since the outbreak of the COVID-19 pandemic, demand for single-use plastic takeaway food containers, utensils, and bubble wrap has surged. Since most of them cannot be recycled, they will all end up in the landfill. To reduce this plastic waste, we can start in our own kitchen.

Abeego is the world's first reusable beeswax food wrap that breathes.

Taking inspiration from nature, Abeego food wrap protects food from air, light and moisture and lets it breathe just like a lemon peel, onion skin or cheese rind. This creates a perfect environment to extend the life of fresh food, preserve natural flavors and produce less food waste.

Abeego is plastic free. It is made with beeswax, tree resin and organic jojoba oil infused into a hemp and organic cotton cloth. To clean the food wrap, always use cold water and eco-friendly soap.

If you maintain and clean them properly, they will last for a year. That's countless foods saved and meals rescued. At the end of their life, they are 100% compostable. Better yet, cut them into strips and repurpose as fire starters or twist ties for the garden.

Founded by Toni Desrosiers, a nutritionist-turned-manufacturer, in 2008, Abeego's zero-waste production facility is located in British Columbia, Canada. 🇨🇦

Right: Toni Desrosiers, Founder of Abeego





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It's a Really Sticky Situation

If you look at any street, chances are you'll see these marks, that's chewing gum. Old chewing gum, and it's probably been there for years.



The plastic polymers in this gum are the same as those found in car tires and plastic bottles. This means that the gum can't biodegrade so will be stuck in our streets forever.

Do you know this gum is the second most common form of litter in the world, and generates around 100,000 tons of global waste a year?

The microplastics from waste gum can reach the oceans, where it can be consumed by sealife, and make its way into our food chain.



Plastic-free Chewing Gum

Founded by a team of passionate chewing gum lovers in Denmark after testing close to 500 prototypes, True Gum is a plastic-free, plant-based, and biodegradable chewing gum. Unlike most conventional gums, True Gum does not contain any aspartame (an artificial sweetener), and no BHA (a synthetic antioxidant, shown to have a hormone-disturbing effect).

Instead of using a traditional plastic-filled gum base, True Gum uses a chicle base, which comes from the sap of the Sapodilla tree, a sustainable and natural ingredient. The sap is extracted by "chicleros" in Central America using a technique that is hundreds of years old. No trees are cut down in the process. In fact, the sap helps conserve the forest as it supports local communities and farmer cooperatives. Using chicle also means that True Gum is biodegradable and stays soft longer.

For sweetening, True Gum uses the low-calorie plant and tree-based natural sweeteners stevia that is derived from plant leaves and xylitol that comes directly from birch trees. 🇩🇰



1



2



3



4

1 Organic Super Shot
Tumeric, Cinnamon & Apple
Case: 15 x 100ml

2 Organic Super Shot
Pomegranate, Black Pepper & Mint
Case: 15 x 100ml

3 Organic Super Shot
Beetroot, Ginger & Carrot
Case: 15 x 100ml

4 Organic Super Shot
Ginger, Lemon & Grape
Case: 15 x 100ml

1 Flow Organic
Ginger & Lemon
alkaline spring water
Case: 12 x 500ml

2 Flow Organic
Cucumber & Mint
alkaline spring water
Case: 12 x 500ml

3 Flow Organic
Strawberry & Rose
alkaline spring water
Case: 12 x 500ml

4 Flow Organic
Grapefruit & Elderflower
alkaline spring water
Case: 12 x 500ml

5 Flow Organic
Blackberry & Hibiscus
alkaline spring water
Case: 12 x 500ml

6 Flow
alkaline spring water
Case: 12 x 500ml

flow
alkaline spring water



1



2



3



4



5



6

1 Be Organic
Apple Juice
Case: 27 x 200ml

2 Be Organic
Pomegranate Juice
Case: 27 x 200ml

3 Be Organic
Sour Cherry & Apple Juice
Case: 27 x 200ml

4 Be Organic
SuperFruits Juice
Case: 27 x 200ml



SimplyProtein®

1 Simply Protein
Lemon Coconut
Case: 12 x 40g

2 Simply Protein
Chocolate Coconut
Case: 12 x 40g

3 Simply Protein
Peanut Butter Chocolate
Case: 12 x 40g

4 Simply Protein - Kids
Strawberry Vanilla
Case: 5 x 25g

5 Simply Protein - Kids
Chocolate Brownie
Case: 5 x 25g



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Saturated Fat
less than 10%

Vitamin E
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Polyunsaturated fatty acid level
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fertilizer pollution



Our premium Camellia oil is collected from seeds naturally grown on unpolluted mountains.

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Best Natural
Cooking Oil 2019



SGS Reports

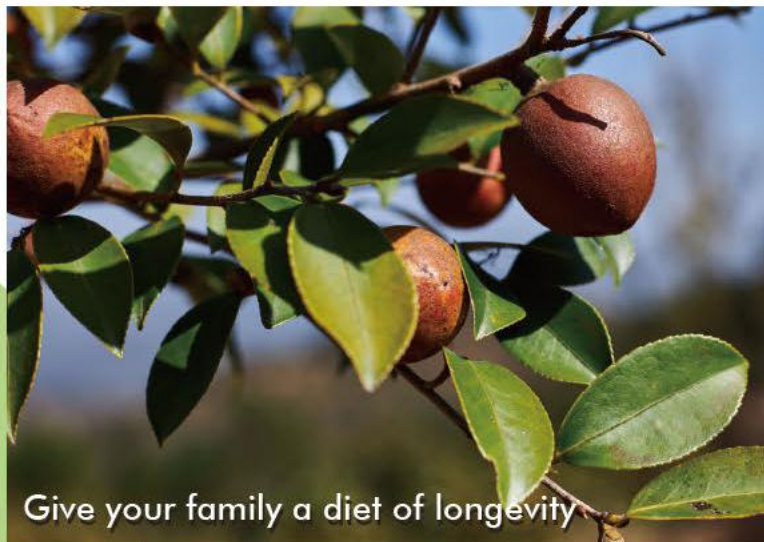


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Products are routinely evaluated to ensure the highest quality raw materials are used. The many benefits of Camellia oil are well-known to generations of Chinese as they have been passed down for thousands of years.

Sunplan Camellia Oil offers tremendous health benefits including the ability to lower LDL cholesterol and harmful triglycerides making it a heart healthy oil.

Extracted from Camellia tea seeds through a highly refined process whereby only the first generation of cold-pressed oils are used to ensure the highest quality product available.



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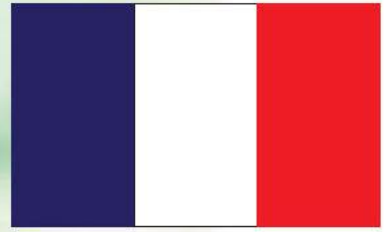
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* All pictures is for reference only



Sprout Cafe HK 小苗子



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SnackMate

SnackMate selects superior quality raw materials around the world and brings you a delicious, healthy, and smart way to snack. It offers great choices of convenient snack packs that can help you to pursue a healthy lifestyle.

Product features:

- ✓ Whole fruit (Non- sliced), large size with rich texture
- ✓ Good source of fiber and vitamin
- ✓ Cholesterol free
- ✓ No artificial colours
- ✓ Convenient pocket packs

We are Offering

Whole Dried Blueberries, Whole Dried Cranberries, Pitted Prunes and Dried Apricots

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Target Customers

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Whole Dried
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Whole Dried Cranberries
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Pkg : 200g x 8

Stay Your Urinary System Healthy

Rich in polyphenols, proanthocyanidins, fiber, vitamin C, and quercetin, prevents urinary tract infections and strengthens the immune system.



Whole Dried
Blueberries 7's
Pkg : (25g x 7) x 12

Promote Eyes and Brain Health

Anthocyanins protect your eyes, improves eyesight, and enhances night vision. Rich in antioxidants, prevents free radicals from attacking the brain and nerve cells, may slow down the degeneration of the brain, and helps maintain a memory.

Pitted Prunes 7's
Pkg : (24g x 7) x 12



Improve Your Gut Health

Rich in dietary fiber and sorbitol, normalizes bowel movements and helps maintain gut health. Water-soluble fiber can help lower cholesterol levels, reduce the burden on cardiovascular, and helps prevent osteoporosis.

Dried Apricots 6's
Pkg : (20g x 6) x 12



Boost Your Skin Health

Rich in natural vitamin E, vitamin C, and β -carotene, and with antioxidant effect, may protect skin cells from UV damage and prevent wrinkles.



Martinelli's - Over 150 Years of Brand Excellence

Martinelli's

Since 1868, Martinelli's have been producing Gold Medal premium 100% juices from apples grown in the fertile valley in CA. Its products have been honored with more than fifty gold medals for excellence at a variety of expositions, leading to the adoption of the brand trademark, "Martinelli's Gold Medal®".

Product features:

- ✓ Made from U.S. Grown Fresh Apples (Not from Concentrate)
- ✓ Use a unique combination of the finest varieties of U.S. grown apples
- ✓ No added sugar, coloring, and preservatives

Country of Origin

USA

We are Offering

Pure Apple Juice, Organic Apple Juice, Sparkling Apple Cider & Juice

Target Regions

Hong Kong & Macau

Target Customers

Retailers, Wholesalers & Foodservices

Company & Contact Information

Assure Company Limited

Tel : (852) 2388 8839

Email : info@assure.com.hk

Website : www.assure.com.hk



Sparkling Apple Cider
Pkg : 750ml x 12



Pure Apple Juice
Pkg : 296ml x 24



Sparkling Blush
Apple-Raspberry Juice
Pkg : 750ml x 12



Sparkling
Apple-Grape Juice
Pkg : 750ml x 12



Sparkling
Apple-Cranberry Juice
Pkg : 750ml x 12



Sparkling
Apple-Pomegranate Juice
Pkg : 750ml x 12



Organic
Pure Apple Juice
Pkg : 296ml x 12



Sparkling Blush
Apple-Raspberry Juice
Pkg : 296ml x 12



Sparkling
Apple Juice
Pkg : 296ml x 12



Organic



Vegan



Alcohol Free



Kosher



Nature's
Superfoods



We are passionate about clean, plant-based, organic, nutrient-rich superfoods from sustainable and verified sources

Nature's Superfoods

At Nature's Superfoods, we believe in building lasting good health through 100% natural, organic and nutrient-rich whole foods. We chose the name 'superfoods' as these refer to foods abundant with nutrition and health-protecting benefits, which fit perfectly with our commitment to offer our clients nature's best sources of nutrition.

We are constantly looking for the highest-quality, least processed and most natural organic foods available from their countries of origin, and we seek to offer them at the best possible price and value. Much effort is poured into the sourcing and verification of these products so that you can regularly consume good-quality organic foods without burning a hole in your pocket!

Company's Registered Country

Singapore

We are Offering

Superfood Breakfast Cereals, Superfood Snacks & Bites, Superfood Grains & Seeds, Superfood Produce, Superfood Powders & Spices and Superfood for Fitness

Organic. Nutrient-Dense. Gluten Free. Cane Sugar Free. Low GI. No Additives/Preservatives.

Target Regions

Hong Kong, Malaysia, Philippines, Thailand

Target Customers

Distributors/Importers, Retailers

Company & Contact Information

Actspand Pte Ltd

Email : trading@actspand.com

Website : <https://naturesuperfoods.sg/>



Organic Coconut Flakes -
Quinoa - Goji Berries
Cereal Mix

Pkg : 290g resealable pack



Organic Purple Corn-
Quinoa-Mulberries
Cereal Mix

Pkg : 290g resealable pack



Organic
Quinoa Puffs

Pkg : 80g resealable pack



Organic Instant
Quinoa Powder

Pkg : 250g resealable pack



Organic Plant Protein
Powder (Original) featuring
Sacha Inchi Powder

Pkg : 400g resealable pack



Organic Plant Protein
Powder (w/ Matcha Powder)
featuring Sacha Inchi Powder

Pkg : 400g resealable pack



Organic Plant Protein
Powder (w/ Cacao Powder)
featuring Sacha Inchi Powder

Pkg : 400g resealable pack



Premium Nutritional
Yeast Flakes

Pkg : 150g resealable pack



Superfood Snack:
Organic Inca Golden
Berries, Dried

Pkg : 110g resealable pack



Superfood Snack:
Organic Yacon Root Slices,
Dried (prebiotic)

Pkg : 40g resealable pack



Superfood Snack: Organic
Sweet Raw Cacao Nibs (coated
w/ prebiotic Yacon Syrup)

Pkg : 150g resealable pack



Organic Raw Cacao
Powder/ Nibs
(criollo variety)

Pkg : 250g resealable pack



Organic Raw
Ginger Powder
(Amazonian)

Pkg : 100g resealable pack



Organic Cold-Pressed
Sacha Inchi Seed Oil
(Omega 3-6-9)

Pkg : 200ml glass bottle



Organic Green Clean
(Superfood powder blend
for Detox)

Pkg : 100g resealable pouch



Organic Premium
Yacon Root Syrup
(prebiotic)

Pkg : 250g glass jar



Organic



Vegan



Dairy Free



Gluten Free



Soy Free



Egg Free



Nut Free



Alcohol Free



Caffeine Free



Accredited Fish Farm Scheme (AFFS)

Launched by the Agriculture, Fisheries and Conservation Department (AFCD) since 2005, the Accredited Fish Farm Scheme (AFFS) includes Farm Registration System, Aquaculture Fry Registration System and Quality Assurance System, ensuring that good aquaculture practices are performed in registered local fish farms and their aquaculture products are up to the prescribed food safety standards.

Major features of AFFS products:

- ✓ Locally-produced - High-quality; Fresh; Lower carbon emission
- ✓ Safety assured - No drug residues; No malachite green; No excessive levels of heavy metals
- ✓ Traceable - A QR Code attached on each accredited product; Certificates; Fish farm information
- ✓ Sustainably-developed - Sustainable development of the local aquaculture industry; Lower carbon emission; The culture environment and water quality of registered fish farms are regularly monitored

Country of Origin

Hong Kong

We are Offering

The scheme offers a wide array of fresh, chilled and frozen accredited local fish products, including Giant Grouper, Cobia, Sea Bass, Pompano, Red Snapper, Star Snapper, Jade Perch, Grey Mullet, etc.

Target Regions

Hong Kong

Target Customers

Retailers, Foodservices

Company & Contact Information

Business Environment Council Limited

Email: affs@bec.org.hk

Website : <https://affs.afcd.gov.hk>



Cobia Steak
Pkg : 300g x 10



Giant Grouper
Pkg : 200-500g x 10



Pompano
Pkg : 300g x 10



Red Snapper
Pkg : 300g x 10



Star Snapper
Pkg : 300g x 10



Jade Perch
Pkg : 300g x 10



Grey Mullet
Pkg : 300g x 10



Sea Bass Steak
Pkg : 300g x 10

Sponsor



漁業持續發展基金
Sustainable Fisheries Development Fund

Promotion Partner



BUSINESS
ENVIRONMENT
COUNCIL
商界環保協會



味道與藝術結合的精品茶包 展現當今精品茶包新典範

Mighty Leaf

Mighty Leaf在1996年創立於美國加州三藩市，嚴選來自全球不同有機及公平貿易茶園的茶葉，並加入乾果、香料和花等天然素材進行拼配而成。每款Mighty Leaf茶葉都經由擁有30年經驗的茶藝師Eliot Jordan每年評審和測試超過3,000不同茶種後的成果，彰顯頂級茗茶呈現的獨特性、風味與香氣。

- ✓ 採用原片茶葉 - 並非碎茶或茶粉，保留更多養份，味道濃郁醇厚
- ✓ 茶葉份量十足 - 一個茶包已可沖一大壺濃度十足的靚茶
- ✓ 環保物料茶袋 - 100%可生物降解，不含漂白劑、熒光劑、重金屬及塑化劑，安全、衛生、耐泡
- ✓ 包裝華麗 - 以純棉線縫製精品茶袋，並非一般平價茶包用釘書釘縫口可比
- ✓ 透明設計 - 內裏的茶葉、香料、乾果和花等天然素材，真材實料，一目了然
- ✓ 大部分茶包均獲有機、公平貿易、全素認證

產品生產地

美國

產品種類

3大系列超級30種不同產品，包括：

茶包 - 有機花果茶、紅茶、綠茶、白茶

凍茶特選茶包 - 傳統錫蘭紅茶、有機紅茶、有機花果茶、有機綠茶

原片磅裝散茶 - 經典紅茶、綠茶、白茶、花果茶

服務以下國家及地區顧客

香港、澳門

目標顧客

零售商、餐飲業

採購及查詢聯絡

和田寶信有限公司

Walton Possession Ltd.

電郵：sales@walton.com.hk

網站：www.walton.com.hk

傳統錫蘭紅茶、有機紅茶

餐飲業專用



有機早餐茶
Organic Breakfast
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



有機伯爵茶
Organic Earl Grey
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



甜蜜香橙
Orange Blossom
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



大部分口味備有
100茶包 (大盒裝)

綠茶、白茶



有機好吉綠茶 (培茶)
Organic Hojicha Green Tea
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



有機茉莉山泉
Organic Spring Jasmine
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



有機龍井茶
Organic Green Dragon
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



熱帶清綠茶
Green Tea Tropical
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)

有機花果茶



有機非洲甘露
Organic African Nectar
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



有機薄荷美配茶
Organic Mint Melange
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



美果洋甘菊
Chamomile Citrus
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



姜蜜之舞
Ginger Twist
包裝：100茶包 (大盒裝)
15茶包 x 6 (小盒裝)



有機



全素



公平貿易



無麩質



可生物降解



Protein & Vitamin Packed Meal Replacement Shakes A Natural Health Booster

KAV enCore

The tasty low-calorie, low-fat and low-sugar shakes packed with superfoods help people lose weight by stimulating fat burning and providing healthy gastrointestinal functions. Each shake provides nutrients that benefit sugar and cholesterol levels, including protein, fibre, vitamins, minerals, fatty acids, digestive enzymes, prebiotics, probiotics and more, all essential for muscle growth and recovery.

High protein, high fibre, high calcium, high iron, no trans fat, no added sugar, low calories, hormone-free, gluten-free, non-GMO, no artificial colors.

Our manufacturing facility is Safe Quality Food (SQF) Level II and GMP certified. We are also non GMO Project verified, organic, gluten-free, vegan, Kosher, Halal and Fair Trade certified.

KAV enCore Nutritional Shakes are used and endorsed by four-time world champion boxer *Leo Santa Cruz* and MMA champ *Jenae Noonan*.

Country of Origin

USA

We are Offering

Classic Line - 3 flavors (Vanilla, Matcha, Chocolate)

Vegan Line - 2 flavours (Original, Chocolate)

Target Countries / Regions

China, Hong Kong, Macau

Target Customers

Retailers, Spa & Beauty Salons, Fitness Centers

Company & Contact Information

Civil Smart Ltd

Email : info@kavencore.com.hk

Website : www.kavencore.com.hk

CLASSIC LINE



Chocolate Nutritional Shake
(15 Single Sachets/Box)
Pkg : 50g x 15 packs/box
4 boxes/case



Matcha Nutritional Shake
(15 Single Sachets/Box)
Pkg : 50g x 15 packs/box
4 boxes/case



Vanilla Nutritional Shake
(15 Single Sachets/Box)
Pkg : 50g x 15 packs/box
4 boxes/case



Chocolate Nutritional Shake
(1kg/Tub)
Pkg : 1kg x 6tubs/case



Matcha Nutritional Shake
(1kg/Tub)
Pkg : 1kg x 6tubs/case



Vanilla Nutritional Shake
(1kg/Tub)
Pkg : 1kg x 6tubs/case

VEGAN LINE



Vegan Nutritional Shake
Original Flavour
(10 Single Sachets/Box)
Pkg : 45g x 10 packs/box



Vegan Nutritional Shake
Chocolate Flavour
(10 Single Sachets/Box)
Pkg : 42g x 10 packs/box



No Trans Fat



No Added Sugar



No Hormones



Gluten Free



Non GMO



Distributed by Master Lam Foods Ltd Email: sales@naturolam.com
Tel/Whatsapp: +852 2763 9596 Office: RM405, Wah Chun Ind. Ctr. Tsuen Wan HK
Please contact Mr. Jimmy Lam for all local and international retail and distribution.

NATURALAM
—天然之林—

Introducing our Best Selling, All Natural & Pure

BLACK SESAME POWDER **ALMOND POWDER**
(LOW TEMPERATURE ROASTED) (APRICOT KERNEL POWDER)

Their wonderful & natural taste profiles plus elegant aesthetics are praised by the most discerning customers.

We welcome Retail and Distribution enquiries.



www.naturolam.com/NF19

DIRECT FROM MANUFACTURER
Wholesale & Retail ingredients
for Bakeries, Dessert Shops, Tea
shops, DIY, Cafes & Restaurants

廠家原料 批發及零售
烘焙 · 甜品 · 茶店 · 咖啡店 · 餐廳

Our signature collection items make use of modern food technology for **optimum flavour extraction** of **fresh natural ingredients**. They contain **no or low sugar, zero added fats**, and are **UHT-treated** for **ambient storage** without the need for preservatives.

主打產品系列應用**食品抽提科技**確保豐富**天然農產品**味道。**無糖/低糖, 不添加油脂, 無防腐劑**, 經過**UHT超高溫處理**保鮮可**無需防腐劑室溫儲存**。



黑芝麻醬
Black Sesame Paste



南瓜蓉及菜泥
Pumpkin Paste & Puree



紅豆蓉
Red Bean Paste



紫番薯蓉
Purple Sweet Potato Paste

Master Lam Foods Ltd

Sales Office: RM405, 4/F Wah Chun Industrial Centre, Tsuen Wan NT, Hong Kong
Tel/Whatsapp: +852 2763 9596 Email: sales@masterlamfoods.com Contact: Mr. Jimmy Lam
For more information please visit our website: www.masterlamfoods.com/NF19

林師傅
master lam foods



A sweet story

Find out why Mānuka products from Kiwi Manuka should be your everyday essential

Sourced from the remote regions of New Zealand, the health benefits of honey, essential oil, leaf harvested from the Mānuka tree have long been recognised by the Māori, the indigenous people of New Zealand. Kiwi Manuka produces Mānuka honey of the highest quality, working with knowledgeable beekeepers who are invested in ensuring a sustainable environment for future harvests. Mānuka honey's health benefits including the easing of stomach discomforts, strengthening the immune system, improving the quality of sleep, and sustaining oral health.

To fully reap the benefits of Manuka, the honey can be taken internally, consumed or applied externally as seen through our honey, lozenge and beverage products. Our essential oils are applied externally and are made into our skin and beauty care products. While the manuka leaf used in our new range of Teas provide that extra immunity day to day for health living.

甜「蜜」故事

為你解構加維麥蘆卡出品的麥蘆卡蜂蜜
為何會是我們的日常保健品

麥蘆卡蜂蜜源自新西蘭的偏遠地區，當地原住民毛利人早已了解這種從麥蘆卡樹採集而來的花瓣、精油與及蜂蜜。加維麥蘆卡專門生產優質麥蘆卡蜂蜜，並與經驗豐富的蜂農合作，致力為未來的蜂蜜收成維持一個可持續的發展環境。

麥蘆卡蜂蜜據說具有眾多健康益處，其中包括有助改善多種腸胃不適症狀、增強身體抵抗力、提升睡眠質素，以及保持口腔健康等。

如你希望獲得各種療效，可以通過口服或外用的方法使用我們的蜂蜜、口服含片或飲料。我們的精油系油能作為保養品塗在皮膚上，而全新茶包系列則以一個方便快捷的方法提供每天所需的營養，同時促進身體的免疫力。

WHAT DOES UMF STAND FOR?

Kiwi Manuka is renowned worldwide for its "Unique Mānuka Factor" (UMF™). This is a grading system that appraises natural markers around in Mānuka honey and assures purity. Kiwi Manuka works to ensure that all of its products are ethically sourced, true to label and are of the highest quality.

甚麼是「獨特麥蘆卡因子」(UMF™)?

加維麥蘆卡因其「獨特麥蘆卡因子」(UMF™) 而舉世知名。「獨特麥蘆卡因子」乃一種評級制度，用以鑑定麥蘆卡蜂蜜中的天然標誌物含量，從而確保蜂蜜的純正程度和品質狀態。加維麥蘆卡是獨特麥蘆卡因子蜂蜜協會的約章成員，致力確保所有產品均符合道德生產標準、標籤資料真確，並且擁有最高質量。

New Zealand

525B State Highway 30
Whakatane 3191 New Zealand
ph +64 (7) 308 0428
www.kiwimanuka.com

Hong Kong

35 Ko Shing Street,
Sheung Wan, Hong Kong
ph +852 2547 6219
www.kiwimanuka.com.hk



由下列獨立機構提供產品質量保證

Quality assurance by the following independent organizations



Website



WeChat



JD.COM
(China)



JD.COM
(International)



輝和陳列設備有限公司
Fixwell Display System Co., Ltd.

Unit 1401, Westlands Centre, 20 Westlands Road, Quarry Bay.
852 2811 9381 (Fax: 852 2565 7094)
fixwell@netvigator.com
www.fixwell.com.hk | Fixwell Display System

供應歐美及日本超市陳列及商用凍櫃、紅酒窖、組合式冷庫及各類型貨架、購物車、POP道具、收銀台等配套設備。並提供設計、安裝、維修保養等全面服務。

We supply full range of worldwide Supermarket Refrigerated Display Case, Commercial Refrigerator, Cold Room, Wine Cellar, Display Shelving, Warehouse Racking, Shopping Cart, Check-out Counter, with comprehensive Layout Planning, Installation & Maintenance Service.

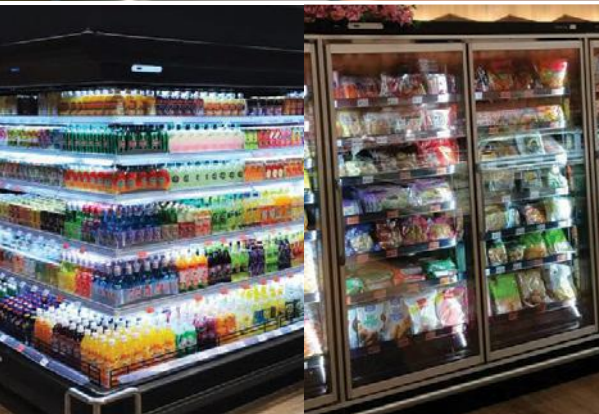
JORDAO



EXPO



EVERLASTING



FUKUSHIMA



AHT



ARNEG



WANZL (HOTEL SERVICE, SHOP SOLUTIONS, RETAIL SYSTEMS, LOGISTICS + INDUSTRY, AIRPORT, ACCESS SOLUTIONS)

JORDAO
COOLING SYSTEMS®

Fukushima

wanzl

EXPO

AUTEC

AHT

arneg
KOREA

STAYCOLD

rhino

TAIKO

60
EVERLASTING
Anniversary

OSCARTIELLE

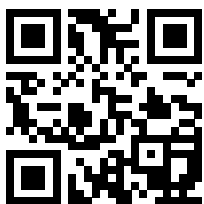
im
italmodular
modular storage solutions





All Vegetable Are Grown on Virgin Soil

- ✓ No Chemical Fertilizer
- ✓ Passed Pesticides Residues
- ✓ Passed Heavy Metal Tests
- ✓ Low Carbon Footprint
- ✓ Own Farm Produce



Address: Room 815, Elite Industrial Centre, 883 Cheung Sha Wan Road, Kln, HK (MTR Lai Chi Kok Station Exit D1)
Phone: 2370 4882 **Email:** info@farmers-choice.com **Whatsapp:** 6656 0522 **Facebook:** Farmers Choice

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Restore, Refresh, Revitalize
South China's F&B market awaits you

NEW

21-23 April 2021

Shenzhen World Exhibition &
Convention Center, Shenzhen, China

Organizers:

anufoodchina.com



中国食品土畜进出口商会
China Chamber of Commerce of Foodstuffs
and Native Products (CFCF)



深圳市零售商业行业协会
大消费资源赋能生态



koelnmesse



Meet the Plant-Based Food Companies in Anufood China 2021

Demand for plant-based meat is surging in China, according to Time Magazine, China's market for plant-based meat substitutes was estimated at \$910 million in 2018 and is projected to grow 20% to 25% annually.

Enjoy mouthwatering food and test all the new products from companies that are committed to harnessing the power of plant-based.

1. Naked Butter Butter & Nut Spread, Mianyang Meidi food Co Ltd, China (Booth: 1-A005) • 2. OmniPork, New Ascent Corporation Ltd, Hong Kong (Booth: 1-E062) • 3. Italia Sperlonga Extra Virgin Olive Oil, Casa Olio Sperlonga S.P.A, Italy (Booth: 1-E028) • 4. Carob World Carob Milk Bar & Spread, Carob World Portugal Lda, Portugal (Booth: 1-H041) • 5. Vitariz Rice Milk, Ningbo Strive Green International Trading Ltd, China (Booth: 1-G072) • 6. Truffle Delicacy Range, ED Food S.R.L, Italy (Booth: 1-F027) • 7. JOOMA Almond Based Yogurt, NOIX Foods (Tianjin) Co Ltd, China (Booth: 1-F066) • 8. Z-Rou Bolognese Italian Lasagna, Shanghai Good YouKuai Food Technology Co Ltd, China (Booth: 1-E058) • 9. Loving Hut Nutritional Yeast Flakes, Zhangzhou City Xiangcheng District Suka Trading Co Ltd, China (Booth: 1-G069) • 10. ProteinMeat Plant-based Meat, Wenma Biotechnology Co Ltd, China (Booth: 1-F077)

Anufood China

Date : 21-23 April 2021

Venue : Shenzhen World Exhibition & Convention Center, Shenzhen, China

Organizer : Koelnmesse (Beijing) Co Ltd

Co-Organizers: China Chamber of Commerce of Import & Export of Foodstuffs, Native Produce & Animal By-Products (CFNA) & Shenzhen Retail Business Association

Admission fee : Free of charge

Inquiry : anufoodchina_vs@koelnmesse.cn

Website : www.anufoodchina.com

Co-located events

Virtual Plus

Foodie Space

Bougainvillea Cup Chef Challenge

Co-located conferences

The Congress of China Imported Food Association of CFNA

Global Imported Food Retail Market Trends Forum

International Food Industry Cluster Development Summit

Global Animal Protein Summit

The Culture Tourism and Specialty Food Development Committee Summit of China Cuisine Association



photo credit: HOFEX

Trade Show Calendar

International Food Exhibitions 2021

(as of 28 February 2021)

Friendly reminder! We're working hard to be accurate. But these are unusual times, so please check that exhibitions remain open before you go.



March 2021

9-12 March

FOODEX

Tokyo, Japan

www.jma.or.jp/foodex/en/

9-12 March

BIOFACH JAPAN

Tokyo, Japan

www.biofach-japan.com

15-18 March (virtual)

SUSTAINABLE FOODS SUMMIT

Asia Pacific Edition

www.sustainablefoodssummit.com/asia/

31 March - 3 April

COFFEE EXPO SEOUL

Seoul, South Korea

www.coffeexposeoul.com

April 2021

21- 23 April

ANUFOOD CHINA

Shenzhen, China

www.anufoodchina.com

27- 30 April

BAKERY CHINA 2021

Shanghai, China

www.bakerychina.com/en

May 2021

12-14 May

BIOFACH CHINA

Shanghai, China

www.biofachchina.com/en

18-20 May

SIAL CHINA

Shanghai, China

<http://en.sialchina.com>

24-27 May (virtual)

NATURAL PRODUCTS EXPO WEST

Anaheim CA, USA

www.expowest.com/en/home.html

25-27 May

OLIVE OIL KANSAI 2021

Osaka, Japan

www.olive-kansai.com/en/

25-29 May

THAIFEX ANUGA ASIA 2021

Bangkok, Thailand

www.thaifex-anuga.com/en/

June 2021

1-4 June

SEOUL FOOD & HOTEL 2021

Seoul, South Korea

www.seoulfoodnhotel.co.kr/main/

2-4 June

FOOD & HOTEL INDIA 2021

Mumbai, India

www.foodandhotelindia.com

8-11 June (virtual)

SUSTAINABLE FOODS SUMMIT

EU Edition

www.sustainablefoodssummit.com/europe/

9-11 June

WELLNESS LIFE JAPAN

Tokyo, Japan

www.wljapan.com/tokyo/

13-15 June 2021o

FINE FOOD NEW ZEALAND

Auckland, New Zealand

www.finefoodnz.co.nz

23-26 June

FOOD TAIPEI 2021

Taipei, Taiwan

www.foodtaipei.com.tw/index.html

July 2021

22-24 July

BIO ASIA TAIWAN EXHIBITION

Taipei, Taiwan

www.bioasiataiwan.com

27-30 July

SEOUL FOOD 2021

INTERNATIONAL FOOD INDUSTRY EXHIBITION

Seoul, South Korea

www.seoulfoodnhotel.co.kr/main/

28-31 July

FOOD & HOTEL INDONESIA 2021

Jakarta, Indonesia

www.foodhotelindonesia.com

July

BIOFACH SOUTH EAST ASIA

Bangkok, Thailand

www.biofach-southeastasia.com/

August 2021

12-16 August

HONG KONG FOOD EXPO

Hong Kong, China

www.event.hktdc.com/fair/hkfoodexpo-en/

25-27 August

SHANGHAI INTERNATIONAL FISHERIES AND SEAFOOD EXHIBITION

Shanghai, China

www.worldseafoodshanghai.com/en

September 2021

7-9 September

FOOD & HOTEL VIETNAM

Ho Chi Minh City, Vietnam

www.foodnhotelvietnam.com

7-9 September

HOFEX

Hong Kong, China

www.hofex.com

7-9 September

NATURAL & ORGANIC ASIA

Hong Kong, China

www.naturalandorganicasia.com

9-12 September

MALAYSIA INTERNATIONAL HALAL SHOWCASE

Kuala Lumpur, Malaysia

www.mihlas.com.my

21-24 September

FOOD & HOTEL MALAYSIA

Kuala Lumpur, Malaysia

www.foodandhotel.com

28-30 September

ASIA FRUIT LOGISTICA

Hong Kong, China

www.asiafruitlogistica.com

28-29 September

VITAFOOD ASIA

Singapore

www.vitafoodsasia.com/en/welcome.html

28-30 September

SPECIALTY & FIND FOOD ASIA

Singapore

www.speciality-asia.com

October 2021

9-13 October

ANUGA

Cologne, Germany

www.anuga.com

24-26 October

NATEXPO

Paris, France

www.nateexpo.com/en/

November 2021

9-11 November

FOOD & HOSPITALITY CHINA

Shanghai, China

www.fhcchina.com/en/

11-13 November

HONG KONG INTERNATIONAL WINE & SPIRITS FAIR

Hong Kong, China

www.event.hktdc.com/fair/hkwinefair-en/

18-20 November


CAFE ASIA

Singapore

www.cafeasia.com.sg



International Brand Owners Contact Information


Brand name : Abeego 

Company : Abeego Designs, Inc

Country/Region : Canada

Email : sales@abeego.com

Website : www.abeego.com


Brand name : Gui Tea - Matcha 

Company : Gui Tea (HK) Ltd

Country/Region : Hong Kong

Email : info@emerail.com.hk

Website : www.guitea.com.hk


Brand name : Accredited Fish Farm Scheme (AFFS) 

Company : Business Environment Council Limited

Country/Region : Hong Kong

Email : affs@bec.org.hk

Website : https://affs.afcd.gov.hk

Brand name : KAV enCore 

Company : Civil Smart Ltd

Country/Region : Hong Kong

Email : info@kavencore.com.hk

Website : www.kavencore.com.hk


Brand name : Anufood China 

Company : Koelnmesse (Beijing) Co Ltd

Country/Region : China

Email : anufoodchina_vs@koelnmesse.cn

Website : www.anufoodchina.com

Brand name : Kiwi Manuka 

Company : New Zealand Manuka Group

Country/Region : New Zealand

Email : sales@nzmanukagroup.com

Website : www.nzmanukagroup.com


Brand name : CRUST 

Company : Crust Group

Country/Region : Singapore

Email : hello@crust-group.com

Website : www.crust-group.com

Brand name : KOKOJOO 

Company : kokojoo GmbH

Country/Region : Switzerland

Email : hello@kokojooglobal.com

Website : www.kokojoo.com/en-gb


Brand name : Fixwell Display 

Company : Fixwell Display System Co Ltd

Country/Region : Hong Kong

Email : fixwell@netvigator.com

Website : www.fixwell.com.hk

Brand name : Matakana SuperFoods 

Company : Matakana Superfoods Ltd

Country/Region : New Zealand

Email : info@matakanasuperfoods.com

Website : www.matakanasuperfoods.com


Brand name : Fushi 

Company : Fushi Wellbeing Ltd

Country/Region : UK

Email : jeanne@fushi.co.uk

Website : www.fushi.co.uk


Brand name : Naturalam 

Company : Master Lam Foods Ltd

Country/Region : Hong Kong

Email : jimmy@masterlamfoods.com

Website : www.masterlamfoods.com


Brand name : Great Giant Pineapple 

Company : Great Giant Pineapple PT

Country/Region : Indonesia

Email : contact@gg-foods.com

Website : www.greatgiantpineapple.com

Brand name : Nature's Superfoods 


Company : Actspand Pte Ltd


Country/Region : Singapore

Email : trading@actspand.com


Website : www.naturesuperfoods.sg


Hong Kong Suppliers Contact Information


Brand name : Omn!Pork 
 Company : New Ascent Corporation Ltd
 Country/Region : Hong Kong
 Email : wsinquiry@greenmonday.org
 Website : www.greenmonday.org


Brand name : RiceStraws 
 Company : NLYTECH Biotech Sdn Bhd Rice Straws
 Country/Region : Malaysia
 Email : ytlaw@nlytech.com
 Website : www.ricestraws.net/


Brand name : Sesamilk 
 Company : Sesamilk Foods
 Country/Region : Thailand
 Email : siripen@sesamilkfoods.com
 Website : www.sesamilkfoods.com

Brand name : SO2GO 
 Company : SO2GO
 Country/Region : Australia
 Email : so2go@so2go.com.au
 Website : www.so2go.com.au


Brand name : True Gum 
 Company : True. ApS
 Country/Region : Denmark
 Email : hello@truegum.com
 Website : www.truegum.com

Brand name : World of Chia 
 Company : Space Enterprises, LLC
 Country/Region : USA
 Email : sales@worldofchia.com
 Website : www.worldofchia.com


Brand name : Accredited Fish Farm Scheme (AFFS)
 Company : Business Environment Council Limited
 Phone : (852) 2784-3959 
 Email : affs@bec.org.hk
 Website : <https://affs.afcd.gov.hk>

Brand name : Be Organic 
 Company : Everything Organic Ltd
 Phone : (852) 5149-8866
 Email : info@everything-organic.com
 Website : www.everything-organic.com

Brand name : Emerail 
 Company : Gui Tea (HK) Ltd
 Phone : (852) 2711-3181
 Email : info@emerail.com.hk
 Website : www.guitea.com.hk

Brand name : Farmers Choice 
 Company : Farmers Choice Ltd
 Phone : (852) 2370-4882
 Email : info@farmers-choice.com
 Website : www.farmers-choice.com

Brand name : Fixwell Display System 
 Company : Fixwell Display System Co Ltd
 Phone : (852) 2811-9381
 Email : fixwell@netvigator.com
 Website : www.fixwell.com.hk

Brand name : Flow 
 Company : Everything Organic Ltd
 Phone : (852) 5149-8866
 Email : info@everything-organic.com
 Website : www.everything-organic.com

Brand name : Gui Tea - Matcha 
 Company : Gui Tea (HK) Ltd
 Phone : (852) 2711-3181
 Email : info@emerail.com.hk
 Website : www.guitea.com.hk



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Publicity & PR
Food Tasting Events**





Our mission is to be an active participant in creating a healthier and environmentally conscious world. By helping natural and conscious businesses succeed, we act as a catalyst for positive change.





info@GoNaturalMarketing.com

Brand name : KAV enCore 
 Company : Cilvil Smart Ltd
 Phone : (852) 2873-3276
 Email : info@kavencore.com.hk
 Website : www.kavencore.com.hk


Brand name : Kiwi Manuka 
 Company : W International Investment Ltd
 Phone : (852) 2547-6219
 Email : info@kiwimanuka.com
 Website : www.kiwimanuka.com.hk

Brand name : Martinelli's 
 Company : Assure Co Ltd
 Phone : (852) 2388-8839
 Email : info@assure.com.hk
 Website : www.assure.com.hk


Brand name : Master Lam 
 Company : Master Lam Foods Ltd
 Phone : (852) 2763-9596
 Email : jimmy@masterlamfoods.com
 Website : www.masterlamfoods.com


Brand name : Mighty Leaf 
 Company : Walton Possession Ltd.
 Phone : (852) 2873-3810
 Email : sales@walton.com.hk
 Website : www.walton.com.hk


Brand name : OmniPork 
 Company : New Ascent Corporation Ltd
 Phone : (852) 2263-3101
 Email : wsinquiry@greenmonday.org
 Website : www.greenmonday.org

Brand name : SnackMate 
 Company : Assure Co Ltd
 Phone : (852) 2388-8839
 Email : info@assure.com.hk
 Website : www.assure.com.hk

Brand name : Simply Protein 
 Company : Everything Organic Ltd
 Phone : (852) 5149-8866
 Email : info@everything-organic.com
 Website : www.everything-organic.com

Brand name : Sprout 
 Company : Organic Land Company Limited
 Phone : (852) 2850-6166 / (852) 9318-3745
 Email : sproutcafehkg@gmail.com
 Website : ulalapopup.boutir.com

Brand name : Sunplan 
 Company : AA1218 Co Ltd
 Phone : (852) 2869-9776 / (852) 6768-1717
 Email : info@sunplanoil.com.hk
 Website : www.sunplanoil.com.hk

Brand name : Veen Ayurveda Super Shot 
 Company : Everything Organic Ltd
 Phone : (852) 5149-8866
 Email : info@everything-organic.com
 Website : www.everything-organic.com

Find more brands in
 our next issue...
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