

Media release

DKSH sponsors 5th Macau Chocolate Showpiece Competition with CasaLuker's finest cocoa

DKSH Hong Kong, on behalf of its client in the chocolate industry, CasaLuker, is the major cocoa sponsor for Macau's leading Chocolate Showpiece Competition.

Macau, November 7, 2019 – DKSH, the leading Market Expansion Services provider with a focus on Asia, is the major cocoa sponsor for the 5th Macau Chocolate Showpiece Competition organized by Macau Culinary Association. The event was held at the MGM Hotel, Cotai, Macau at the end of October.

DKSH's Business Line Gourmet Fine Foods (GFF) introduced CasaLuker as the competition's main ingredient sponsor. Fourteen young chefs from eleven reputed Macau hotel labels were able to showcase their "freedom of expression" and unleash their creativity in the 5th Macau Chocolate Showpiece Competition. Using CasaLuker couverture as the sole ingredient, these young talents have immediately turned the arena into a chocolate museum in five hours. Without the use of any supporting materials, the carved chocolate sculptures truly exhibited the high quality of the cocoa as well as the chef's artistry.

CasaLuker, founded in 1906 in South America, selects the best cacao Fino de Aroma beans from Colombia and Peru and uses 100 percent cocoa butter and natural vanilla. Fino de Aroma cocoa is a category named by the International Cocoa Organization (ICCO), distinguished for its aroma, consisting of fruity, floral and herbal flavors and nutty malt notes. Only eight percent of the world's cocoa production is qualified as Fino De Aroma and 76 percent is produced in Colombia, Ecuador, Peru and Venezuela. DKSH, who offers sales, marketing and distribution services for CasaLuker, newly endorsed this premium brand for its entire international portfolio, consisting only of the Fino de Aroma cocoa.

Judged according to four criteria: technique and degree of difficulty; presentation and general impression; theme expression as well as artistic impression, Chef Huang Li Qin from Studio City emerged as this year's winner, with 2nd runner-up and 3rd runner-up are Ng Kit Man from MGM Cotai and Ho Hoi Lon from Studio City respectively. DKSH Macau will sponsor the three winning chefs an exclusive chocolate workshop to be conducted by Thomas Lui, a renowned chocolatier and founder of Thomas Trillion.

Sharon Lee, Vice President of GFF of DKSH Hong Kong, said: "DKSH is delighted to sponsor this chocolate showcase with CasaLuker couverture, and we congratulate these young talents for their passion to unleash the chocolate convention. We are proud to have CasaLuker couverture in our pastry portfolio. The brand's finest cocoa has already drawn much attention during its official launch in September and we are expecting even more positive noise from the industry in the future."

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,760 specialists, the Business Unit generated net sales of CHF 3.9 billion in 2018.

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