

Media release

Upfield selects DKSH to drive Asian expansion

DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed a regional agreement with Upfield, the largest plant-based consumer goods company in the world, to drive growth for its renowned spreads in six Asian markets.

Kuala Lumpur, Malaysia, August 13, 2019 – DKSH Business Unit Consumer Goods, Asia’s leading Services provider for Fast Moving Consumer Goods companies, will support Upfield to drive sales for iconic margarine and spreads brands in several Asian markets. As a regional growth partner, DKSH will provide a tailor-made supply chain solution to fulfill sales, key account management, field marketing, distribution, logistics and collection services for Upfield in Malaysia, Thailand, Hong Kong, Singapore, Myanmar and Cambodia.

Upfield, the former food spreads division of Unilever, was purchased by investment firm KKR in 2018. Today, Upfield is the number one producer of plant-based spreads globally with its core products such as Rama, Blue Band and Flora. There are several local jewels in Upfield’s portfolio like Planta in Malaysia.

With DKSH’s widespread distribution network across Asia and profound knowledge of different markets, DKSH is committed to driving and expanding the availability and visibility of Upfield’s products in the region. DKSH will support Upfield by providing an integrated and synchronized route-to-market approach. Meaning, DKSH will help Upfield in reducing the overall supply chain complexity, through localized sales strategies, and by improving the in-store execution in key channels. Herewith, DKSH ensures the expansion of well-known products such as Planta in Malaysia and Flora in Hong Kong across the region.

Nishant Grover, Managing Director Asia, Upfield said: “Our noble purpose is to make people healthier and happier with great tasting, all-natural plant-based products which are good for the planet. We are thrilled to partner with DKSH to achieve our purpose in this very dynamic and fast-growing Asian marketplace.”

Jean-Pascal Cayssiols, Regional Director Business Development (Food), Business Unit Consumer Goods, DKSH said: “Being selected by a leading company like Upfield is testament to the strength of our regional growth platform. We are committed in driving the availability and improving the visibility of Upfield’s iconic brands throughout Asia.”

About Upfield

At Upfield, we are making people healthier and happier with nutritious and delicious, natural, plant-based products that are good for you, our planet; and with packaging that’s free from plastic. We are the largest plant-based product company and our vision for a “Better Plant-based Future” drives positive change in people’s health, their daily lives and our planet’s sustainability. Upfield is the #1 producer of plant-based spreads globally, with iconic brands FLORA, RAMA, BLUE BAND, PROACTIV, BECEL, and COUNTRY CROCK. With headquarters in Amsterdam, we sell our products in over 95 countries and have 17 manufacturing sites throughout the world. The company employs over 3000 Associates. Since 1871, we have been the authority in the spreads category which gives us unmatched experience, know-how and inspiration to create “a better plant-based future”. For more information, please visit our website at www.Upfield.com. For media enquiries, contact UpfieldMediaLine@apcoworldwide.com

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.

Think Asia. Think DKSH.

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