

C.P. Merchandising wins two awards at The Asian Export Awards 2021

20 April 2022 | News

Company received two major awards, The Export Initiative of the Year – Food from its plant-based innovative brand, Meat Zero, and The Product Exporter of the Year – Food, from its sustainable packaging



Company received two major awards, The Export Initiative of the Year – Food from its plant-based innovative brand, Meat Zero, and The Product Exporter of the Year – Food, from its sustainable packaging

C.P. Merchandising, a subsidiary of CP Foods, grabs two awards at The Asian Export Awards 2021, reinforcing its status as a leading food exporter with a commitment to developing innovations that take into account the health of consumers and contribute to the balance of the nature. This will subsequently help consumers across the world to be confident in CP brand.

Anat Julintron, C.P. Merchandising's Managing Director, said that the company received two major awards, The Export Initiative of the Year – Food from its plant-based innovative brand, Meat Zero, and The Product Exporter of the Year – Food, from its sustainable packaging for CP Flamin Chicken tenders, in the recently concluded Asian Export Awards 2021, an annual awards programme hosted by Manufacturing Asia which recognises top exporters in the region. "Receiving this prestigious awards bolster confidence for customers and partners in the company's products. C.P. Merchandising, as an exporter of high-quality food products, placed importance on safety standards as well as social and environmental responsibility throughout the supply chain," said Mr. Anat.

The company received The Product Exporter of the Year – Food for its efforts in the C.P. Packaging Innovation project. According to the company, it introduced a new packaging solution for its C.P. brand black bag range that reduces the use of paper 44% and also has the better strength to hold the product.

The new packaging is not only reducing paper waste but also a good solution for our wholesales and consumers. The new displayed carton design was found to be more convenient to tear off for the staff compared to the old style that is comprised of 2 pieces of paper which led to efficiency at operation whereas the new design on side of the design is also attractive for consumers and distinctive on the shelf.