

CP Foods presents “Thai Food: Mission to Space Safety Standard” at ANUGA 2023

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Charoen Pokphand Foods Public Company Limited (CP Foods) marked its illustrious presence at ANUGA 2023 in Cologne, Germany, reinforcing its stature as a global leader in the food industry. CP Foods meticulously crafts its innovations for comprehensive well-being and shows a steadfast commitment to social and environmental sustainability. At this esteemed event, the company displayed a selection of its products, emphasising the premium quality of its chicken meat. This meat product is specially designed to meet stringent space safety standards, deeming it astronaut-friendly.

Among the 7,800 esteemed food exhibitors at ANUGA 2023, CP Foods is a standout. Positioned at Stand D050 in Hall 9, CP Foods attracts associates, industry experts, and culinary enthusiasts globally, becoming a centre of interest and interaction.

Prasit Boondoungprasert, CP Foods’s CEO, emphasised the company’s unwavering commitment to adhering to the strictest global safety protocols. He highlighted CP Foods’s premier position as a top chicken exporter from Thailand, the world’s fourth-largest chicken exporter. At ANUGA 2023, the company introduced its groundbreaking “CP Food - Mission to Space” initiative. This project signifies the stringent safety and quality benchmarks that represent CP Foods, establishing its standing as a trusted brand in the international food arena.

The “Thai Chicken” Mission to Space initiative exemplifies the ambition to promote Thai food safety worldwide. Partnering with Mu Space and Nanoracks, CP Foods intends to launch Thai dishes bearing the “SPACE SAFETY STANDARD” seal, introducing Thai culinary genius to space.

Furthermore, CP Foods aspires to become the sustainable “Kitchen of the World.” Operating in 17 countries and distributing premium products to over 50 nations, CP Foods is committed to delivering the highest quality food, strengthening food security, and improving quality of life with health-beneficial and eco-friendly products.

The company also commits to business practices in strict alignment with the principles of environmental, social, and governance (ESG). This is in harmony with the United Nations’ Sustainable Development Goals (SDGs) and highlights the company’s profound commitment to achieving Net-Zero carbon emissions.