

CPF Highlights Wellness-Focused Food Innovations for Global Consumers

25 May 2026 | News

CPF is showcasing a range of ready-to-eat meals, premium protein products, and convenience foods developed to address growing demand for healthier, safer, and more sustainable food options across Europe, North America, the Middle East, and Asia



CPF is showcasing a range of ready-to-eat meals, premium protein products, and convenience foods developed to address growing demand for healthier, safer, and more sustainable food options across Europe, North America, the Middle East, and Asia

Charoen Pokphand Foods Public Company Limited (CPF) is reinforcing Thailand's position as a regional food innovation hub at THAIFEX Anuga Asia 2026 by unveiling a broad portfolio of innovative food solutions tailored for global consumers.

Under the theme "Food Innovation for Wellness," CPF is showcasing a range of ready-to-eat meals, premium protein products, and convenience foods developed to address growing demand for healthier, safer, and more sustainable food options across Europe, North America, the Middle East, and Asia.

The company highlighted how Thai expertise, advanced production technologies, consumer-focused research and development, and strategic global partnerships are helping create products that align with evolving consumer lifestyles and wellness trends. The showcase also reflects CPF's focus on combining convenience, nutrition, and responsible production practices.

Among the featured innovations are products inspired by CPF's experience in developing Thai-style chicken with basil sauce that meets stringent space-grade food safety standards, alongside the introduction of the new CP Nippon brand. The exhibition also includes internationally recognised products from CPF's global portfolio, including Authentic Asia, CP Uoriki, and Thai Cube.

Prasit Boondoungprasert, Chief Executive Officer of CPF, said consumers worldwide are increasingly seeking food products that are safe, delicious, convenient, nutritious, and responsibly produced.

"Food plays an important role in people's everyday lives. We are committed to understanding consumers and business partners in every market and continuously developing innovative food solutions that deliver better experiences, support

wellbeing, and meet evolving consumer needs," he said.

At THAIFEX & Anuga Asia 2026, CPF is also emphasising its strengths as a global food company that combines international operations with local market insight. The company said innovation and technology remain central to its strategy to serve global consumers while contributing to more sustainable food systems.

The showcase underlines Thailand's growing role as a centre for food innovation and export-oriented product development in the Asia-Pacific region.