

Media Release: Branded Capsule Launch by Boncafé Thailand

October 06, 2015



Boncafé is proud to announce the launch of its new capsule program in Thailand, under its market leading brands Boncafé and Segafredo.

Boncafé is the first company to manufacture capsules in Thailand. The 8.5g capsules are initially produced in 5 blends at Boncafé Thailand's state-of-the art factory in the Eastern Seaboard, Chonburi province.

This project has been in the planning for almost 3 years and first sales have started in October 2015 through Boncafé's 16 sales & service centers nationwide and its large network of over 100 sales representatives.

In 2016, it is expected distribution will include 200 locations including major department stores, grocery stores and leading online retailers. Boncafé's own sales infrastructure will also

focus on offices as well as in-room mini-bars in thousands of hotels and resorts in Thailand.

Capsules have been the driver of the both the European and US consumer markets for years for in home-coffee consumption and we foresee that this will be the case in Thailand too.

In fact Boncafé will be at substantial advantage vs. imported product by reducing the duty rate for imported capsules from Europe or the US from 90% of all current competitors to zero for Boncafé. It is expected that Boncafé will garner at least 30% market share of the capsule market in Thailand by the end of 2016 for fresh coffee capsules.

Over the coming years, the company will be looking at other regional markets in Asia Pacific, most notably in AFTA countries for both branded and private label capsule production.

Boncafé (Thailand) Ltd.

Boncafé (Thailand) Ltd. (www.boncafe.co.th) is a leading gourmet coffee manufacturer and exporter, as well as the provider of *one-stop coffee solutions* for five-star hotels down to end consumers. Head-quartered in Bangkok with its industrial base in Chonburi, Boncafé operates sales-cum-service centers in many important provincial centers all over Thailand.

On August 1st, 2014, Boncafé (Thailand) became a member of the **Massimo Zanetti Beverage Group** (www.mzb-group.com), which acquired the entire Boncafé Group inclusive of the roasting plants in Thailand and Singapore.