

Monde Nissin launches “Quorn™” in Thailand



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The famous brand of meat-free protein from England targets health-conscious Thai consumers

Bangkok: In a GBP 550 million deal, Monde Nissin Corporation has acquired global-leading brand of meat-free protein from the UK, Quorn™. With this acquisition, Monde Nissin aims to bring the Quorn™ brand and its well-loved portfolio to Asia, including Thailand. The launch of Quorn™ will draw attention from those who love their healthy lifestyle, and also provide environmentally aware consumers a delicious, nutritious and sustainable alternative to meat. The business of meat-free protein is estimated to grow by over 20% in the next couple of years.

Mr. Rufino Tiam-Lee, CEO of Monde Nissin Singapore Pte Ltd., principal owner of Quorn brand in Asia, said, “The company plans to aggressively expand the business of Quorn™ among the existing markets of Monde Nissin, which comprises the Philippines, Thailand, Australia and the United Kingdom, and also to new markets. This year we will introduce Quorn™ to various countries in Asia. As a leader in meat-free protein, Quorn™ has 55% market share in the United Kingdom and the European Union and it has provided over 3 billion meals worldwide. This is an exciting time to be expanding to markets in Asia, including Thailand.

In Thailand, healthy living is a big lifestyle trend, so the company recognizes the opportunity for growth in the market for a new healthy protein source that is soy-free and non-GMO. We are happy to share this new food innovation from the UK now to Asia. Quorn™’s key ingredient, Mycoprotein™, is a natural fermented protein. It has a texture very similar to meat fiber, no cholesterol, no trans fats. It is also highly nutritious – a 200-gram pack of Quorn™ is equal to 4 eggs in protein, and about 5 cups of broccoli in fiber. We would like to aggressively create awareness through the right targeted channels. Online and social media will be particularly important for us to reach those who are interested in a healthy lifestyle, love cooking, and wish to consume less meat. There will also be a lot of sampling for sure, as we are very excited to let consumers try our products.”

Mr. Kevin Brennan, CEO of Quorn Foods, explains, “In the United Kingdom, we are happy to share that Quorn™ is now one of the most well-known food brands, coming from 30 years of consistently building the brand as well as the meat-free category. We believe the time is indeed right for us to now go into Asia and offer this market what our UK consumers have loved all these years. Very excited about Thailand, as among the first markets we will go into in Asia.”

During the introductory phase, Monde Nissin Thailand will import 3 Quorn™ products, with price ranging from 99 baht to 119 baht per packet. This includes ingredient-type formats like Chunks and Grounds, which can be prepared into a variety of favorite local dishes like curry, stew and many more as well as ready-to-cook format like Nuggets for consumers’ convenience. More products will then be launched in the succeeding months, to further Quorn’s market penetration and give consumers healthier options.

With Thai people in love with a more convenient lifestyle and their consuming habits ever changing, Quorn™ represents a new, easy-to-access non-meat protein source. Delicious, healthy and reasonably priced, Quorn™ is set to capture consumer attention and favour alike. The products will be made available at leading supermarkets beginning middle of April this year.