

# UCC Usehima Coffee has formed joint venture with K2 company to expand coffee market in Thailand



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Nobuo Kinoshita (middle) Chairman of UCC Ueshima Coffee (Thailand) Co., Ltd. has joined force with Meechai Amornpathanakul (third from left) Managing Director of K2 Company Limited to present premium products and services to expand coffee business in Thailand which huge growth demand and consumption. Including sharing know-how of production and service to improving capability and more standardization. UCC directly manages coffee estates in Jamaica and Hawaii and also UCC operates all these businesses itself, pursuing the highest levels of quality at every stage. The event recently held at Food & Hotel Thailand 2019, BITEC Bangna was honoured by Sureeporn Moeisawat (left) General Manager of K2 Company Limited, Shih-Yuan Hsu (second from left) Taiwan Brewers Cup 2019 Champion and Yi-Shan Yang (third from right) 2017 World Siphonist Championship.

UCC Usehima coffee, the leading in coffee business and throughout long history than 86 Years in Japan. UCC group's network has been expanding in Europe and Asia. UCC has formed joint venture with K2 company which is one of the leader in one-stop coffee service providers. The purpose of this corporation is to expand coffee business in Thailand which huge growth demand and consumption. Including sharing know-how of production and service to improving capability and more standardization.

UCC directly manages coffee estates in Jamaica and Hawaii, being actively involved in coffee making from planting saplings on through to harvesting the beans.

And also UCC operates all these businesses itself, pursuing the highest levels of quality at every stage. This knowledges have been shared with K2 in order to improve high product quality and

standardize of service.