




Confirel and Product Presentation

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The Sugar palm tree, Cambodian Cultural heritage.

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I. Confirel History




- C**onservation of a natural heritage
- O**riginality of a local product
- N**ew chance of development
- F**ollowing artisan way of manufacture
- I**nitiative around a tree
- R**ight remuneration of all the actors
- E**mployment and training for farmer
- L**ink for multi sector exchanges

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Our Profession: Food & Beverage Manufacturing

Reference Standard



Action



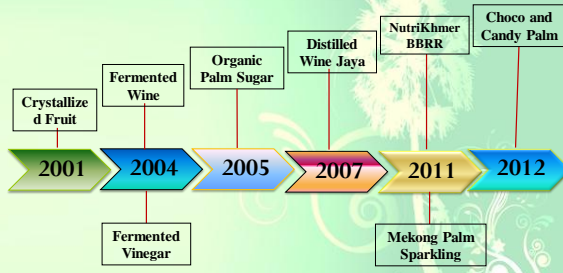
Deliverable



Mission : Development of local resources
 Vision : First Company with Khmer Authentic Products

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Confirel Palm Products History




Supply of Khmer Authentic Products built over 10 years

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II. Confirel Products

Product Concepts

- Preserve and value “*Thnot*” the sugar palm tree, being considered as national symbol after Angkor Wat by Cambodian public.
- Authentic Khmer products – excellent souvenirs from Cambodia
- Preserve traditional know-how
- Eco-product and Eco-packaging (from palm sap, palm leaves...)
- Creation of jobs for villagers and people



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II. a. Solid Products

Palma Organic Palm Sugar



- Complete (non-refined) sugar with distinctive smell and mild sweet taste
- Made from organic palm sap, No additive added
- Smok: Eco-packaging/ Biodegradable
- For revitalizing the body, hot drink, coloring/flavoring cakes or sweets and for dishes
- Store in clean and cool place away from sunlight
- Pack sizes: 500g/100g/5g sachet
- Rich in minerals, oligo-elements and polyphenols (anti-oxidant, 400mg/ 100g)
- The 529 items of pesticide residue, aflatoxin and phthalate ester were not detected in each palm sugar.
- Certified organic by ECOCERT International according to **EC 834 and NOP, JAS**
- Won "Palm d'Or" Award among healthy products at international contest in Paris in 2005

Organic Certificates:



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Palme d'Or AWARD

at NatExpo 2005 Paris, France



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Palma Palm Candy & Chocopalm



- **Ingredients: Palm sugar, fruits, chocolate,**
- **Natural and nutritive**

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Nutrikhmer Bobor Rong Roeng



- ❖ EU technical support
- ❖ Complementary nutrition
- ❖ Local raw material
- ❖ Child : 6 to 24 months

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Kiry Kampot Pepper



- A geographical indication designates and protects a product coming from a specific geographical area and which particular quality, reputation or other characteristics can be linked directly with this geographical origin.
- Best selected product from traditional techniques with 2 specific varieties: *Kamchay* and *Lampong* (or *Belantoeung*), known locally as "big leaves" and "small leaves". Use of chemical fertilizers is not allowed.
- Kampot pepper naturally provides a strong and delicate aroma and its taste varies from intensely spicy to mildly sweet.
- Kampot pepper suits all kind of dishes and distinguishes itself in particular with grilled fish.
- Pack sizes: **500g/100g of Black, Red and White.**

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II. b. Liquid Products

Jaya Palm Spirit



- Strength: **40%** (alc./vol.) with distinctive taste and aroma
- Ingredient: Natural palm sap and palm aroma
- Moderate consumption : beneficial in reducing the risk of coronary heart disease.
- Pack sizes: **500ml/187ml**

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II. b. Liquid Products

Mekong Palm Sparkling



- Strength: **8 and 11% (alc./vol.)**
- Ingredient: Natural palm sap
- Processed by Fermentation with best selected raw materials
- Excellent choice for celebrations
- Appealing to young & trendy females
- Moderate consumption : beneficial in reducing the risk of coronary heart disease (7 cal/g alc.)
- Served chilled
- Store in clean and dry place, away from sunlight
- Pack size: **200ml**

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Kirel Palm Wine – Original, Ginger and Pineapple



- **11%** (alc./vol.), no sulfating and no additive added
- **8%** (alc./vol.) with blended taste of ginger and palm sap
- **8%** (alc./vol.) with blended taste of pineapple and palm sap

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Kirum Palm Vinegar - Organic



- Acidity: 6%
- Ingredient: 100% Natural palm sap
- Processed by Fermentation with best selected raw materials
- No additives added
- No sulfating
- Certified Organic by **Ecocert** based in France according to **EC 834 & NOP** standards
- Rich in minerals and oligo-elements
- Good with salads, grilled fish and meat
- Storage conditions: at clean and dry place, away from direct sunlight
- Pack size: **375ml**

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Kirum Palm Vinegar with Kampot Pepper



- Acidity: 6%
- Ingredient: Natural palm sap and Kampot pepper
- Provides **special taste** and flavor to your salads and foods
- Rich in minerals and oligo-elements
- Processed by Fermentation with best selected raw materials
- No additives added
- No sulfating
- Good with salads, grilled fish and meat
- Storage conditions: at clean and dry place, away from direct sunlight
- Pack size: **375ml**

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III. Product Development



1. Organic Rice Cracker with Palm Sugar
2. Organic Pop Corn with Palm Sugar
3. Organic Palma Chip with Palm Sugar
4. Young Pepper



Cultural heritage.

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IV. Confirel and Social Benefit

JAYA Brand: Value Added Products/Corporate Social Responsibility

1. Preserve and value “*Thnot*” the sugar palm tree and traditional know-how; authentic Khmer Products
2. Healthy Products - being Organic & Natural
3. Support rural farmers - improve their daily income
4. Help protect environment
5. Support local production and promotion of “*Product of Cambodia*”
6. Help the most vulnerable people of Cambodia through Charity (Donation, jobs creation for villagers and people...)
7. Assist tourism industry through mini palm plantations attracting tourists

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Corporate Citizen Award to Confirel



Cambodian
Corporate Citizenship
Awards

Confirel Co. Ltd.

Winner
Environmental Stewardship

February 2009



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**Thanks for
your
attention...!!!**



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