



FREENOW COCONUT MILK



1.FreeNow Brand

FreeNow Established in 2015 in TongXiang.

It is a coconut-based full industry chain enterprise that focuses on the research, production, and sales of coconut milk.



FreeNow's coconut procurement accounts for **35%** of Chinese coconut trade.
Importing **5,000 tons** of Indonesian **old coconut gray** **every month**.



Production

840,000 **Tons**
annual
capacity

4

IN-HOUSE Factories

Zhejiang FreeNow Factory
Zhejiang DeNuo Factory
Hainan FreeNow Factory
Hainan FreeNow Phase 2 Factory

Innovation Foundation

Technological Innovation

5

Core Technologies

Oil-water mixing technology | Fat separation technology
Coconut water purification technology
Coconut-based enzymatic hydrolysis technology
Coconut juice fermentation technology

6

Major R&D Centers

Hangzhou | Tongxiang | Shanghai Haikou | Shenzhen | Chengdu

60

MEMBERS R&D Team

Empowering the industry



菲诺[®]
FreeNow

「FreeNow」Brista Coconut Milk

Special Coconut Milk for Coffee & Tea

- ✓ *Coffee lovers*
DIY anytime
- ✓ *Controlling quality from the source*
28-day harvesting period
- ✓ *Freshly pressed coconut meat*
Delicate texture

Richer coconut flavor

adds to your latte





300,000+ **stores**

20+ Countries For Export

**Popular base ingredient
for TOP tea and coffee brands**

The ideal choice for tea and coffee
beverage mixes



Beijing ★

North Korea

Japan

South Korea

China

East China Sea

Zhejiang Jiaying 1st&2nd Factory

Taiwan Strait

Taiwan

Hainan Wen Chang 1st&2nd Factory

Pacific Ocean

South China Sea

Myanmar

Vietnam

Laos

Thailand

Cambodia

Philippines

Brunei

Malaysia

Tinh Binh Duong

Singapore

Indonesia

Bandar Lampung

● ASEAN members



2021

- “First Financial” Favorite Value Independent Brand of the Year
- “36Kr” Most Commercially Growing New Consumer Brand
- “Soft Drink List” Global Innovation Award for European Consumer Top Product of the Year
- Tmall Double 11 Top 1 in Food and European Consumer Categories
- Tmall Double 11 Top 1 for Fresh Flagship Store in Plant-Based Milk Brands
- Tmall Repurchase Top 1 in White Category Single Product

2022

- iSEE Global Food Innovation Award for Best Plant Protein Beverage
- “First Financial”2022 China's Annual Growth Power Brand in New Consumption
- “EO” New Consumption Cool Top 10 Product List
- “36Kr” Future 2022 High Growth Consumer Brand
- “36Kr”WISE New Economy Kin

2023

- “EO”WIM China Consumer Innovation New Product
- “First Financial”Growth 50 China's Annual Breakthrough Consumer Brand List
- “EO” 2023 New Consumption Cool Top 20 Product List
- “Tmtpost ”New Consumer Brand of the Year
- “Fat whale ” The Big Bang
- The 3rd China Food and Beverage Industry Red Bull Award
- Top 10 Fresh Beverage Supply Chain Enterprises in 2023

2024

- “Food Headlines” Consumer Innovation Brand of the Year
- The 4th Red Bull Awards of China Catering Industry
- ISEE Top 100 Innovative Brands

(2022-2023)

TWO CONSECUTIVE YEARS

菲诺[®]
FreeNow

Brista Coconut Milk

FreeNow is the No.1
Brand of raw coconut milk
in mainland China

The total sold volume in 2022 and 2023
can be used to make coconut latte about

1.4B^{Cups}



Why you have to choose the Coconut milk

The global shift towards plant-based diets is influencing the Thai market, with more consumers choosing plant-based milk over traditional dairy.

People who are lactose intolerant can safely consume non-dairy milk alternatives that are naturally free from lactose.

More creamy, smooth flavor, better coffee taste. creative menu for customer alternative and also attractive the foreigner.

The plant-based milk market in Thailand is relatively new but expanding rapidly. While dairy alternatives like soy milk have been popular for years, newer alternatives such as oat, almond, and coconut milk are now gaining traction.

Our Partners



luckin coffee



ZUS
COFFEE



 Peet's Coffee

Air Asia



SeeSaw
COFFEE



Successful Case



Coconut Latte

7 billion cups sold in three years



Latte with Coconut Foam

Sales exceed RMB 81million



ZUS
COFFEE

500 stores in Malaysia
Cooperate for six month



Coconut Mocha



Coconut Latté



Spanish Latté (with
Coconut Milk)

The monthly sales volume of products containing
[FreeNow]Barista Coconut reaches **420,000**

Order:7000 Cartons/Month≈3.5 40'HQ

Supports for Customer



Promotion materials (poster, designs and so on)



We can do overall menu, series menu, seasonal promotion menu



Product training for every quarter to update the drink trend



Thank you