

January 19th , 2016

Ezaki Glico to launch its ice cream business in Thailand on January 27th

Japanese food manufacturer Ezaki Glico Co.,Ltd.(Osaka, Japan), under the well-known brand “Pocky”, today announced the launch of 4 of its major ice cream brands in Thailand on January 27th 2016.

This is the first time for Ezaki Glico to sell its ice cream outside Japan. Its subsidiary GLICO FROZEN (THAILAND) CO.,LTD, established in June 2015 with a capital investment of 200,000,000 TB (5.9m US\$), will mainly be responsible for domestic marketing and aims to enter the growing local market with its unique ice cream.

Ezaki Glico has been involved in the ice cream business since 1953 and owns some of the top-selling ice cream brands on the Japanese ice cream market. One of its long-selling brands “Giant Cone” as well as other popular products such as “Seventeen Ice”, “Panapp” and “Palitte” will now be available to Thai customers.

“We are very confident that our products will be received well here too, so we decided to take this big step”, says Kiyotaka Shimamori, Managing Director of GLICO FROZEN (THAILAND), “We hope, our ice cream will be loved for many years by Thai customers - just as they are in Japan.”

The company will focus on digital media marketing, such as websites and online media, in order to reach its two main target groups – teenagers and young working adults.

For your reference

GLICO FROZEN will launch the following 4 major brands on January 27th 2016 :



1. **PALITTE BRAND:** “Milk & Chocolate” & ”Milk & White Chocolate”
Product concept: soft ice cream covered with crispy chocolate that brings pleasant moments with its unique shape and deliciousness.



2. **GIANT CONE BRAND :** “Chocolate & Peanut” & “Chocolate & Cookie”
Product concept: ice cream with a crispy cone and rich chocolate topping that is perfect to munch after a long day and recharge your energy.



3. **PANAPP BRAND:** “Strawberry” & “Grape”
Product concept: parfait ice cream in a cup consisting of 3 layers (vanilla ice cream, tasty fruit sauce and crispy white chocolate) that has you not only enjoying the taste but also its unique texture.



4. **SEVENTEEN ICE BRAND:** “Mint & Chocolate” & “Vanilla & Cookie”
Product concept: a stylish and urban hang-out ice cream, perfect to take with you everywhere and that cheers up your feeling wherever you go.

BACKGROUND INFORMATION

Ezaki Glico Co.,Ltd.

Established:	1922
Headquarter:	Osaka, Japan
Managing Director	Katsuhisa Ezaki
Capital	7.7 billion JPY
Company Website	https://www.glico.com/global



Ezaki Glico is one of the leading manufacturers of confectionery in Japan, and is also a well-known manufacturer of chilled dessert and beverage products, processed foods, dairy products, baby formula.

Its best-selling product “Pocky” is on sale in over 30 countries, currently selling 500 million units a year

Glico’s international business

- 1970 : Establishment of Thai Glico Co., Ltd.(confectionery business only)
- 1982 : Establishment of Generale Biscuit Glico France in Paris, France, and launch of “Mikado”
- 1995 : Establishment of Shanghai Glico Foods Co., Ltd.
- 2003 : Establishment of Ezaki Glico USA Co., Ltd.
- 2013 : Establishment of PT. Glico-Wings in Indonesia
- 2014 : Establishment of PT. Glico Indonesia(confectionery business only)
- 2015 : Establishment of GLICO FROZEN(THAILAND) CO., LTD.